



DE ANZA REVITALIZATION PLAN

An Amendment to the Mission Bay Park Master Plan

De Anza Ad-Hoc Committee MTG. 1 • CITY OF SAN DIEGO
December 9, 2015

AD-HOC COMMITTEE

- VICKI GRANOWITZ, Park and Recreation Board
- JIM GREENE, Mission Bay Park Committee
- CINDY HEDGECOCK, Mission Bay Park Committee
- LISA LIND, San Diego Section - American Planning Association
- CHRIS OLSEN, Pacific Beach Planning Group
- NAMARA MERCER, Mission Bay Lessees Association
- PAUL ROBINSON (Chair), Mission Bay Park Committee
- REBECCA SCHWARTS – San Diego Audubon Society-ReWild
Program Manager
- DARLENE WALTER, Mission Bay Park Committee
- KAREN ZIRK, Rose Creek Watershed Alliance

PROJECT TEAM



TONIGHT'S AGENDA

- Project Overview
- Public Involvement Plan Overview
- Ad Hoc Committee Process
- Vision and Guiding Principles Brainstorming
- Input on Community Workshop No. 1
- Public Comment
- Next Steps



PROJECT OVERVIEW

- Project Area:
 - De Anza Special Study Area plus environs
 - Approx. 120 acres



PROJECT OVERVIEW

- **Planning Process and Timeline**
 - Yr 1: Outreach focus & development of alternatives
 - Yr 2: Refinement of alternatives & selection of preferred alternative
 - Yr 3: MB Park Master Plan/LCP amendments, environmental review & adoption meetings/hearings
- **Purpose and End Products**
 - Revitalization Plan
 - MB Park Master Plan/LCP Amendments
 - Environmental Impact Report (EIR)
- **Related Planning Documents and Studies:**
 - Mission Bay Park Master Plan
 - ReWild (San Diego Audubon Society)
 - Balboa Avenue Station Area Specific Plan



PUBLIC INVOLVEMENT PLAN OVERVIEW

- Objectives
- Programs:
 - Stakeholder interviews
 - Ad-hoc Committee
 - Community Workshops
 - Pop-up outreach
 - Fact Sheets
 - Park & Rec/Council Committee Briefings
- Website & online forum

PUBLIC INVOLVEMENT PROCESS

Steps	1 Project Launch and Existing Conditions Analysis	2 Conceptual Plan Alternatives Preparation	3 Alternatives Refinement and Amendments to Park Master Plan Preparation	4 Amendments Refinement and Program Environmental Impact Report Preparation	5 Program Environmental Impact Report Public Review and Plan Approval
	Dialogue Focus	Project Visioning/Public Involvement Program	Issues/Constraints/ Opportunities/Priorities	Goals and Objectives and Potential Uses and Leaseholders	Preliminary Concept Plan Alternatives
Community and Stakeholder Engagement Activities	Ad-hoc Committee Meeting	Ad-hoc Committee Meeting	Ad-hoc Committee Meetings (2)	Mission Bay Park Committee	Project Website and Online Forum
	Stakeholder Interviews	Project Website and Online Forum	Project Website and Online Forum	Project Website and Online Forum	Advisory Committees and Boards, City Council Committee, City Council, and California Coastal Commission
	Project Website and Online Forum	Project Fact Sheets	Park and Recreation Board and City Council Briefings	Project Fact Sheets	
	Project Fact Sheets	Community Workshop		Community Workshops (2)	
	Community Workshop	Pop-up Outreach		Pop-up Outreach	
	Pop-up Outreach				
	Park and Recreation Board and City Council Briefings				

AD-HOC COMMITTEE PROCESS

- Charge and Principles of Participation (“Ground Rules”)
- Meeting Topics and Timeline
 - Meeting No. 1- Project visioning/public involvement program
 - Meeting No. 2- Issues/constraints/opportunities/priorities
 - Meeting No. 3- Goals and objectives and potential uses and leaseholders
 - Meeting No. 4- Preliminary concept plan alternatives (Introduction)
 - Meeting No. 5- Refined concept plan alternatives and development criteria
 - Meeting No. 6- Preferred Plan and Mission Bay Park Master Plan Amendment

The background of the slide is a grayscale aerial photograph of a city street grid. A prominent green horizontal banner is centered across the image. The text on the banner is white and bold.

VISION AND GUIDING PRINCIPLES BRAINSTORMING



VISIONING FOR THE DE ANZA REVITALIZATION PLAN

- ✓ What is the 20+ year vision?



GUIDING PRINCIPLES

- ✓ Purpose: The guiding principles will be used to guide analysis, site design and planning, alternatives formulation, and selection of the preferred plan.
- ✓ Broad statements about topics and issues to be considered in these steps of the planning process.

An aerial map of a city street grid is shown in a light gray, semi-transparent style. A solid teal horizontal banner is overlaid across the middle of the image. The text 'PUBLIC COMMENTS' is centered in white, bold, sans-serif font within this banner. Below the banner, the map continues, showing a road that curves to the right.

PUBLIC COMMENTS

- ✓ Maximum 2 minutes
- ✓ No ceding time to others

NEXT STEPS



- Future Ad-Hoc Committee Meetings
 - Next meeting -Wednesday, February 10, 2016
- Community Workshop #1
 - Thursday, January 28, 2016
- Website Launch
 - Very soon!