



**Downtown San Diego Partnership Developers Roundtable:
Civic Center Revitalization Guiding Principles**

The Downtown San Diego Partnership is a nonprofit organization that serves as the principal voice and driving force behind the economic prosperity and cultural vitality of Downtown San Diego through membership, advocacy, public services, and community investment. Through the Downtown Partnership, the Developer’s Roundtable has provided a collective voice on relevant, timely issues in the Downtown area such as zoning, economic development, and policy. In the past few years, the Developer’s Roundtable has worked with their members and the relevant government agencies to tackle substantive issues, such as: the City’s City Center employment overlay zone, potential sites for a San Diego Unified School District Performing Arts High School, and now the Civic Center Redevelopment initiative, among several others. The Downtown Partnership Roundtable Civic Center and Steering Committee have met six times and will continue to do so until necessary.

The City Center Business Improvement District (Downtown BID) is a special district of 52 blocks within San Diego’s urban center managed by the Downtown Partnership with an active Board of Directors supporting many vibrant businesses. The City Center BID provides the resources necessary to improve the quality of life and create a vibrant destination through economic development, programming, and enhancements for businesses, visitors, and residents of the City Center Business District. For this effort, the Developer’s Roundtable relied on a seasoned group of subject matter experts ranging in fields from architecture, development, arts and culture, planning, and tourism, to put together a thoughtful and helpful group of guiding principles to help inform the City of San Diego, the State of California, and stakeholders, as we move forward with the Civic Center revitalization efforts. We took great care to solicit public input and input from our various stakeholders and industries when putting together this grouping of guiding principles.

**Downtown San Diego Partnership Roundtable:
Steering Committee:**

Perry Dealy (Committee Chair)	Charles Black Abigail Buell	Brendan Farley Gio Posillico
Daniel Reeves (Committee Co-Chair)	Stephen Cushman Heather Foley	Phil Rath

Roundtable Roster:

Juan Arriaga	Marin Gertler	Stacey Pennington
Gabby Aroyo-Barrales	Kerri Kapich	Paul Robinson
Heidi Bell	Victor Krebs	Kavin Schieferdecker
Charles Black	Cecilia Kucharski	Hanan Scrapper
Jessica Ceja	John LaRaia	Melissa Stern
Leo Divinsky	Justine Nielsen	Joyce Summer
Darrel Fullbright	Jim O’Callahan	Chris Wahl
	Colin Parent	Jay Zaghoul

D O W N T O W N
SAN DIEGO
P A R T N E R S H I P

GUESTS:

Christopher Ackerman-Avila
James Alexander
Jaymie Bradford
Brian Schoenfisch
Jay Goldstone

STAFF

Betsy Brennan
Josh Coyne
Joel Hermosillo

DSDP Roundtable Guiding Principles:

1. Prioritize feasibility of the Civic Center Revitalization project by focusing the scope on 6 Civic Center blocks. Maximize density by utilizing a diverse housing development portfolio to include affordable and workforce housing, while still allowing for other uses as defined by the State of California HCD. Other complementary uses to explore should include commercial, office, and include space for arts and culture.
2. Ensure Downtown remains as the public gathering seat of the Federal, State, County, and City government for our region by enhancing customer service and public service by allocating employees in Downtown, including City Council Chambers. The DSDP Developer's Roundtable understands not all city employees will be housed at the Civic Center site, and that the site will house a reasonable amount of city employees, and those necessary to ensure transparency and openness in city government to provide excellent customer service to the citizens of San Diego.
3. Create an activated urban plaza and a robust vision for the public realm to encourage civic discourse and gathering. This would include a civic theater. Encourage vibrancy and activation through high quality urban design including uses that attract and retain people in a work and live district through a vibrant performing arts and entertainment district, community serving uses, retail, and housing. This activated focus could include adjacent properties to the identified parcels.
4. Maximizing the connectivity to Downtown and the rest of San Diego via a world class transit facility forming the epicenter for transit in our region is essential. Downtown is a major focal point for all modes of transportation including the headquarters for the SD Metropolitan Transit System, major links to the state and interstate system, a major link to the regional bike network, and major arterials leading into and from Downtown. In addition, the proximity of the San Diego International Airport to Downtown, and the waterfront, are regional assets and attribute to our tourism industry, Convention Center, and the business community.
5. Create a site plan diagram for the proposed city blocks to ensure developers meet public interests while identifying the connectivity to adjacent properties.

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