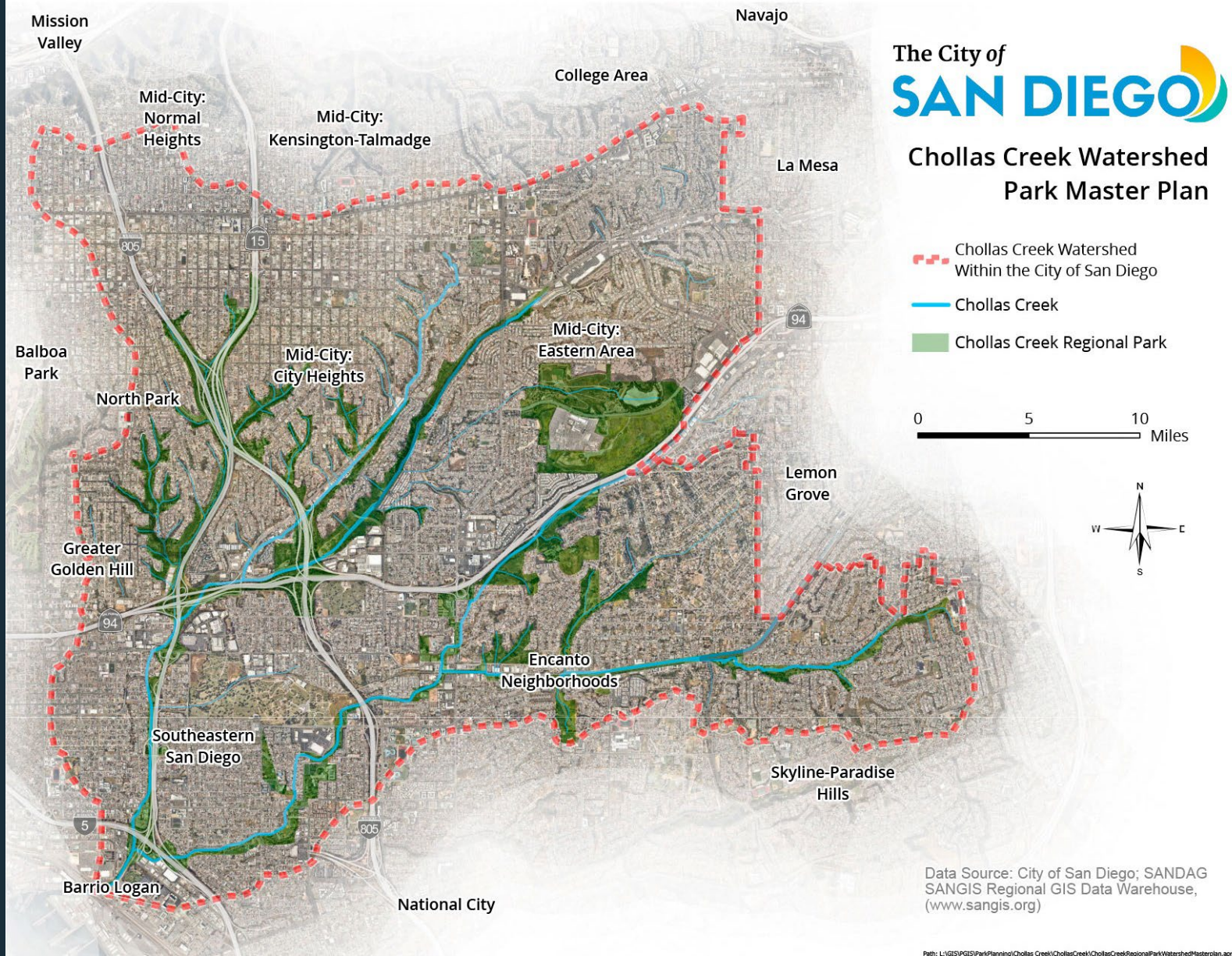


CHOLLAS CREEK WATERSHED REGIONAL PARK MASTER PLAN PROJECT UPDATE

Parks and Recreation Board
November 16, 2023 | Item 201





AGENDA

- **Introduction & Background**
- **Project Overview**
- **Outreach Efforts**
- **Next Steps**
- **Q+A**

INTRODUCTION

The Chollas Creek Master Plan will be a **long-term planning document** developed by the City in partnership with stakeholders and community members to **guide the sustainable future of Chollas Creek Watershed as a regional park.**



- The watershed planning area stretches across the neighborhoods of **City Heights, Eastern Area, Encanto, Southeastern San Diego, Barrio Logan, Greater Golden Hill, North Park** and **Normal Heights.**
- The watershed is a vital natural resource that plays a crucial role in preserving the region's **ecological benefits** as well as providing opportunities for **community-serving recreation.**

BACKGROUND

Chollas Creek Enhancement Program



ADOPTED
May 14, 2002

MAY. 2002

City Council adopted the **Chollas Creek Enhancement Program**, laying out a visionary path for the Chollas Creek Watershed guided by the community's vision.

