
San Ysidro

COMMUNITY PLANNING GROUP
GRUPO DE PLANIFICACION COMUNITARIO

Community Plan Update Advisory
Committee
Comité Asesor de la Actualización del
Plan Comunitario

September 8, 2010
8 de Septiembre del 2010

▶ SAN YSIDRO COMMUNITY PLAN UPDATE



Agenda

- ▶ Community Plan Elements
- ▶ Review Outreach Strategy
- ▶ October Charette Overview
- ▶ Confirm Goals, Issues, and Ideas Exercise
- ▶ Discuss Key Objectives

▶ SAN YSIDRO COMMUNITY PLAN UPDATE



Community Plan Elements

Existing San Ysidro Community Plan Element	General Plan Element
Residential	Land Use
Commercial	
Industrial	
International Gateway	
Commercial (businesses)	Economic Prosperity
International Gateway	Urban Design
Urban Form	
Cultural and Historic Resources	Historic Preservation Urban Design
Transportation and Circulation	Mobility
Parks, Recreation and Open Space	Recreation
Parks, Recreation and Open Space	Conservation
Community Facilities and Services	Public Facilities, Services and Safety
None	Noise Element



Outreach Strategy Intent

- ▶ Enhance community participation and input
- ▶ Integrate consensus building into process
- ▶ Strengthen community partnerships
- ▶ Provide learning opportunities
- ▶ Gather input and feedback



Outreach Methods

- ▶ Community Plan Update Advisory Committee
- ▶ Stakeholder Interviews
- ▶ Project Website
- ▶ Charette and Walk Audit
- ▶ Community Workshops
- ▶ Visual Preference Survey / Voting Feedback
- ▶ Community Survey
- ▶ Project Brochure and Displays
- ▶ Focus Groups and Public Official Updates
- ▶ Leveraging Outreach Through Community Organizations
- ▶ Community Planning Group Outreach



▶ SAN YSIDRO COMMUNITY PLAN UPDATE



Getting The Word Out / How Can You Help?

- ▶ Empower the Update Committee
 - ▶ Email agendas and notices one week in advance for you to share
 - ▶ Distribute workshop flyer early
 - ▶ Share information at monthly stakeholder meetings
 - ▶ Provide you with project website information



Project Updates are available on the web at:
<http://www.sandiego.gov/planning/community/cpu/sanysidro>

▶ SAN YSIDRO COMMUNITY PLAN UPDATE

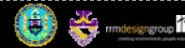


Getting The Word Out

- ▶ Participation at monthly community stakeholder meetings
- ▶ Post Meeting Notices
- ▶ Participation at Community Events and Fairs
- ▶ Publications and newsletters
- ▶ Civics class for high school students
- ▶ Child participation at charrette
- ▶ School communications



▶ SAN YSIDRO COMMUNITY PLAN UPDATE



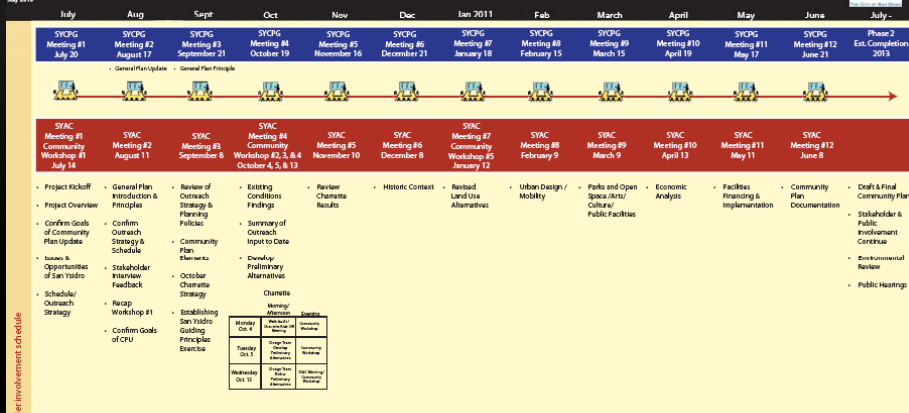
Project Schedule

City of San Diego

San Ysidro

COMMUNITY PLAN UPDATE PRELIMINARY SCHEDULE

July 2010



▶ SAN YSIDRO COMMUNITY PLAN UPDATE



Charette

- ▶ **What is a Charrette?**
 - ▶ A charrette is an planning technique for consulting with all community stakeholders. Charrettes are typically multi-day meetings involving city officials, developers, and local residents.
- ▶ **Purpose**
 - ▶ A charrette promotes joint ownership of the solution and allows for the public to provide input early on in the planning process.



