

**University and Bay / “Four Corners” Community Engagement
Community Meeting #5 – March 8 - 19, 2021
Online – universityandbay.com**

Executive Summary

As part of the community engagement process for redevelopment of the “Four Corners” site at University and Bay, Sand Hill Property Company held a fifth community meeting in March 2021. Due to health and safety concerns related to COVID-19, the community meeting was done through an online format. The virtual community meeting included a video presentation, online resources and project content, and an interactive survey. The meeting was made available to the public for a two-week period between March 8 - 19. This Executive Summary provides an overview of the overarching trends and takeaways that emerged from the qualitative responses and the quantitative results in the online survey.

Participation Data

- 52 survey responses (50 in English; 2 in Spanish)
- 306 unique visitors
- Over 80% of survey participants live in EPA
- Approximately 60% of survey participants work in EPA

Important Themes & Takeaways

Based on an analysis of the online survey results, the following themes and takeaways emerged as the most significant feedback from Community Meeting #5 and reinforce many of the themes that emerged from the previous community meetings. These themes will help guide future programming, design, and planning decisions for the Four Corners project.

- **Strong Support for Community Plaza and Town Square:** In general participants have a strong liking for placement of the Community Plaza and its look and feel. They also have a strong liking for the look and feel of the Town Square.
- **University Traffic Protection:** There is some concern about the location of the Community Plaza along University. Though participants like how it invites people into the site they want to ensure that people feel protected from the traffic along University.
- **Slow Street=Community Street:** The addition of the Pedestrian-Friendly Slow Street was well received by participants, and there is strong support for closing it regularly for community events (55% for once a week; 38% for once a month). For the 20% of participants that do not like the

Slow Street, they want the development to prioritize pedestrians and bikes and reduce internal circulation to cars.

- **More Greenery, More Variety:** Though participants like the look and feel of the Town Square, some participants are still interested in seeing more green space in the Town Square and more variety in the topography, planting, and programming of the space, particularly more spaces for people to sit and gather.
- **Inclusive Placemaking/Placekeeping Process:** The survey asked participants their interest in participating in a placemaking/placekeeping process for the Four Corners site. Participants are enthusiastic about participating (over 85% want to or maybe want to participate in the process) and provided names of people and organizations that should be included in the process to ensure an inclusive process that recognizes the diverse voices reflected in the history and culture of EPA.
- **A Cohesive Downtown:** Participants feel strongly that the project proposal reflects a vibrant downtown look and feel for EPA. There is some concern that there isn't enough density to support all of the community spaces that will be included in the developments in the RBD, and that there isn't enough coordination between the RBD sites. There were also some comments asking for retail in the Four Corners site that will draw people in.
- **More Places to Gather:** Additional suggestions for the site include adding more greenery and local planting and providing more areas for people to sit and gather as a community.

Survey Details – Design

The online survey included informative/education components, including a presentation video, a review of the project principles and programming, and an interactive survey comprised of six sections. Below is an overview of the six interactive sections and their corresponding questions:

Community Plaza

- Do you like the placement of the Community Plaza?
- Do you like the look and feel of the Community Plaza?
- What do you like the MOST about the Community Plaza?
- What do you like the LEAST about the Community Plaza?
- Are there any additional thoughts you want to share about the design of the Community Plaza?

Pedestrian Friendly Slow Street

- Do you like the idea of a pedestrian-friendly slow street at Four Corners?
- Do you like the look and feel of the slow street?
- How often should it close for community events?
- Do you have any questions or concerns about slow streets?
- Are there any additional thoughts you want to share about the design of the slow street?

Town Square

- Do you like the look and feel of the Town Square?
- Do you like the idea of a significant sculpture commemorating local history, culture, and art at the Town Square?
- What do you like the MOST about the Town Square?
- What do you like the LEAST about the Town Square?
- Are there any additional thoughts you want to share about the design of the Town Square?

