



DE ANZA

Revitalization Plan

An Amendment to the Mission Bay Park Master Plan

AD-HOC COMMITTEE MEETING NO. 3 ·
March 9, 2016



TONIGHT'S AGENDA



DE ANZA
Revitalization Plan

- Impressions from Walking Tour
- Meeting Date/Topic Schedule Update
- Revised Working Vision and Guiding Principles
- Existing Conditions/Opportunities-Constraints Discussion
 - Mobility
 - Leasehold Analysis
 - Existing/Adjacent Uses
- Public Comment



MEETING DATE/TOPIC SCHEDULE UPDATE

- **MARCH 9 – Ad-hoc Committee Meeting No. 3**
- **APRIL 14 – Ad-hoc Committee Meeting No. 4**
 - Existing Conditions/Opportunities and Constraints: Natural Resources/Hydrology/Geotechnical
 - Concepts formulated to date from others
 - Preliminary Use/Design Brainstorming
- **APRIL 27 – Community Workshop No. 2**
 - Existing Conditions and Uses/Opportunities and Constraints
- **MAY – Project Team Preparation of Preliminary Revitalization Plan Alternatives**
 - Master Plan Concepts and Visual Tools – Illustratives, Simulations, etc.
- **JUNE – Ad-hoc Committee Meeting No. 5 - Review and Input on Preliminary Draft Alternatives**
- **JULY – Community Workshop No. 3 - Review and Input on Preliminary Draft Alternatives**

The background of the slide is a grayscale aerial photograph of a city street grid. A prominent green horizontal bar spans the middle of the image, containing the title text in white. The map shows various street patterns, including a large open area in the upper center and a more dense grid in the lower right.

VISION AND GUIDING PRINCIPLES

VISION FOR DE ANZA

VISION WITH EDITS FROM AD-HOC MEETING No. 2

A landmark recreation destination that offers a diverse and balanced mix of uses that opens De Anza to the region; provides a range of innovative recreational amenities for residents and visitors alike; improves the vitality of the natural environment in and around Mission Bay; provides sustainable revenue to the City of San Diego; and will serve the residents of San Diego and visitors for years to come.

VISION FOR DE ANZA

PROPOSED NEW VISION

This is the community's vision for how the newly restored De Anza Cove area will look, operate, and fit within the country's largest aquatic park, known as Mission Bay.

VISION FOR DE ANZA

PROPOSED NEW VISION

De Anza Cove has undergone a transformation. Nestled at the mouth of Rose Creek, this renewed waterfront destination has been uniquely re-created for both wetlands habitat and outdoor recreation on land and in the sea. The bank along Rose Creek has been restored as part of an expanded marsh system that now extends to Kendall Frost Marsh. Bird watching is a new pastime as more and more Light-footed Clapper Rail and Beldings Savannah Sparrow come to nest in the marshes. Mobile homes and the aging drainage and sewage system have been removed. The wave-damaged banks of De Anza Cove have been repaired and reinforced. A new trail system winds along the water's edge, with places to sit, picnic, and watch boat races in the bay. Other improvements in Mission Bay have improved water quality within the cove and swimming and snorkeling have returned. A new restaurant...

VISION FOR DE ANZA

PROPOSED NEW VISION

...and clubhouse have opened at the golf course, and the golf course continues to be a mecca for beginners and families. The 76 acre park has been improved and is still a popular local place for family gatherings and the occasional wedding. There is a new venue for camping at De Anza Cove—whether in tents or RVs. Campsites take advantage of views to the bay, and the camp offers activities from water sports to concerts to games for families. Lease-holders provide the right mix of revenue-generating uses and public uses so that Mission Bay, as a whole, remains financially solvent. The DeAnza Cove area has always been a place for annual family visits and regular get-togethers for an afternoon of golf, boating, or exploring the cove. The new De Anza Cove continues to be a favorite place for those who've been here for decades, and now draws a new generation of San Diego residents and visitors to the “boot” of Mission Bay.

