



CITY OF SAN DIEGO - 1222 FIRST AVE., M.S. 501, SAN DIEGO, CA 92101

PUBLIC NOTICE

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Subject: Brian Schoenfisch Selected as New Urban Division Deputy Director

The Development Services Department (DSD) has appointed Brian Schoenfisch as the new Deputy Director of its Urban Division. Schoenfisch brings more than 20 years of citywide project management and planning experience, most recently as a program manager with the City's Planning Department overseeing the [Housing, Implementation and Policy Team](#).

Schoenfisch will oversee DSD's Urban Division, which is responsible for a multitude of planning, permitting and implementation functions in downtown San Diego. This includes reviewing all downtown private development proposals, the planning and implementation of public infrastructure projects such as new parks, promenades and greenways, and updating regulations and policies to shape the future of downtown. The division is also charged with implementing the [Downtown Community Plan](#), which aims to create and develop a dynamic downtown, accommodating growth as a regional employment center and residential neighborhood. In 2020, downtown housed about 46,000 residents and 82,000 workers. By 2050, it is expected to grow to accommodate nearly 90,000 residents and 167,000 workers.

Some of Schoenfisch's notable achievements include developing the [Complete Communities Housing Solutions](#) that create citywide incentives to build homes near transit, increase mobility choices and enhance opportunities for places to walk, bike, relax and play. He also helped develop the City's landmark 2015 Climate Action Plan and the [General Plan Housing Element](#). In addition, he was instrumental in numerous citywide housing reforms and community plan updates, among many other notable accomplishments.

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