Placemaking & Placekeeping Process

- What platforms would you like to use to engage in a conversation about your experience of EPA? (choose all that apply)
- Are there any resources (people, places, or organizations) that you think we should reach out to learn more about the local history, culture, or art?
- If we do small focus groups to discuss these topics, would you be interested in participating?
- If you answered YES or MAYBE, please provide your contact information below: (Name, Phone Number, Email)
- What is the best way to get in touch?

Project Proposal

- Reflecting on the images and descriptions in this survey, do you think the design looks and feels like a vibrant “downtown” for EPA?
- Why or why not?
- Are there any additional thoughts you want to share about the overall design?

Other Comments and Questions

- Do you have any additional comments or questions you would like to share?

Survey Details – Results

COMMUNITY PLAZA

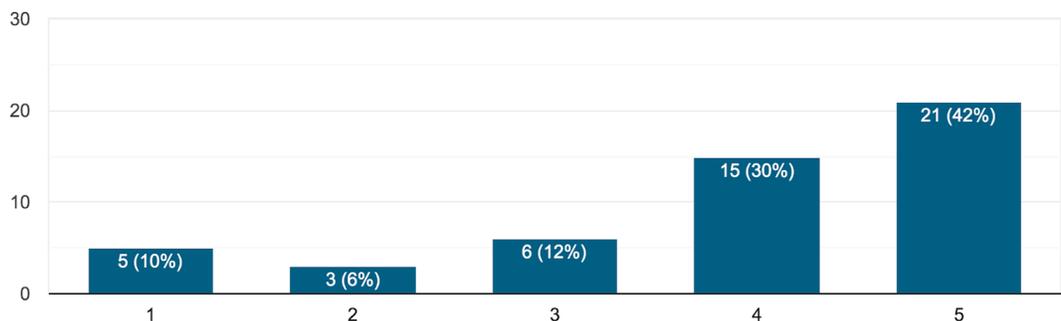
The location of the Community Plaza has evolved over the course of the project design process. In response to a desire, particularly from the City, to activate University Avenue with more pedestrian activity, our current proposal places the Community Plaza further north on University, across from City Hall. This also helps create a connection between this development and City Hall. We also created two indoor community spaces, one on either side of the plaza. In the survey we asked participants their thoughts and feelings about the location and look and feel of the Community Plaza. Below is a qualitative summary of the survey findings as well as the quantitative results.

Community Plaza Survey Findings:

- On a scale of 1-5, 72% of participants marked a 4 or a 5 showing a strong liking for the location of the Community Plaza. 16% of participants marked a 1 or 2 showing a strong dislike for the location. Based on the following up questions, those that do not like its location, want it placed on Bay Street where there is less traffic. However for those that prefer its current location, they believe that the location provides a welcoming opening to the development.
- Approximately 80% of participants marked a 4 or a 5 showing a strong liking for the look and feel of the Community Plaza.
- Many people noted that what they liked the most about the Community Plaza was how it provides an opening to the site and is inviting. Participants also like the programming on the ground floor around the Community Plaza and that it is a focal point for the development and for EPA.
- What people don't like about the Community Plaza is that it appears small and is located on University which has a lot of traffic. Those that don't like its location, would prefer that it be on Bay where traffic is quieter.
- Additional comments on the Community Plaza included wanting more greenery, larger space and fountains for kids to play in.

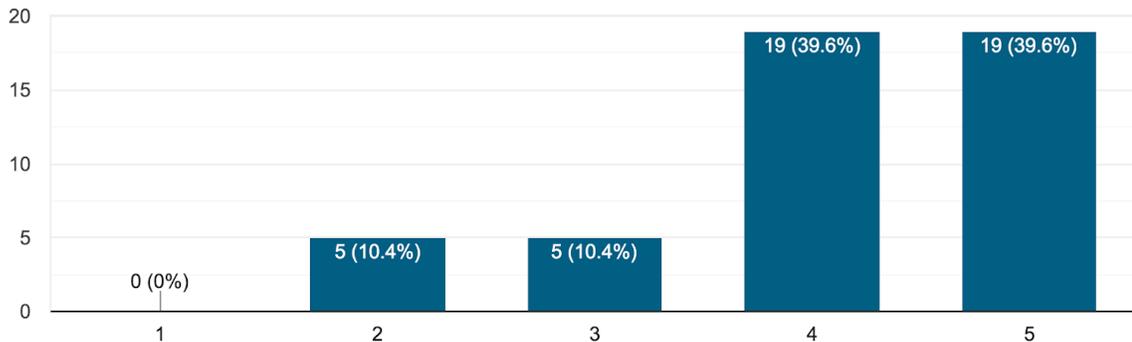
Do you like the location of the Community Plaza?