GUIDING PRINCIPLES

- Prioritize public access and use of De Anza Cove, including the entire shoreline.
- Enhance public use of De Anza with recreational uses on land and in the water that serve a diverse range of interests, ages, activity levels, incomes, and cultures.
- Create a “park within a park”, contributing to the overall diversity and sustainability of Mission Bay
- Provide for camping due to the importance of this type of visitor accommodations within Mission Bay.
- Promote multi-modal travel throughout De Anza and better connections to the surrounding communities and the region.
- Promote all modes of travel - walking, driving, transit and bicycle - to, from, and throughout De Anza.
- Uses, activities, and site design (location) that improve the existing water quality and natural resources system within and around De Anza and help improve overall water quality/bio system issues in Mission Bay
- Design and uses and activities that are compatible with and safeguard natural habitat, including marsh areas.
- Address climate change, sea level rise adaptation and resilience.
- Identify leasehold opportunities that would serve the regional park needs and generate revenue to implement the plan.

The background of the slide is a grayscale aerial photograph of a city street grid. A prominent teal horizontal band is overlaid across the middle of the image. The text is centered within this band.

EXISTING CONDITIONS/OPPORTUNITIES & CONSTRAINTS

MOBILITY

MOBILITY STUDY AREA



EXISTING ACTIVE TRANSPORTATION FACILITIES



CONCERNS RAISED AT WORKSHOP

- Connectivity north of De Anza
- Link pedestrians & bicyclists from future transit station to De Anza over I-5
- Golf course is a barrier to connectivity



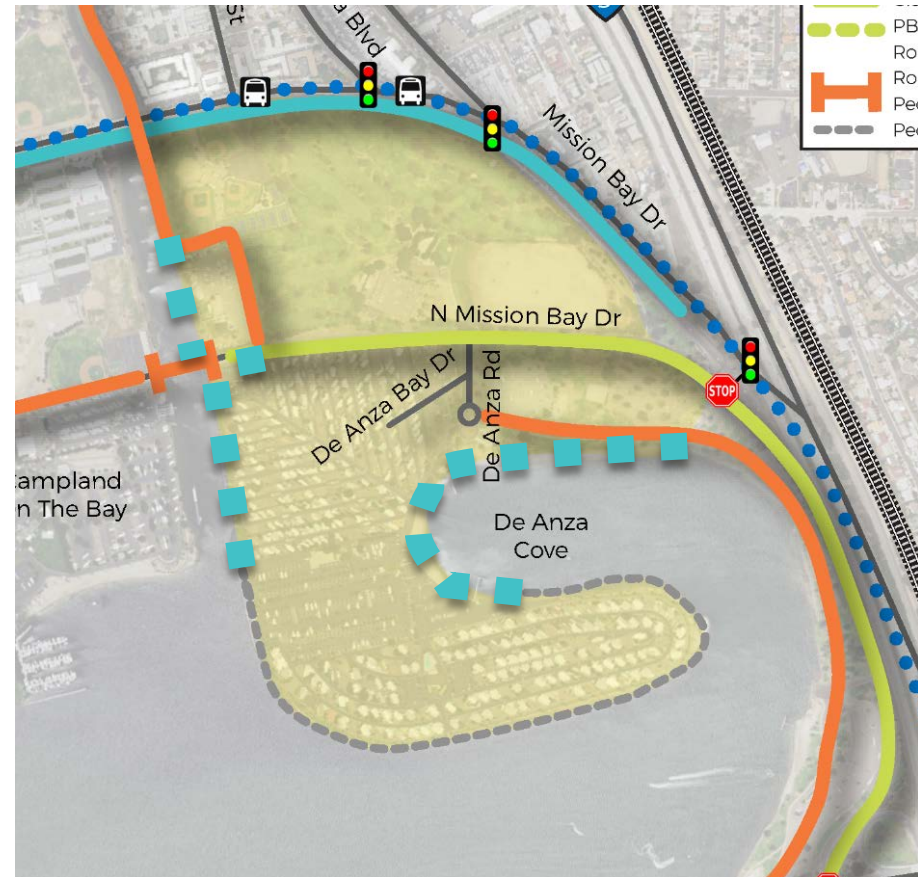
CONCERNS RAISED AT WORKSHOP

- Minimize auto traffic through neighborhoods
 - Concerns about auto connections between Grand & Mission Bay through Golf Course
- New traffic from Cove may increase congestion



CONCERNS RAISED AT WORKSHOP

- Improve walking & bicycling environment along the Cove
 - Create a buffered trail along the cove
 - Make trail visible & accessible