▶ SAN YSIDRO COMMUNITY PLAN UPDATE



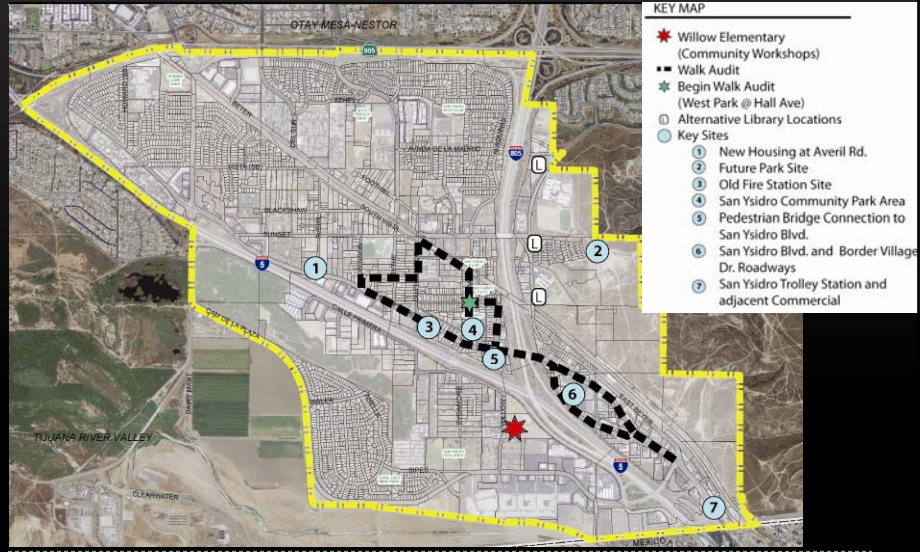
Charette Schedule

	Morning/Afternoon	Evening
Oct. 4 Monday Public Participation 10am-12pm & 6-8pm	10am – 12 pm* Walk Audit/Charette Kick-Off (walk key areas, share ideas and thoughts)	6-8 pm Community Workshop (present existing conditions findings to date and gather input) Willow Elementary 226 Willow Rd., San Ysidro
Oct. 5 Tuesday Public Participation 6-8pm	Design Team Develop Preliminary Alternatives	6-8 pm Community Workshop (discuss initial concepts and gather input) Willow Elementary 226 Willow Rd., San Ysidro
Oct. 13 Wednesday Public Participation 6-8pm	Design Team Refine Preliminary Alternatives	6-8 pm SYAC Meeting/Community Workshop (present charrette findings and gather input) Willow Elementary 226 Willow Rd., San Ysidro

▶ SAN YSIDRO COMMUNITY PLAN UPDATE



San Ysidro Community Plan Area



▶ SAN YSIDRO COMMUNITY PLAN UPDATE



Goals, Issues, and Ideas Exercise

Draft Key Objectives

- ▶ Establish an attractive destination for residents, businesses and visitors
- ▶ Enhance and leverage bicultural and historic traditions and diversity
- ▶ Provide plan with complementary mix of land uses and economically viable development
- ▶ Increase mobility and circulation opportunities for pedestrians, cyclists, transit and automobiles
- ▶ Foster urban parks, plazas, promenades and venues that support a variety of event and gatherings
- ▶ Improve parks, recreation and open space opportunities
- ▶ Incorporate sustainability practices, policies and design features
- ▶ Provide lively pedestrian-friendly environments in a compact, mixed-use setting
- ▶ Develop and strengthen connections
- ▶ Craft a clear and practical implementation strategy

▶ SAN YSIDRO COMMUNITY PLAN UPDATE



Questions?

Project Updates are available on the web at:

<http://www.sandiego.gov/planning/community/cpu/sanysidro>

Draft Key Objectives – Extended version

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

▶ SAN YSIDRO COMMUNITY PLAN UPDATE