50 responses



Do you like the look and feel of the Community Plaza?

48 responses



PEDESTRIAN –FRIENDLY SLOW STREET

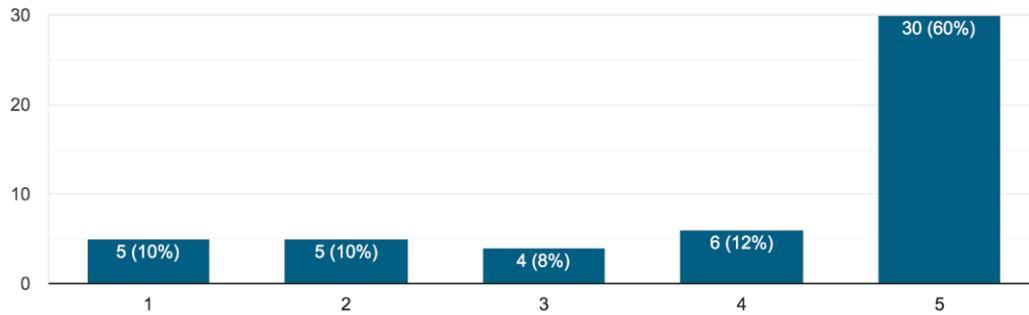
We created a pedestrian-friendly slow street through the center of the site to respond to desires for a safe and family-friendly site that feels walkable. The slow street can also be closed to cars from time to time to create extra community gathering space for festivals, street fairs, and farmers' markets. In the survey we asked participants their thoughts and feelings about the Slow Street and look and feel of the Slow Street. We also asked how often they would want the street to be closed for community events. Below is a qualitative summary of the survey findings as well as the quantitative results.

Pedestrian Friendly Slow Street Survey Findings:

- On a scale of 1-5, 72% of participants marked a 4 or a 5 showing a strong liking for the Slow Street. 20% of participants marked a 1 or 2 showing a strong dislike for the Slow Street. Based on the follow up questions, those that are concerned about the Slow Street, don't want an additional street to bring more cars to the site and would prefer that the entire development be geared towards pedestrians and not cars. Participants also had questions as to the purpose of the street and how it interacts with the buildings. There are also some concerns about the circulation and how it interacts with traffic on University.
- Approximately 75% of participants marked a 4 or a 5 showing a strong liking for the look and feel of the Slow Street. Approximately 20% of participants marked a 1 or 2 showing a strong dislike for the look and feel of the Slow Street. Based on the follow up questions, participants.
- Approximately 55% of the participants want the Slow Street to be closed to cars once a week. Another 38% want is closed once a month. This is consistent with what we've heard throughout the process which is a strong desire for space that allows for regular community programming that will attract the EPA community and serve as a gathering place for EPA residents.
- Additional comments about the Slow Street included a desire to reduce the prioritization on cars and make sure it's safe for pedestrians and bicycles.