AUG. 2021

San Diego City Council designated the **Chollas Creek Watershed as a Regional Park**. The **Chollas Creek Watershed Regional Park Master Plan (Chollas Creek Master Plan)** will implement the policies of the recently adopted Parks Master Plan.

APR. 2023

The City Planning Department launched the **Chollas Creek Master Plan (CCMP)** initiative.

[Click to Visit Project Website](#)

GOALS AND PRIORITIES



Restore Ecological Habitats



Increase Pedestrian Opportunity



Reduce Greenhouse Gas Emissions



Improve Public Health



Expand Economic Opportunity



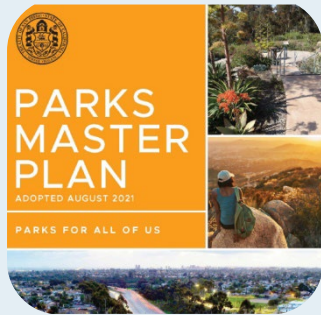
Promote Cohesive New Development

A photograph showing a residential area. In the foreground, there is a chain-link fence. Behind the fence, there is a concrete drainage ditch or culvert. The ditch is surrounded by green vegetation and some tall grasses. In the background, there are several houses, including one with a prominent steeple. The sky is clear and blue. The text "PROJECT OVERVIEW" is overlaid in the bottom left corner.

PROJECT OVERVIEW

WHAT IS THE PURPOSE OF THE MASTER PLAN?

- A regional park master plan is a comprehensive and strategic document that outlines the long-term vision, goals, and guidelines for developing, managing, and enhancing a large regional park.
- Incorporating the community's vision, it serves as a guide for informing future improvements, amenities, expansions, and park programming.



