



THE CITY OF SAN DIEGO

## Planning Department

FOR IMMEDIATE RELEASE

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CONTACT:

Mónica Muñoz (619) 533-6417  
(619) 890-0883 cell

SAN DIEGO – The City of San Diego is the recipient of six awards from the local chapter of the [American Planning Association](#). Our city stole the show as only one other city in the region was recognized with multiple awards.

The awards include: Focused Issue Planning Award for the San Pasqual Vision Plan; Advocacy Planning Award for the Reo Drive Revitalization Project; Distinguished Leadership Award (to laypersons) – Balboa Avenue Citizen’s Advisory Committee; Distinguished Leadership Award (to a Planner) – Brian Schoenfisch; Innovative Use of Technology Award – Historic Resources Mobile Data Collection/GIS Database; Education Project Award (honorable mention) for the City of San Diego General Plan Monitoring Report.

The awards are scheduled to be presented at the [American Planning Association](#) (San Diego Chapter) awards ceremony on June 2, 2005 at the San Diego Zoo’s Treetop Restaurant.

“These awards are a tribute to our staff,” says Planning Director Gail Goldberg. “They exemplify dedication and competence in producing cutting-edge planning with few resources. Our staff is not only recognized by local organizations, but they draw attention from cities outside the U.S. as well.”

Brief background on each project:

[The San Pasqual Valley Vision Plan](#) was drafted by City Councilmember Brian Maienschein in 2004. The plan recognizes the open space and habitat values, groundwater resources, sustainable agricultural opportunities, cultural and historic resources, and outdoor recreational opportunities present in the San Pasqual Valley and sets forth the responsibility of the city to manage these lands.

For the past nine years, the Balboa Avenue Citizens Advisory Committee has taken on the stewardship and responsibility of a comprehensive revitalization effort along the major corridor which traverses the [Clairemont Mesa](#) community. The Committee has worked closely with staff in Planning and Engineering and Capital Projects on such improvements as: median enhancements; roadway reconfigurations; landscaping; public artwork; business remodeling; in addition to numerous other improvements still in the planning stages.

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The Reo Drive Revitalization Project involves the rehabilitation of a one-block older commercial strip development, located along Reo Drive between Cumberland and Albemarle Streets, in the community of [Skyline-Paradise Hills](#). The overall goal and intent is to help create a more pedestrian friendly atmosphere, a public gathering space, and a truly vibrant village area with a diverse mix of commercial and retail uses.

Over the past six years Senior Planner Brian Schoenfisch has worked closely with members of his assigned communities on a number of successful high-profile projects including: the Chollas Creek Enhancement Program, the 25th Street Musical Bridge, the Sherman Heights/Grant Hill Revitalization Program, the Memorial Skateboard Park and the San Pasqual Valley Vision Plan.

The Historic Resources Mobile Data Collection and GIS Database provides a field team with a handheld computer to efficiently and accurately record information about the potentially historic resources that the team is surveying while out in the field. Once completed, the survey data is downloaded with a single click of a button to a database distributed by the State Office of Historic Preservation.

In an effort to engage as many individuals as possible on the status of the General Plan Update, the [General Plan Monitoring Report](#) was prepared. The report reflects the progress made toward implementing the City of Villages strategy and covers the period between the implementation/adoption of the [Strategic Framework Element](#), October 2002, through June 2004.

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