



**Research/Piccard Planning Area 15 Community Listening Session
July 9, 2015 at 8:30 a.m.
Best Western Hotel**

Comment Sheet results

A complete transcription of the written comments generated by this exercise is contained in this report. The written comments are presented verbatim with only minimal editorial changes to spelling and punctuation.

What do you see as the important issues in the area? What works for your business in terms of its location? What are the location's assets and what could be improved in the area?

1. Lack of amenities. Older infrastructure.
2. Zoning for Research and Piccard is fine. We work here and very accessible to I-270 and free parking. What we need is to attract more office type businesses to this area. Upgrade existing buildings.
3. Improve infrastructure to serve future business needs, from most basic fire, water, sewer, to broadband. Enhance connectivity. Add retail.
5. We need more affordable residential around (?) the area.
6. Converting some office park to low cost residential in area. Density in remaining office park, consider mixed use. Consider arts.

**What is your vision for the long term development of the Research/Piccard area?
(For instance, 2025 or 10 years from now, or 2040 or 25 years from now.)**

1. Office/employment. Additional retail, services.
2. Keep it as office buildings corridor but attract new business to this area.
3. Strong business area.
4. Better transport and accessibility to the area.

What should the master plan recommend for the future of the Research/Piccard area? Please consider topics such as land use and urban design, zoning, transportation, and economic development.

2. Easy transportation will attract employment.

5. Make a strong statement about the I-270 / Gude St. intersection.

Other comments (continue on back if needed)

4. Piccard. Office-tough investment; two main examples of success were end users creating their own corporate campus. One user wanted to buy a building but it was a better investment to lease (cheap rent) in King Farm than buy in Piccard. Investment does not pencil out for multitenant and spec space.

Mixed use- King Farm retail is located inside the community. Should have been located on the main road similar to Fallsgrove. Big difference in their success.

Residential- Need to create an environment to attract millennials, they attract employer.

Zoning- You have mixed use zoning, but not very effective without APF.

Assistance – City should consider improvement zones and provide incentives.