OPERATIONAL ANALYSIS

De Anza RV & Mobile Home Park
Accounts for 1,400 to 1,600 Trips
Per Day



ADT volume

xx = Saturday Peak-Hour Turning Movement Volumes

The naming convention for intersections is North-South / East-West

Figure 6: Saturday Traffic Volumes at Key Intersections in the De Anza Area

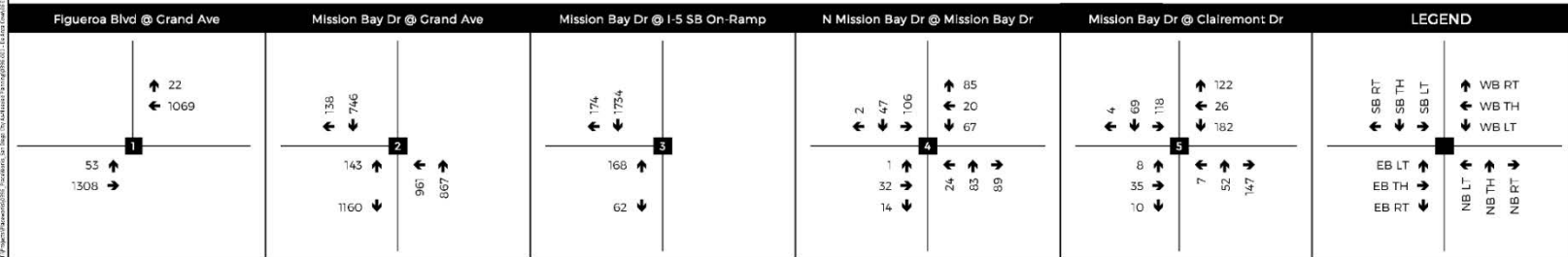


Figure 6
Saturday Traffic Volumes



MOBILITY-CONSTRAINTS/OPPORTUNITIES

- Land Use Options should consider potential operational impacts at critical locations
- Access and circulation options should consider potential cut through traffic or diversion with new access roads
- Land use planning should consider routes that improve north-south connectivity by foot and bicycle
- Land use planning should account for improved recreational access along the Cove



A stylized, monochromatic map of a city street grid. The map is rendered in shades of gray and white, with a prominent teal banner at the bottom. The banner contains the text "LEASEHOLD ANALYSIS" in white, bold, uppercase letters. The map shows a complex network of streets, including a large, irregularly shaped area that appears to be a park or a large open space. The overall aesthetic is clean and modern.

LEASEHOLD ANALYSIS

POLICY FRAMEWORK

Support Mission Bay Park Master Plan's Direction for a balanced approach to Recreation, Commerce, and Environment

“The diversity and quality of recreation in Mission Bay Park depends on the balanced provision of public recreation, the sustainable management of environmental resources, and the operation of economically successful commercial leisure enterprises.”

“... Mission Bay Park should continue to encourage successful recreation-oriented commercial ventures, within appropriate designated areas, in the interest of generating revenues for the City to cover public operations, maintenance costs, and to help finance improvements within the Park.”

LEASEHOLD ANALYSIS - PURPOSE AND METHODOLOGY

- Determine supply and demand conditions for recreation and concession uses on De Anza
- Review existing demographic and visitation conditions along with annual lease and permit revenue data
- Supplement with interviews of local concessionaires, permit users, and Department of Park and Recreation Staff



EXISTING CONDITIONS- MISSION BAY PARK

- Currently 4,309 acres of park and open space in Mission Bay, including 1,887 acres of parkland, 134 acres of marsh, and 2,288 submerged acres in the bay
- Park is a regional draw, used by residents and tourists

EXISTING CONDITIONS - MISSION BAY PARK LEASES

Leasable Space	Land Acres	Water Acres	Total Acres
Non-Commercial Leases	14.7	5.9	20.6
Commercial Leases	403.6	91.8	495.4
Total Leased Space	418.4	97.7	516.0
Total Area	1,887.0	2,228.2	2,115.2
Percent Leasable	25.0%	6.5%	
Total Leasable Area	471.8	144.8	616.6
Total Leased Area	418.4	97.7	516.0
Occupancy Rate	88.7%	67.4%	51.0%
Vacancy Rate	11.3%	32.6%	49.0%
Vacant Leasable Space	53.4	47.2	495.4