City-Wide Planning Initiatives



Area-Specific Planning Initiatives



General Development Plan

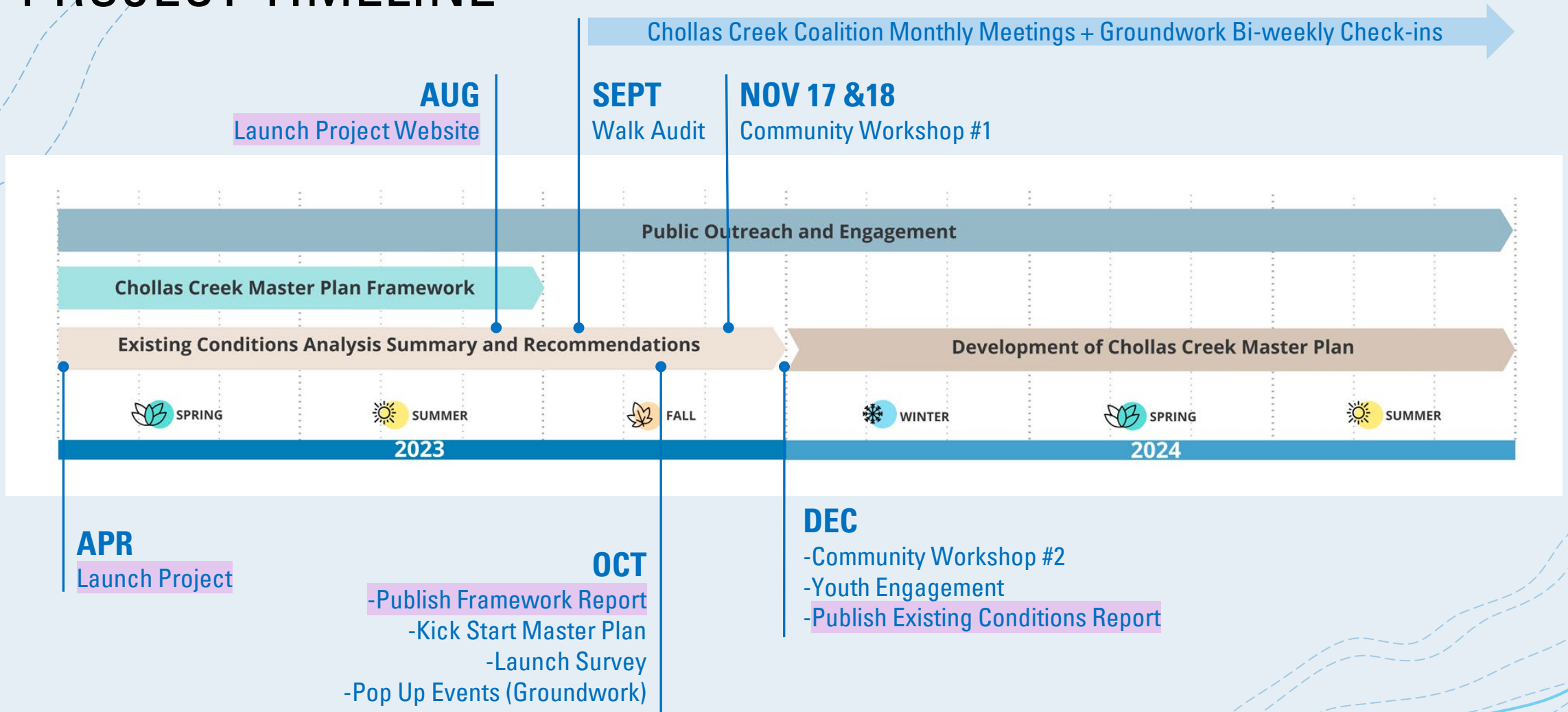


Construction

WHAT IS THE PURPOSE OF THE MASTER PLAN?

- Once adopted by City Council, the Chollas Creek Master Plan will:
 - **Identify goals, standards, and policies to guide future capital improvement projects in the regional park.**
 - **Study park typologies and identify potentially suitable sites.**
 - **Outline a phased implementation strategy to identify which areas should be prioritized for future funding.**
 - **Highlight neighborhoods within the regional park with the greatest need for resources.**

PROJECT TIMELINE

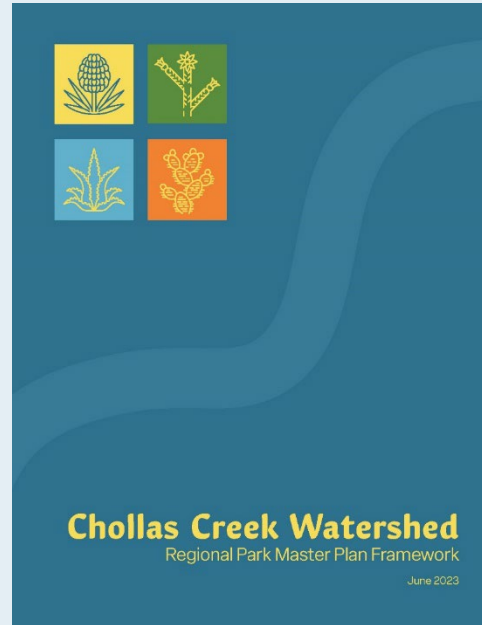


PROGRESS TO-DATE



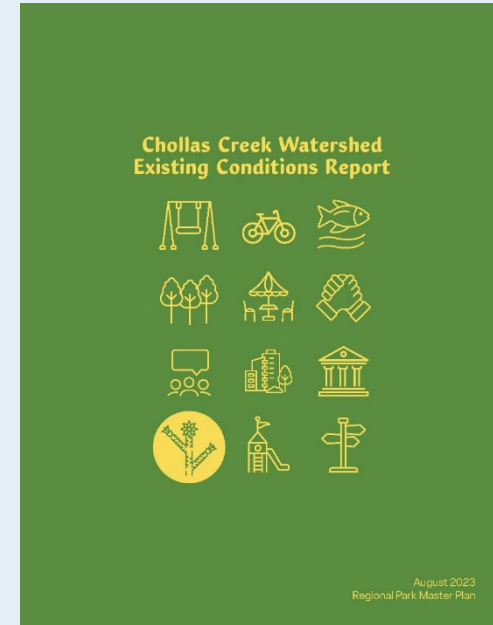
Project Website

The face of the project- serves as the ultimate resource for project updates, document publications and newsletter announcements.



CCMP Framework

The framework provides an overview of the topics the Master Plan will address and the various engagement tactics that will be used to gather community input.



