



THE CITY OF SAN DIEGO

MEMORANDUM

DATE: July 25, 2011

TO: Balboa Park Committee
Agenda of August 4, 2011

FROM: Deborah Sharpe, Project Officer II, Park Planning, Development Services Dept. and
Howard Greenstein, Park Designer, Park Planning, Development Services Dept.

SUBJECT: Information Item – Park and Recreation Needs Assessment for the Greater Golden Hill, North Park and Uptown Communities

SUMMARY

THIS IS AN INFORMATION ITEM ONLY. NO ACTION IS REQUIRED BY THE COMMITTEE.

BACKGROUND

The City of San Diego is currently engaged in updates to the 1986 Greater North Park, the 1988 Greater Golden Hill and the 1988 Uptown Community Plans. The City's community plans are long range land use planning documents established as essential components of the General Plan. The community plan update process will develop the community-specific details, relevant policies, and implementation strategies necessary to fulfill General Plan objectives for each community. The General Plan sets out a long-range vision and policy framework to guide future development, provide public services, and maintain the qualities that define San Diego over the next 20+ years. The recent update to the General Plan shifts focus from how to develop vacant land to the design of infill development and reinvestment in existing communities. This focus is reflected throughout the General Plan, including such topics as sustainable development, urban design, the provision of public services & facilities, mobility and historic preservation.

Updating of the Recreation Elements of all three community plans is included in the update process. The Recreation Elements of each plan will address existing park and recreation facilities conditions and future needs, and propose policies and recommendations for additional parks and recreation facilities, as appropriate, to implement the goals and population-based park standards of the General Plan.

The City has provided public opportunities for information sharing and gathering about parks and recreation needs in the three community planning areas through a variety of methods, including formation of plan update advisory committees, stakeholder meetings and public workshops, and plan update websites. The City also partnered with Josh Williams, President, BW Research Partnership, Inc. to conduct a parks and recreation needs assessment for the three community planning areas. The random telephone survey was conducted from March 3 through March 19, 2011, and included a statistically representative sample of 475 adult (18 and over) residents in the three community planning areas (175 in North Park, 175 in Uptown, and 125 in Greater Golden Hill). The main research objectives of the study were to learn about residents':

- Overall parks and recreation usage; and
- Priorities as they relate to current and potential parks and recreation facilities; and
- Attitudes and opinions regarding parks and recreation preferences.

In addition to researching residents' patterns of usage and preferences for parks and recreation facilities within their communities, the survey also sought to understand residents' current usage and opinions for future use of Balboa Park, which is contiguous to the three communities.

The attached "Park and Recreation Needs Assessment for the Greater Golden Hill, North Park and Uptown Communities" documents and analyzes the results of the telephone survey. The report has been presented to the Greater Golden Hill Planning Committee (July 13, 2011) and the North Park Planning Committee (July 19, 2011), and will be presented to the Uptown Planners (August 2, 2011). Josh Williams, Community Planning and Park Planning staff will be available to assist in answering questions and taking public comments regarding the survey.

The results of the survey and the input received from the various committees will be used to inform the preparation of the Recreation Elements of the community plan updates. The Balboa Park Committee's input will be considered relative to usage of Balboa Park. Questions that staff would like the Committee to consider and make recommendations on during the discussion include:

- Should staff consider using portions of Balboa Park to serve the population-based park needs of the adjacent communities?
- Should recommendations in the Balboa Park East Mesa Precise Plan regarding Balboa Park's ability to serve the population-based park needs of local residents be incorporated into the specific policies and recommendations in the Recreation Elements of the adjacent community plan updates?
- Should the provision of better linkages and access points between Balboa Park and the adjacent communities be established?

- Should the existing Grape Street dog off-leash area be relocated and expanded in another area of Balboa Park (such as the Arizona landfill) to address adjacent land use compatibility issues?



Deborah Sharpe
Project Officer II



Howard Greenstein
Park Designer

HLG/hlg

Attachment: Park and Recreation Needs Assessment for the Greater Golden Hill, North Park,
and Uptown Communities, July 2011