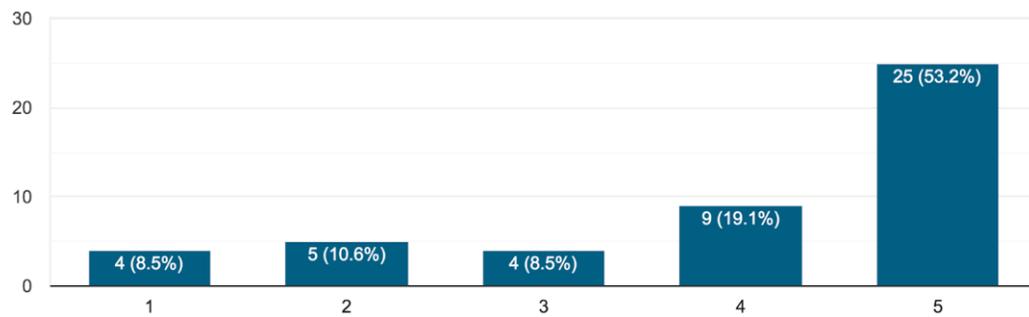
Do you like the idea of a pedestrian-friendly slow street at Four Corners?

50 responses



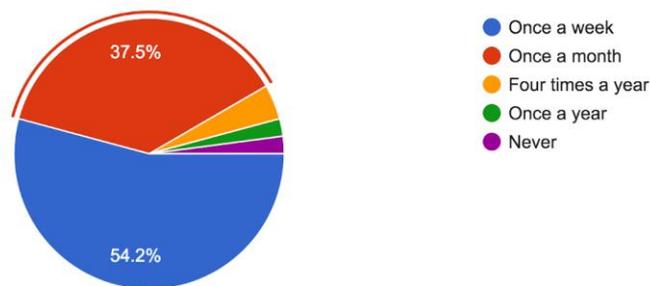
Do you like the look and feel of the slow street?

47 responses



How often should it close for community events?

48 responses



TOWN SQUARE

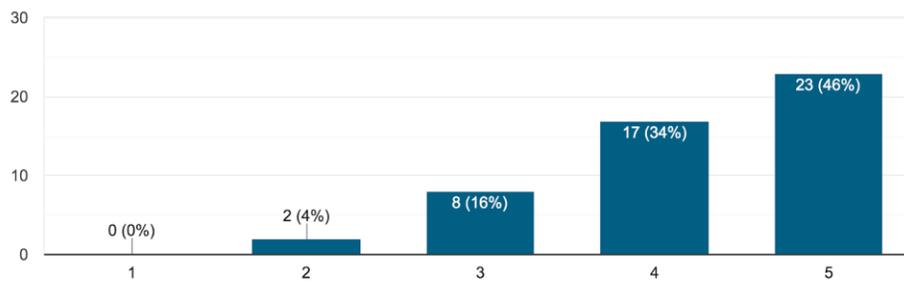
In previous community meetings, we heard about the need for an inclusive, friendly space for large groups to gather, have performances, and celebrate EPA’s diverse community. People also want open community spaces that encourage social interaction and draw people to the site. In the last meeting, we showed the idea of a town square in the center of the site. We’ve continued to refine the look and feel of it, including adding a central green space and trees around it in response to community desires for more plants and trees. There’s also a new Civic Landmark Tower (an artistic sculpture to commemorate local history, culture, and art) on the edge of the square. In the survey, we asked participants whether they like the look and feel of the Town Square and whether they like the idea of a significant sculpture commemorating local history, culture and art. Below is a qualitative summary of the survey findings as well as the quantitative results.

Town Square Survey Findings:

- Approximately 80% of participants marked a 4 or a 5 showing a strong liking for the look and feel of the Town Square. Less than 5% marked a 1 or 2 showing a strong dislike for the look and feel of the Town Square.
- Over 80% of participants marked a 4 or a 5 showing a strong liking for the idea of a significant sculpture in the Town Square.
- Many people noted that what they liked the most about the Town Square was the acknowledgement of the EPA history and culture and that it provides a gathering space with greenery for families.
- What people don’t like about the Town Square is that people don’t have enough details about the space yet and aren’t sure how it will feel to be in there—whether it will feel like a space that is for the community or for the office workers, and what the sculpture will look like.
- Participants also want to see more greenery, variety in the topography and more locations to sit and interact. Some felt as though the Town Square looks like an empty space that doesn’t have enough going on and may not attract the community.
- Nearly 80% of participants