Existing Conditions Report

The existing conditions report examines the Chollas Creek Watershed's physical and social infrastructure to help map areas of interest, identify recreational opportunities and better understand needed improvements.

OUTREACH EFFORTS



EVENTS & COMMUNITY ENGAGEMENT

Join us for a community walk at the future Chollas Creek Watershed Regional Park!

Saturday, Sept. 23, 2023

10AM - 11AM — Southcrest Recreation Center
4149 Newton Ave,
San Diego, CA 92113

12PM - 1PM — Castana St + 47th St
San Diego, CA 92102

2PM - 3PM — Chollas Parkway + Salta Place
San Diego, CA 92105

Join us for a guided walk audit along sections of the Chollas Creek as part of our Master Plan development. During this activity we will work together to shape the future of our important community creek! Feel free to join us for one or more locations close to where you live, work, or play. Light refreshments will be provided.

Don't forget your walking shoes, hat, sun protection, and water!

1 Southerst Recreation Center

2 Castana St. + 47th St.

3 Salta Pl. + Chollas Prkwy

Topics We'll Cover:

- Parks and Green Spaces
- Walking/Rolling & Biking
- Climate Resilience
- Habitat Creation
- Community Empowerment
- And Much More!

The City of SAN DIEGO | EQUITY FORWARD | KDI | GROUNDWORK

Site Walk Audit

Make your voice heard!
Help Shape the Chollas Creek Master Plan

Scan the Code

The Chollas Creek Master Plan, a collaborative effort between the City of San Diego and the community, will shape the sustainable future of the Chollas Creek Watershed as a regional park.

The Master Plan aims to:

- Preserve and enhance Chollas Creek Watershed's ecology.
- Boost sustainability and resilience against climate change.
- Expand recreational options and opportunities.
- Enhance walking/rolling, biking and accessibility in the watershed and to surrounding neighborhoods.
- Cultivate community ownership and connection to the watershed.

Kindly spare 5 minutes for this questionnaire; your responses will help shape the Chollas Creek Master Plan.

KDI | The City of SAN DIEGO | GROUNDWORK

Shape the CCMP Survey

CHOLLAS CREEK WATERSHED REGIONAL PARK MASTER PLAN

Join Us for the First Community Workshop!

We will be holding two workshops featuring the same content and you are invited to attend at either location:

Friday, November 17
6:30 p.m. - 8:30 p.m.
The Teen Challenge
5450 Lea St., San Diego, CA 92105

Saturday, November 18
10:30 a.m. - 12:30 p.m.
Ceasar Chavez Elementary School
1404 S 40th St. #3210, San Diego, CA 92113

The City of San Diego's City Planning Department recently launched the Chollas Creek Master Plan initiative. The Chollas Creek Master Plan is a long-term guide for future health, safety and recreation improvements in the Chollas Creek Watershed, aiming to enhance the overall well-being of local communities.

We want to hear from you! Come learn about the project, share your ideas, review the existing site conditions report and talk to us about your priorities and goals of the master plan. Let's envision the future of Chollas Creek Watershed Regional Park together!

Complimentary foods and beverages will be provided.
We look forward to seeing you!

Please RSVP: bit.ly/ChollasCreekWorkshop

Make your voice heard and take the survey to help shape the Chollas Creek Master Plan! Dale clic a la encuesta y selecciona Español para continuar: bit.ly/ChollasCreekSurvey

Visit our webpage to learn more and sign up to stay tuned for future events: sandiego.gov/planning/work/chollas-creek-watershed

The City of SAN DIEGO | EQUITY FORWARD | KDI | GROUNDWORK

Community Workshops

SITE WALK AUDIT

One Saturday, Three Sites

- Feedback was collected through questionnaires and mapping exercises.
- 20+ people participated at each location.
- Locations included:
 - Southcrest Trails Park
 - Castana St. between 47th and Euclid Ave.
 - Chollas Creek Canyon (Oak Park Trail)



SITE WALK AT SOUTHCREST TRAILS PARK

PUBLIC SURVEY

October 2023 to Spring 2024

- bit.ly/ChollasCreekSurvey
- ~ 5-min. digital survey for participants to share their preferences, needs and ideas for the watershed and master plan.
- Distributed through City social media platforms, newsletters and Groundwork mobile engagement events.
- Received 50+ responses so far.