EXISTING CONDITIONS - DEMOGRAPHICS

- 3.25 million residents and 1.14 million households living in San Diego County (2015)
- 35.1 percent have children under the age of 18
- More than 24 percent of County residents are over the age of 55
- The population is expected to increase five percent by 2020 (158,675 residents in 57,079 households)

EXISTING CONDITIONS - MISSION BAY VISITORS

- 14 million people visited Mission Bay parks in 2014
- Visitors to Mission Bay (tourists and day visitors) spent an average of \$399 per day on accommodations, food and dining, transportation, entertainment and recreation, and retail goods.
- Total Mission Bay visitor spending in 2014 was \$5.6 billion
- Visitation is projected to increase 10 percent by 2020 (1.5 million visitors)

EXISTING CONDITIONS - VISITOR SPENDING

Mission Bay Visitor Spending by Category, 2014

Category	All Mission Bay Visitors	
	Expenditures (a)	Percentage
Accommodations	\$1,062,011,834	19.0%
Food Service	\$1,481,183,432	26.5%
Food Stores	\$166,923,077	3.0%
Local Transportation/Gas	\$692,130,178	12.4%
Arts, Entertainment, and Recreation	\$987,869,822	17.7%
Retail Sales	\$890,946,746	16.0%
<u>Air Transportation</u>	<u>\$304,023,669</u>	<u>5.4%</u>
Total	\$5,585,088,757	100.0%

Note:

(a) Based on total 2014 Visitation: 14,000,000 visitors.

Sources: California Travel Impacts, 1992-2014, Dean Runyan and Associates, 2014; Cty of San Diego, 2015; BAE, 2015.

EXISTING CONDITIONS - GROUND LEASES

Use	Existing Units	Annual Revenues
Lodging	2,396 hotel rooms	\$2.3m/hotel; \$6,900/room
Camping	568 spaces	\$3,000/site (includes marina revenues)
Marinas	1,945 slips	\$553,000/marina; \$2,400/slip
Stand-Alone Restaurants	1	\$80,000
Other Water Recreation	Several smaller water recreation lessees	\$50,000 - \$175,000
Non-Commercial	12 lessees	Low

There are 35 leases on Mission Bay that bring in more than \$30 million in annual City revenues

EXISTING CONDITIONS - GROUND LEASES, CONT.

- Ground leases represent 98 percent of the revenues generated by concessionaires to the City in Fiscal Year (FY) 2014
- Ground lease rents are based on a participation rent structure, where the City receives a portion of each entity's annual gross revenue
- Hotels, marinas, and attractions (e.g., Sea World) contribute more than 95 percent of total ground lease revenues
- Other water recreation and restaurants make up the bulk of the remaining five percent, while non-commercial leases contribute less than one percent.

EXISTING CONDITIONS- PERMITS

Permits Issued and Revenues Generated by User, 2014

Permits	January	February	March	April	May	June	July	August	September	October	November	December	Total
Number of Permits													
Commercial	10	21	34	31	52	49	37	21	41	17	15	28	356
Individual	89	208	170	120	83	111	105	68	61	54	29	24	1,122
Non-Profit	58	47	56	69	62	49	57	55	39	41	32	21	586
Total	157	276	260	220	197	209	199	144	141	112	76	73	2,064
Revenues													
Commercial	\$9,321	\$8,414	\$10,694	\$11,748	\$28,897	\$16,644	\$33,305	\$8,619	\$5,285	\$4,537	\$11,876	\$2,858	\$152,198
Individual	\$13,762	\$56,443	\$46,629	\$21,653	\$12,756	\$13,336	\$15,598	\$7,784	\$8,542	\$6,535	\$2,736	\$3,990	\$209,763
Non-Profit	\$19,138	\$11,968	\$12,043	\$21,172	\$19,902	\$12,982	\$11,454	\$9,570	\$7,651	\$43,209	\$4,151	\$3,088	\$176,328
Total	\$42,221	\$76,825	\$69,366	\$54,573	\$61,555	\$42,962	\$60,356	\$25,973	\$21,478	\$54,281	\$18,763	\$9,936	\$538,288

Source: City of San Diego, 2015; BAE, 2016.

EXISTING CONDITIONS- PERMITS

- The City's Park and Recreation Department issues permits to individuals, private commercial businesses, and non-profit groups for a variety of uses, including tent camping.
- In 2015, permit revenues totaled \$538,288 for all groups (1.8 percent of total ground lease and permit revenues).

