



Civic Center Revitalization – Initial Process

City Council Information Item: 201

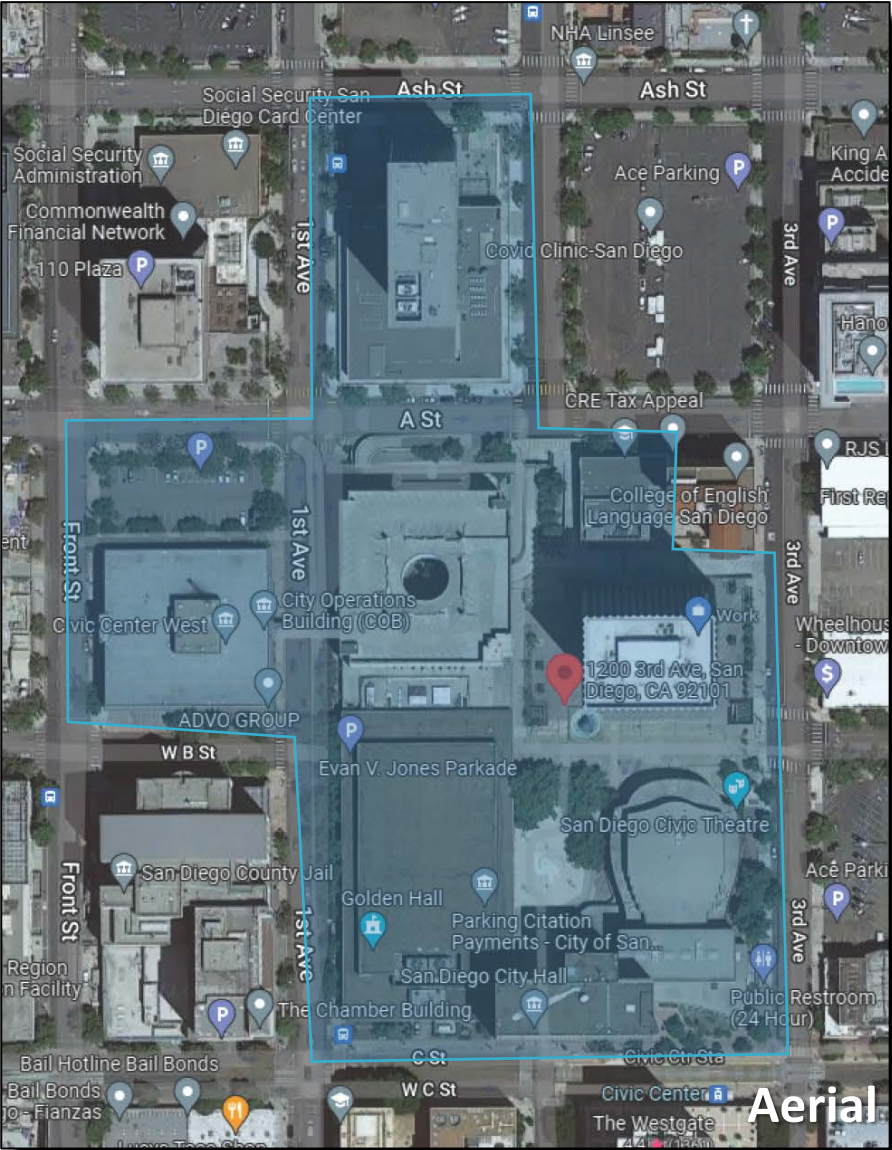
January 9, 2023

Civic Center Revitalization

Today's Discussion

1. Review of the site and description of need
2. Civic Center Revitalization Committee
3. Responses to City Council Prior Questions
4. Options and Decision Points
5. Updated Timeline to Notice of Availability (NOA)
6. Possible Timeline for the Construction of a new City Hall
7. Seek input from City Council

Civic Center Revitalization



Civic Center Revitalization

Centre City Planned District

1. Result in distinctive world class downtown
2. Establish Downtown San Diego as the physical and symbolic heart of the City
3. Create an intense yet liveable downtown
4. Reinforce transit with pedestrian emphasis
5. Link together unique, diverse and memorable neighborhoods

Public/Civic (PC). This district provides a center for government, civic uses, cultural institutions, educational facilities, and public and support services, and it accommodates residential uses. Within the PC District, a minimum of 40 percent of the ground-floor street frontage shall contain commercial uses.

Mayor's Vision/Goals

1. Provision of world class city services
2. Maximizing creation of affordable homes to address the affordable housing and homelessness crisis
3. A Civic Core that all San Diegans can be proud of
4. Keep the process simple and straightforward
5. Public input

Civic Center Revitalization Committee

Work of the Committee

1. Met twice a month since the end of September
2. Received input from State Housing and Community Development Department (HCD)
3. Received input from City staff
4. Presentations from various interest groups
5. Presentation by SANDAG re: possibility of a Central Mobility Hub
6. Established working groups and stakeholder roundtables
7. Received public input

Working Groups and Stakeholder Roundtables

- ❖ Downtown Partnership – Betsy Brennan
- ❖ Tourism – Julie Coker
- ❖ Civic Center Design – Jennifer Luce
- ❖ Economic Development – Steve Cushman

Working Group: Downtown Partnership – Key Points

1. Focus on the six blocks
2. Maximize revenue through density
3. Maximize number of City workers downtown
4. Create an urban plaza for public civic discourse and gathering
5. Encourage vibrancy and activation through high quality urban design
6. Keep people in work/live type district

Working Group: Tourism – Key Points

1. Space should be mixed use
2. Be aspirational
3. Vibrancy is key and arts should play a major role
4. Build outward instead of inward
5. Housing
6. Incorporate transportation

Working Group: Civic Center Design – Key Points

1. Civic Center must provide a place for future generations
2. Reimagine Civic Center while building community trust
3. Honor Public Service
4. Take risks/be bold
5. Create dynamic municipal synergies
6. Embrace arts and culture
7. Commit to climate action
8. Ensure safety and inclusiveness
9. Demand design excellence

Working Group: Economic Development – Key Points

1. Goals: Build a new City Hall as well as affordable and workforce housing
2. Issue the Notice of Availability for five of the six blocks
3. Separate the City Hall project on the sixth block – COB Site
4. Retain outside consultant to advise and recommend development and disposition for the NOA
5. Work to maintain a theatre presence
6. JLL should look at public facing services to determine what services should be downtown

Responses to Some Prior City Council Questions

Prior Request for Information

1. Number of housing units
2. Super Notice of Availability (NOA)
3. 101 Ash insurance coverage
4. Occupy Ash
5. Homeless Shelter
6. Homeless Response Center/former Housing Navigation Center

Options and Considerations

General Considerations

1. Five block vs six block NOA
2. Stand alone City Hall project vs roll the City Hall into the NOA
3. Lease the land vs sell the land
4. One NOA for the five blocks vs two NOAs
5. Does the City consider purchases some of the adjacent property

Timelines

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Timeline to Notice of Availability



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Timeline for NOA Decision Making, Award & Negotiations



Civic Center Revitalization

Timeline for the Construction of a New City Hall



Questions & Discussion