FLYER DISTRIBUTION AT A GROUNDWORK POP-UP EVENT



WORKSHOPS

6 Community Workshops During the Master Planning Phase

- 3 in-person community workshops.
- Interactive and engaging activities to gather community input.
- Two sessions with the same content will be offered for each workshop.
- The 1st workshop series will be held on 11/17 & 11/18.

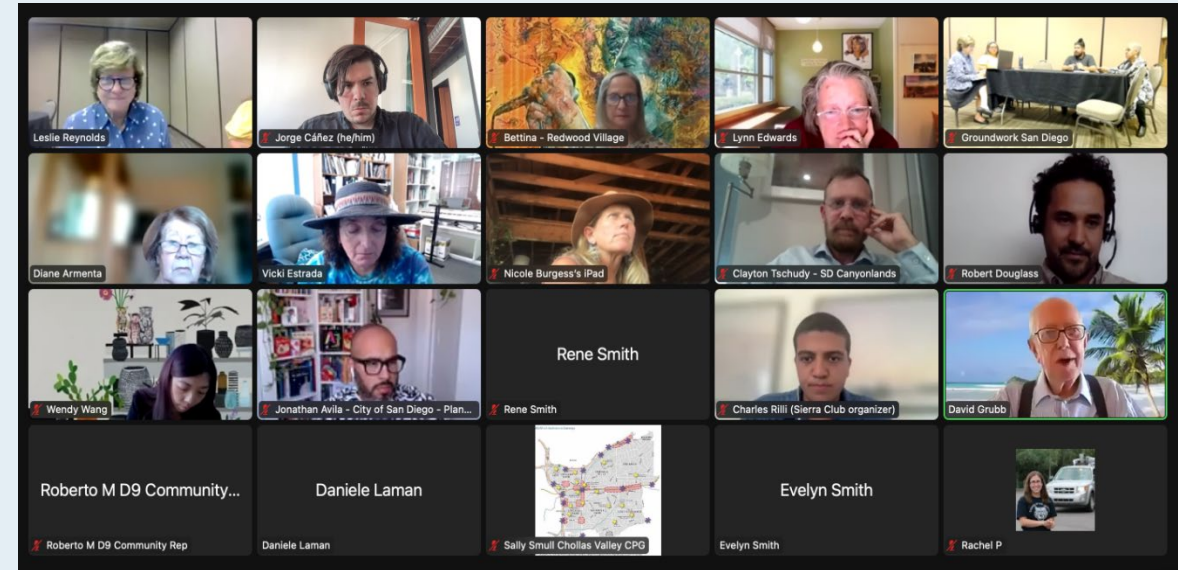


WORKSHOPS LED BY KDI

REGULAR STAKEHOLDER COORDINATION MEETINGS

Chollas Creek Coalition & Groundwork San Diego

- Regular check-in meetings to discuss the project timeline, priorities, and goals.
- Discuss each of the master plan's focus areas in detail to gather stakeholder input.
- Coordinate all outreach events.



CHOLLAS CREEK COALITION MONTHLY MEETINGS

COORDINATION BETWEEN DEPARTMENTS

Stormwater, Parks & Recreation and Engineering & Capital Projects

- Monthly coordination meetings with the following departments:
 - Stormwater
 - Parks & Recreation
 - Engineering and Capital Projects
- Current Projects in Coordination:
 - Oak Park Trail
 - Sunshine Berardini GDP
 - Chollas Parkway SWD
 - New Oak Park Library