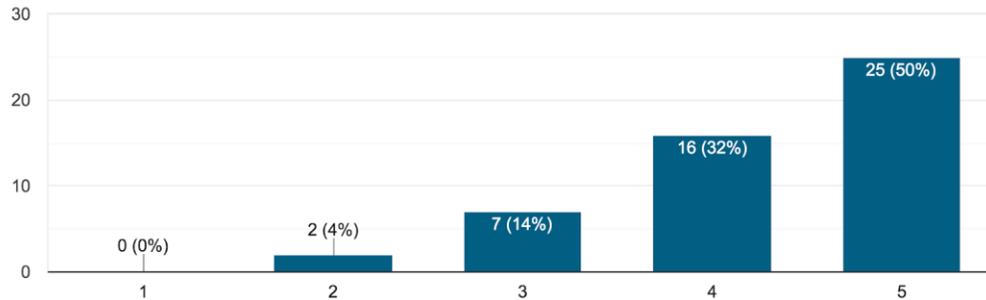
Do you like the look and feel of the Town Square?

50 responses



Do you like the idea of a significant sculpture commemorating local history, culture, and art at the Town Square?

50 responses



PLACEMAKING & PLACEKEEPING PROCESS

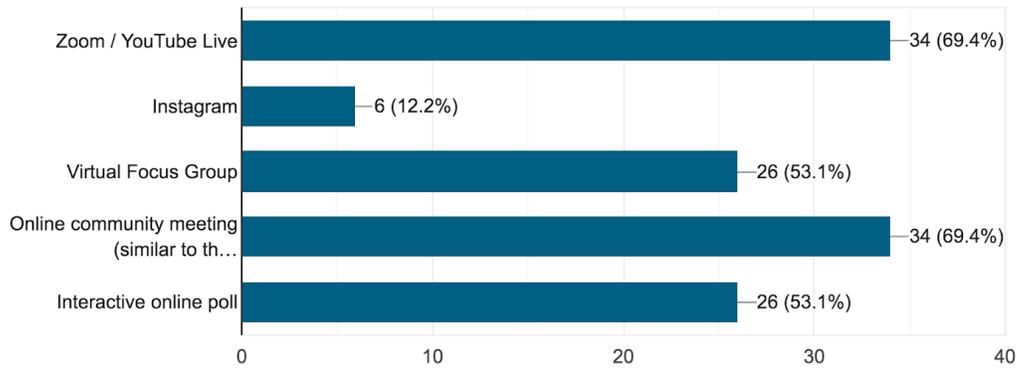
Throughout the engagement process, we've heard a nostalgia for the small businesses, venues, and family environment that used be on the site. Community members want a place that is uniquely EPA and promotes the culture of the city by using artists to bring the stories of EPA to life and creates spaces for community building. In response, our design proposes several artistic elements that honor local history (a physical timeline in the ground at the Community Plaza) and celebrate the local culture (Landmark Tower, murals). In the survey we asked participants if they would like to help us further design these features and what platforms we should use to engage in a conversation about peoples' experiences of EPA. We also asked whether the elements that have been designed so far, reflect the looks and feels like a vibrant downtown for EPA. Below is a qualitative summary of the survey findings as well as the quantitative results.

Placemaking & Placekeeping Survey Findings:

- When asked how people want to engage in the placemaking/placekeeping conversation, nearly 70% chose a Zoom/YouTube Live format and 70% chose an online community meeting (similar to the meetings that have been held over the past year for the site). 53% selected an online poll or an online focus group.
- Many participants provided the names of people and organizations that we should reach out to learn more about EPA history, culture and art. Participants noted the importance of talking to local residents that have lived in EPA for a long time and to include the many voices of the diverse community and history of EPA including Native Americans, African Americans and Polynesians.
- A few people mentioned the EPA Archives project and the importance of coordinating efforts with that effort as well as the other development placemaking initiatives.
- Approximately 50% of the participants would like to participate in the placemaking/placekeeping process and another 37% may like to participate. Nearly 90% of participants' preferred mode of contact is by email.