EXISTING DEMAND -APPROACH

- Identify uses missing from Mission Bay
- Speak with stakeholders and community to understand desired uses that would complement existing uses and a restored natural environment
- Provide case studies on those uses to determine economic realities

USES IDENTIFIED FOR CURRENT DEMAND

Use	Uses Currently Missing from Mission Bay
Restaurant	Strong demand for stand-alone restaurants that are water-oriented; Strong demand for casual family dining to serve park visitors
Amphitheater	Moderate; location can make this a unique experience
Aquatic Center	Strong demand from Mission Bay High School and surrounding areas
Camping	Strong; location could be ideal for environmental learning opportunities associated with tent camping
Retail	Strong demand for convenience retail oriented to park visitors
Water Recreation	Moderate, but location may be an issue; non-motorized uses could be expanded
Non-Commercial	Moderate

PROJECT FUTURE DEMAND

- Evaluate spending patterns from expanded visitation
- Translate into square footage
- New Mission Bay visitors are expected to spend more than \$561.7 million in San Diego, annually. (2020)

NEW SPENDING FROM GROWTH

Potential Capture of Visitor Spending, 2020

Category	Total Visitor Expenditures	Capture Rate		
		5%	10%	15%
Accommodations	\$ 106,811,535	\$ 5,340,577	\$ 10,681,154	\$ 16,021,730
Food Service	\$ 148,969,598	\$ 7,448,480	\$ 14,896,960	\$ 22,345,440
Food Stores	\$ 16,788,240	\$ 839,412	\$ 1,678,824	\$ 2,518,236
Local Transportation/Gas	\$ 69,610,794	\$ -	\$ -	\$ -
Arts, Entertainment, and Recreation	\$ 99,354,724	\$ 4,967,736	\$ 9,935,472	\$ 14,903,209
Retail Sales	\$ 89,606,713	\$ 4,480,336	\$ 8,960,671	\$ 13,441,007
<u>Air Transportation</u>	<u>\$ 30,577,093</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>
Total	\$ 561,718,697	\$ 23,076,541	\$ 46,153,081	\$ 69,229,622

Sources: BAE, 2015.

NEW DEMAND FROM GROWTH

Potential Demand for Concessions, 2020

Category	Sales/Sq. Ft.	Potential Demand (Sq. Ft.)		
		5%	10%	15%
Accommodations, Rooms (a)	\$42,549	126	251	377
Food Service	\$370	20,131	40,262	60,393
Food Stores	\$205	4,095	8,189	12,284
Local Transportation/Gas		-	-	-
Arts, Entertainment, and Recreation	\$230	21,599	43,198	64,797
Retail Sales	\$370	12,109	24,218	36,327
Air Transportation		-	-	-

Note:

(a) Annual Sales per Room (RevPAR) and number of rooms demanded.

Sources: Dollars and Cents of Shopping Centers, 2008; Tourism Economics, San Diego Travel Forecast, 2015; BLS, 2015; BAE, 2015.

PROJECT GROUND LEASE POTENTIAL FROM DEMANDED USES

Use	Annual Ground Lease Revenue per Lessee
Restaurant	\$150,000 - \$200,000/water-oriented restaurant
Amphitheater	\$1.1m-\$3m/ 50,000 square foot facility
Aquatic Center	\$36,000-\$90,000, depending on the operating entity and number of patrons. However, its own operations will need to be subsidized before it can pay ground lease rents.
Camping	\$3,000/ RV space; \$6,000/ Cabin; \$1,000/tent site
Retail	\$130,000/ 5,000 square feet
Hotel	\$6,900/room
Water Recreation	\$50,000 - \$150,000/ tenant or concessioner, depending on scale of operation and type of equipment rented.
Non-Commercial	Minimal.

DETERMINE POTENTIAL CONCESSION CONCEPT

- Constraint:
 - Striving to balance desired uses with economic realities
 - Need higher-revenue generating uses to compensate for non-/low-revenue generating uses
- Opportunities:
 - What are compatible uses that would complement restored natural environment?
 - What uses would integrate with regional recreation needs?
 - What leaseholds would generate revenue to support the development of DeAnza and be compatible with the regional park?