FUTURE OAK PARK TRAIL SITE



NEXT STEPS



NEXT STEPS

Master Plan

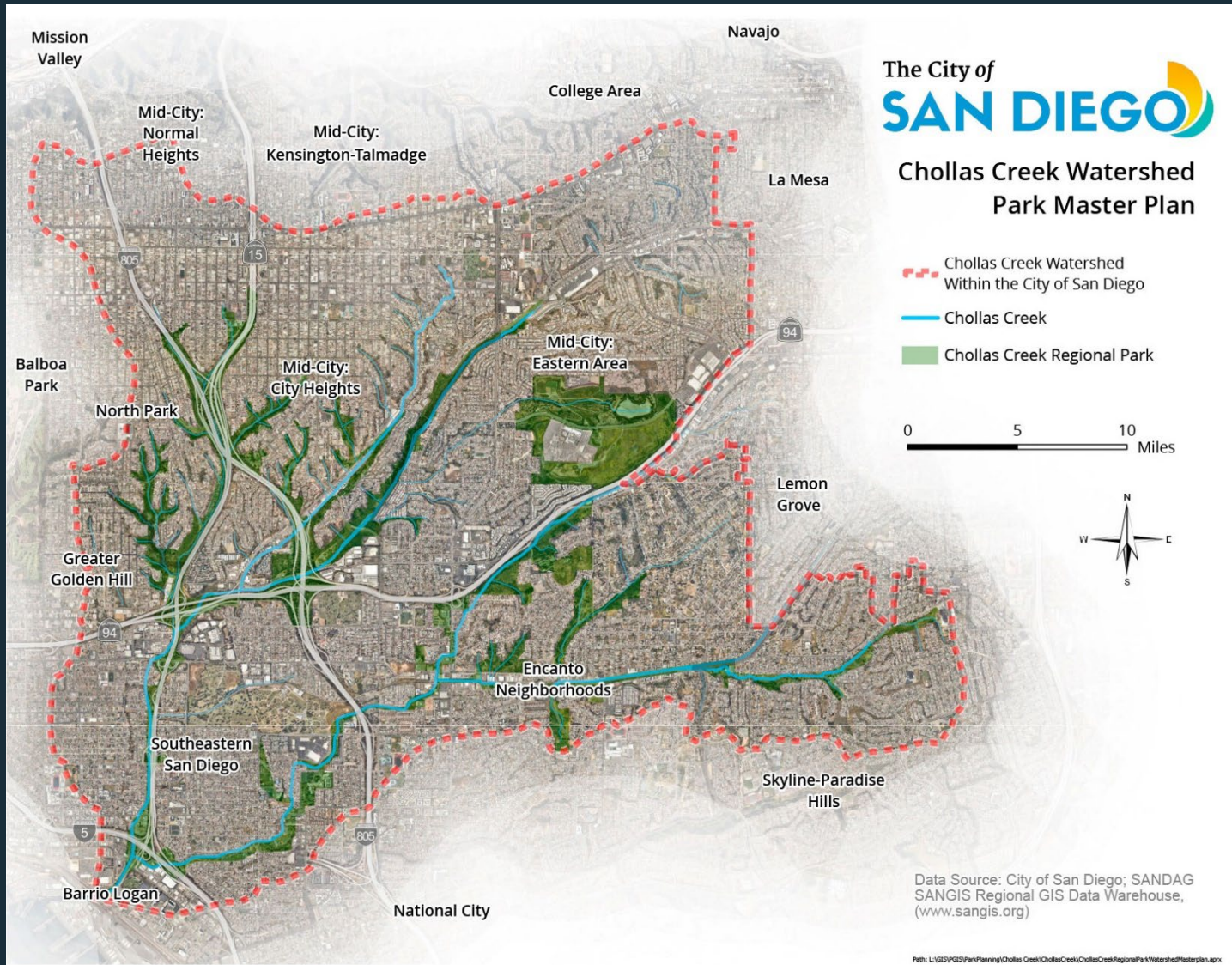
- Existing Conditions Report – December 2023
- Master Plan First Draft – Spring 2024
- Collect and Analyze Survey Results - Spring 2024

Outreach

- Host Community Workshops
- Kick-off Youth Engagement Events
- Collaborate with Community–Based Organizations
- Coordinate Across City Departments

UPCOMING EVENTS

Date	Event Name	Location	Time
11/17/2023 11/18/2023	CCMP Community Workshop #1	The Teen Challenge 5450 Lea St., San Diego, CA 92105 César Chávez Elementary 1404 S 40th St. #3210, San Diego, CA 92113	11/17 6:30pm - 8:30pm 11/18 10:30am - 12:30pm
11/18/2023	Mobile Engagement - Turkey Giveaway (Groundwork)	Jacobs Center 404 Euclid Ave, San Diego, CA 92114	10am - 2pm
12/2/2023	Youth Outreach @ the Earthlab Walk Along the Oak Park Trail (Groundwork)	EarthLab Climate Action Park 1110 Carolina Ln, San Diego, CA 92102 Oak Park Trail	9am - 1pm
12/9/2023	Mobile Engagement - Winter Wonderland (Groundwork)	Southcrest Recreation Center 4149 Newton Ave, San Diego, CA 92113	12pm - 8pm
December	CCMP Community Workshop #2	TBD	TBD
December	Chollas Creek Coalition Meeting	Zoom	TBD



QUESTIONS?

Thank you for your time!

If you have further questions, please reach out to **Wendy Wang** at ywang@san Diego.gov.