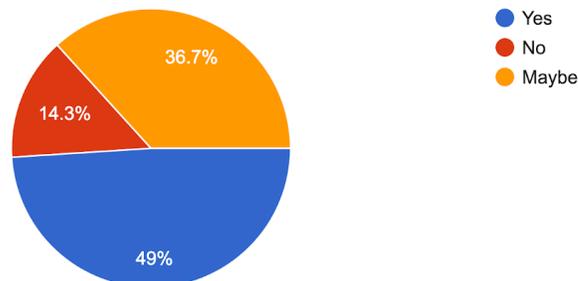
What platforms would you like to use to engage in a conversation about your experience of EPA?
 (choose all that apply)

49 responses



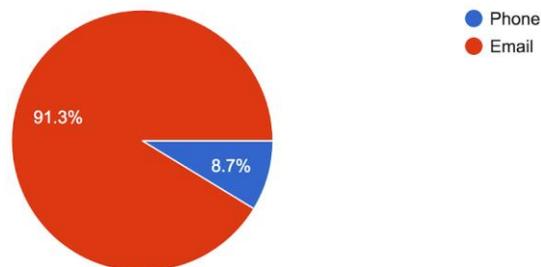
If we do small focus groups to discuss these topics, would you be interested in participating?

49 responses



What is the best way to get in touch?

46 responses



PROJECT PROPOSAL

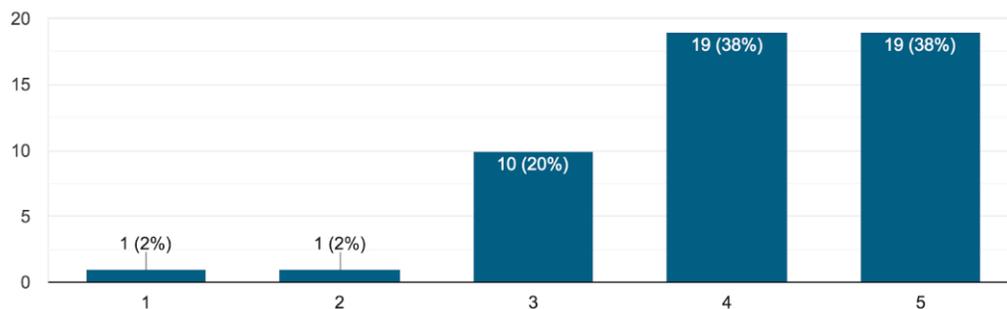
The Four Corners proposal has been programmed and designed to respond to both the EPA Specific Plan and General Plan guidance for this site and surrounding neighborhood. They call for creating a “mixed-use development with ground-floor shops that will enliven the street” and a “‘main street,’ centered on University Avenue and along Bay Road to enhance the City’s image and identity.” In the survey, we ask participants when they feel as though the current proposal design looks and feels like a vibrant downtown for EPA. Below is a qualitative summary of the survey findings as well as the quantitative results.

Project Proposal Survey Findings:

- On a scale of 1-5, 72% of participants marked a 4 or a 5 showing that they strongly agree that the proposal reflects the look and feel of a vibrant downtown. Only 4% marked a 1 or a 2.
- When asked why participants think or do not think the proposal looks and feels like a vibrant downtown, comments included that the proposal provides a center to EPA that does not exist now and also wanting more color to make it more vibrant. Participants also noted a desire for more retail, more places for people to sit and gather and the need to coordinate with other developments in the RBD to ensure enough density and consistency across the area.

Reflecting on the images and descriptions in this survey, do you think the design looks and feels like a vibrant “downtown” for EPA?

50 responses



OTHER COMMENTS AND QUESTIONS

At the conclusion of the survey, participants were asked if they had any additional comments or questions that they wanted to share. Many participants noted the importance of ensuring that the project is implemented as shown, that the businesses are local and that the jobs that are created are for EPA residents. There were also comments about wanting the library and adding more greenery and native plants to the design. Many participants expressed gratitude for the engagement process and appreciated how their input was being incorporated into the project design.