

City of San Diego

De Anza Revitalization Plan – An Amendment to the Mission Bay Park Master Plan and Local Coastal Program

Public Involvement Plan

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I. Introduction

The City of San Diego has prepared this Public Involvement Plan to establish a comprehensive communications program for engaging the community, stakeholders and the general public in the preparation of the De Anza Revitalization Plan – An Amendment to the Mission Bay Park Master Plan. Outreach for the project emphasizes using a variety of coordinated communication programs to disseminate project information and collect public input.

The De Anza Revitalization Plan area (Figure 1) is comprised of the existing 76-acre mobile-home park, the parcel immediately north of North Mission Bay Drive adjacent to Rose Creek currently leased by the San Diego Mission Bay Boat and Ski Club, the existing 18-hole Mission Bay Golf Course, the Mission Bay Athletic Area, the De Anza Cove Park and two adjacent parking lots in the northeast portion of Mission Bay. The City is undertaking a comprehensive outreach and planning program process over the next three years to reimagine, repurpose and revitalize the area. Active recreational uses, such as the Mission Bay Golf Course, will be maintained but potentially reconfigured in the Revitalization Plan.

As a starting point, the Mission Bay Park Master Plan currently provides for the following guidance on land use:

- Regional recreation needs, including Guest Housing (camping facilities and recreational vehicles) and beach access
- Wetlands to contribute to the park's water quality
- Hydrologic improvements to safeguard the viability of marsh areas
- Enhance public use of the study area, including waterfront trail and viewing areas, and other recreational features
- Leaseholds that support the Mission Bay recreation use

The project will include preparation of the Revitalization Plan and amendments to the Mission Bay Park Master Plan and Local Coastal Program. Environmental review of the proposed plan pursuant to the California Environmental Quality Act (CEQA) is also included in the project.

II. Objectives

For this project, success relies on the involvement of community members and stakeholders in all steps of the planning process, including issue identification, goal setting and alternatives assessment. Specific objectives for public involvement are to:

- Engage the diversity of San Diego regional and local stakeholders and community members and their perspectives in the process
- Conduct an open and transparent process that incorporates multiple channels for participation

- Solicit input, ideas and feedback to inform and shape all phases of the planning process
- Share project information and studies with the public
- Report on decisions made throughout the process to the public

III. Public Involvement Activities

The City has established a coordinated approach for achieving the public involvement objectives stated above. Importantly, as shown in the process chart on the last page, the specific involvement activities are synchronized with the steps in the planning process. This will allow public input to help shape and inform each step leading to the completed DeAnza Revitalization Plan. Descriptions of the involvement activities follow below.

Mission Bay Ad-Hoc Committee: The Ad-hoc Committee will be responsible for providing input and feedback to the project team throughout the planning process and helping the team to vet planning concepts and ideas. It will also serve as a representative voice of the community and stakeholders, and help to publicize opportunities for involvement for the broader public.

Stakeholder Interviews: Stakeholder interviews will help the project team obtain preliminary understanding of project interest, opportunities and challenges. The interviews will also serve to fine tune methods for reaching out and involving various members of the community, stakeholder organizations and the public at large in the planning process.

Community Workshops: Coordinated in relation to each major project milestone, community workshops will offer the public an opportunity to learn about the Project, participate in meaningful discussions, provide input, speak one-on-one with project team members and provide feedback throughout the planning process.

Pop-up Outreach: Pop-up outreach within Mission Bay Park will serve to expand community outreach opportunities to people who typically do not participate in, or are unable to attend, formal community workshops. The idea is to go out to where people are rather than depending on them to join a community workshop. In addition to collecting input from people who might not ordinarily participate, this type of outreach is important for generating participation in the online forum.

Project Website and Online Forum: The project website and online forum implements the online component of this Public Involvement Plan. The website will serve as an introduction to the Project and an online library of project information and documents. The online forum will provide opportunities for the public to provide input that parallels the “in-person” programs, regardless of their availability to attend community meetings.

Project Fact Sheets: As informational tools, project fact sheets will serve to educate the public on key components of the Project and planning process, including the analysis and

design considerations involved in developing the plan alternatives and ultimately, the preferred plan and the amendments to the Mission Bay Park Master Plan.

Park and Recreation Board and Council Committee Briefings: Briefings will give City officials an opportunity to provide feedback incrementally during the planning process. The briefings will cover both planning topics and updates on the public involvement program. The briefings are also another opportunity for the public to stay informed about project progress and provide input.

Figure 1. De Anza Revitalization Plan Area



De Anza Revitalization Plan and Mission Bay Park Master Plan/Local Coastal Program Amendment

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	Preferred Plan and Mission Bay Park Plan Amendment
	Community and Stakeholder Engagement Activities	Ad-hoc Committee Meeting Stakeholder Interviews Project Website and Online Forum Project Fact Sheets Community Workshop Pop-up Outreach Park and Recreation Board and City Council Briefings	Ad-hoc Committee Meeting Project Website and Online Forum Project Fact Sheets Community Workshop Pop-up Outreach	Ad-hoc Committee Meetings (2) Project Website and Online Forum Park and Recreation Board and City Council Briefings	Mission Bay Park Committee Project Website and Online Forum Project Fact Sheets Community Workshops (2) Pop-up Outreach	Project Website and Online Forum Advisory Committees and Boards, City Council Committee, City Council, and California Coastal Commission