

San Ysidro COMMUNITY PLAN UPDATE

San Ysidro Community Plan Update Advisory Committee Community Plan Update Meeting #3

September 8, 2010

6:00 p.m. to 8:00 p.m.
Willow Elementary School – Multipurpose Room
226 Willow Road, San Ysidro

SUMMARY

ATTENDEES

San Ysidro Community Plan Update

Advisory Committee members present:

Mathew Paredes
Steve Otto
Bertha Alicia Gonzalez
Michael Cather
Michael Freedman
Miguel Aguirre
Rachel Kennedy
Anthony Aguirre
Carlos Vasquez
Jane Wyman

Not present:

Thomas Currie
Mike Daney
Amy Gunderson
Jennifer Goudeau
Felix Sanchez
Raquel Moran
Alberto Perez
Alicia Jimenez
Jason Wells

Update Team present:

City Staff:

Sara Lyons
Nancy Bragado
Samir Hajjiri
Shahriar Ammi
Howard Greenstein
Anthony Mendiola

Consultant Staff:

Jami Williams
Gardenia Durante
Mariana Lopez
Josie Calderon

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INTRODUCTION

On September 8, 2010, members of the San Ysidro Community Plan Update Advisory Committee (Update Committee) of the San Ysidro Community Plan Update process convened in their third meeting. The purpose of the meeting was to:

- 1) Present the public outreach strategy for the plan update process;
- 2) Work on confirming community goals, issues & opportunities; and
- 3) Establish Key Objectives for San Ysidro.

Meeting handouts included:

- Agenda
- Draft of Outreach Strategy Report
- Public Outreach Schedule
- Meeting Summary and Mapping Exercise Mapping from 8.11.2010

All meeting handouts, presentation materials and displays included English and Spanish languages. Translation from English to Spanish using headset equipment was made available through a professional translator.

The meeting was called to order by Michael Cather, Chair of the San Ysidro Community Planning Group and a member of the San Ysidro Community Plan Update Advisory Committee.

BACKGROUND

The City of San Diego is updating the San Ysidro Community Plan (SYCP) through an in-depth, community-based planning process. The updated SYCP will convey community goals, objectives and recommendations. To find out more about the SYCP update, upcoming meetings and information presented at past meetings please visit the San Ysidro Community Plan Update website at: <http://www.sandiego.gov/planning/community/cpu/sanysidro/>

AGENDA ITEMS

Community Plan Elements

A brief overview was presented on the elements contained in the Community Plan, including a chart showing their correspondence to the General Plan elements.

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Review of Outreach Effort

Consultants and Planners spoke about the Outreach Strategy Report and the various ways for using resources for community outreach, including:

- Inviting all attendees to distribute information about the upcoming charrette;
- Involving High School Senior Civics class in the Update process, and
- A website dedicated to the project and community survey efforts.

Comments were made on the charrette, including the walk audit. It was pointed out that the walk audit covers only a small area of San Ysidro and there are other commercial districts we don't want to ignore. It was also asked that Staff cover the Industrial areas west of the I-5 in the Walk Audit. Jami Williams clarified that the walk audit will include the Pilot Village area and the eastern border commercial area. Sara Lyons added that the route was determined based on the response from the Opportunities and Constraints exercise in which each group identified these two commercial areas as having multiple opportunities. Jami also indicated that the other commercial and industrial areas with the community and other area of special interest not included in the walk would be represented through photos that will be presented at the Charrette in October.

Establishing San Ysidro Key Objectives Exercise

Jami Williams facilitated an interactive exercise to 'truth test' the issues and comments gathered at the previous community meetings. The exercise was conducted using interactive voting technology to gauge the importance of existing community plan goals and issues to the audience. The results of this exercise can be found at the end of this summary. There were a few questions and comments raised during this exercise which included: clarifications on terms; the need for more information on the environmental sensitivity of Dairy Mart Road Ponds; and the need to discuss the economic ties with Baja.

Following the electronic voting exercise Sara Lyons presented the Draft Key Objectives.

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Community Key Objectives

The Key Objectives are intended to establish community consensus on big picture ideas. Establishing objectives at the beginning of the process will help measure progress over the course of the update and keep policy and implementation discussions focused. The initial draft objectives were based on public comments and issues to date. The ten draft Key Objectives presented include:

1. Establish an attractive destination that meets the needs of residents, businesses and visitors
2. Enhance and leverage San Ysidro's bicultural and historic traditions and diversity
3. Provide and implement a land use plan that provides for a complementary mix of land uses and economically viable development
4. Maximize transportation choices and increase mobility and circulation opportunities for pedestrians, cyclists, transit and automobiles
5. Foster public amenities such as urban parks, plazas, promenades and venues that support a variety of event and gatherings
6. Improve parks, recreation and open space opportunities through restoration, enhancement and joint agency coordination
7. Incorporate sustainability practices, policies and design features
8. Create unique guidelines for activity centers that focus on lively pedestrian-friendly environments in a compact, mixed-use setting
9. Develop and strengthen connections within the San Ysidro community as well as linkages to neighboring communities
10. Craft a clear and practical strategy for Community Plan implementation

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Community Feedback:

- Economics is key
- Acknowledge and integrate the relationship with the border
- Existing roads are not adequate/resolve transit issues
- Recognize real life economic impacts
- The objectives need to be more specific to San Ysidro
- Provide more detailed and realistic goals
- Finding funding and implementation is key
- Traffic and healthy solutions to get funding and deal with environmental justice
 - Impact on air quality
- Identify problems and major challenges
 - Environmental impacts of traffic, community split by a freeway
- Encourage an arts and craft district similar to Spanish Village
- Recognize the demand for more commercial activities

NEXT STEPS

The next community meeting will be the Three Day Community Plan Update Charrette on October 4th, 5th, and 13th at Willow Elementary School – Multipurpose Room, 226 Willow Road, San Ysidro. A walk audit will commence at 212 West Park Ave. San Ysidro at the Casa Familiar Civic and Recreation Center at 10am on October 4th.