EXISTING/ADJACENT USES

EXISTING USES — DE ANZA COVE PARK

- De Anza Cove Park (~18.5ac)
 - Includes public parking, gazebo, play structure, boat launch, passive lawn area, restrooms
 - Popular amenity—with families, runners, walkers, fundraising events, exercise equipment, personal trainers, Mission Bay High School
 - Over 1,000 special use permits pulled for Mission Bay Park —many are for this area.
 - 10 maintenance personnel work in shifts with additional staff of 17 added May through the summer



EXISTING USES – MISSION BAY GOLF COURSE

- Mission Bay Golf Course opened in 1958
- The 46-acre facility consists of:
 - 18-holes of golf measuring 2,907 par 58
 - 14 - Par 3 holes and 4 - Par 4 holes
 - 40-stahl Driving Range on mats and grass simultaneously
 - Only course in San Diego with lighted Driving Range and Golf Course



EXISTING USES – MISSION BAY GOLF COURSE

- Golf Rounds:
 - FY 2013 50,879
 - FY 2014 53,118 (+4.4%)
 - FY 2015 56,039 (+5.2%)
 - FY 2016 60,000 estimate (+7.1%)
- FootGolf started in August of 2015: projection of 3-4,000 rounds in its first year
- Twelve (12) High Schools use Mission Bay for their Boys and Girls Teams
- Women's Club - played weekly at the golf course for the past 50-years

EXISTING USES – MISSION BAY GOLF COURSE

- Recent/Planned Capital Improvements:
 - New practice putting / chipping green (2015) - Range balls sales up 14.3% in FY 16 compared to FY 15
 - Under contract to install a new irrigation system and replace the current lighting system (2016)
 - Renovation to the clubhouse (2017)
 - Plan to brand the facility as a “Family Learning Center” – critical component of the Park and Rec P.L.A.Y. Golf Initiative
 - ✓ Yr. 1: introduced golf to over 700 kids



EXISTING USES — BALLFIELDS

- Mission Bay Athletic Area/Bob McEnvoy Youth Fields (~8.7ac)
 - Managed by Parks & Recreation
 - 4 fields / basketball courts / sand tot lot
 - Area is maxed out with the use of fields and parking
 - Maintenance needs and planned projects
 - Some transient issues but it is generally improved



EXISTING USES – TENNIS CLUB

- Pacific Beach Tennis Club (~1.5ac)
 - 8 well-lit courts and posted signs with designated hours for public use
 - Small clubhouse
 - Many high competition tournaments held throughout the year
 - Has a 3-year special use permit for nonprofit clubs that is renewed and audited similar to all tennis club areas across the City
 - Safety issues with proximity to golf course
 - Area is maxed out with the use of courts, clubhouse capacity, and parking



EXISTING USES — DE ANZA MOBILE HOME/RV

- De Anza Mobile Home Park and RV Camping Park (~36 ac)
 - Still in use—City's Real Estate Asset Department is working on the date of the closure of the park.
 - RV Camping Park—240 spaces
 - 95% occupied in the summer and 60% occupied in the winter.
 - Rental fees are slightly less than Campland as it has less amenities.
 - RV Camping Park contributes \$1M to the General Fund plus TOT (transient occupancy tax)
 - Beach area is heavily used

EXISTING USES — BOAT & SKI CLUB

- San Diego Mission Bay Boat & Ski Club (~4ac)
 - Planned to relocate to South Shores in the Master Plan and expand to motorized boats
 - Current site no longer provides for a boat launch.
 - One of the oldest clubs on the west coast.



EXISTING USES – CAMPLAND

- Campland (~24ac + 5 water acres)
 - Provides 568 RV and tent sites (with an additional 124 marina slips)
 - Sites range from primitive to full hook-up RV, and a Super Site
 - 2 Swimming pools and accompanying Jacuzzi hot tubs
 - Central park with stage area (events programmed nearly 365 days/yr)
 - Additional acres used for long-term boat storage and maintenance facilities

EXISTING USES – CAMPLAND

- Watercraft and bicycle rentals
- Game room
- Horseshoe pit
- Restaurant
- Small market
- Laundry facilities
- Skate park
- Restrooms and showers



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PUBLIC COMMENTS

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

NEXT STEPS



- Future Ad-Hoc Committee Meetings
 - Next meeting (Meeting No. 4) – Existing Conditions/Opportunities & Constraints Analysis – April 14, 2016
- Community Workshop #2
 - April 27, 2016