



REPORT

THE CITY OF SAN DIEGO TO THE PARK AND RECREATION BOARD

DATE ISSUED: July 19, 2012 REPORT NO. 101

ATTENTION: Park and Recreation Board
Agenda of July 19, 2012

SUBJECT: FESTIVAL PARK GENERAL DEVELOPMENT PLAN

SUMMARY

Issue – Should the Park and Recreation Board approve of the Festival Park General Development Plan?

Deputy Director's Recommendation – Recommend approval of the proposed General Development Plan for Festival Park General Development Plan.

Other Recommendations – Festival Park was recommended for approval by the Martin Luther King Recreation Council on May 17th 2012.

The results of the Community Parks II Area Committee and the Design Review Committee meetings will be reported verbally by staff at the time of the Park and Recreation Board meeting.

Fiscal Impact – This is a developer-built project. The total project cost is estimated at \$1.1 million with development and construction utilizing \$846,950 in State Housing-Related Parks Program grant funding, and the remainder being privately financed. Ongoing maintenance will be privately financed.

Water and Energy Conservation Status – The plan is consistent with all water and energy conservation guidelines contained within Council Policy 200-14.

Environmental – The City of San Diego, as a lead agency under CEQA, reviewed and approved Village at Market Creek Mitigated Negative Declaration (LDR No. 99-0156, SCH No. 99071026), covering this activity.

BACKGROUND

The proposed .84 acre Festival Park is located within the Village at Market Creek development, at the southwestern intersection of Euclid Avenue and Market Street, within the Encanto Community Planning Area.

The Village at Market Creek is an approved mixed use development that currently has a neighborhood shopping center, the Jacobs Foundation headquarters, and a 400 person amphitheater along Chollas Creek. Permit approval also included potential construction of a four-level parking structure, community support buildings including a child care center, youth park, and a recreation center/multipurpose room.

In November 2006, California voters passed the Housing and Emergency Shelter Trust Fund Act of 2006 (Proposition 1C). This act authorized the California Department of Housing and Community Development (HCD) to administer \$200 million (over 6 grant cycles) to fund the Housing-Related Parks (HRP) Program. The HRP Program is designed to encourage cities and counties to develop new low income housing by rewarding those jurisdictions with grant funds for the creation, development, or rehabilitation of park and recreation facilities. This award program does not use a competitive process to award funds; all jurisdictions who meet the eligibility requirements are awarded funds.

HRP funds are awarded on a per-bedroom basis for each affordable, very low and low-income residential unit with documented housing starts during the previous calendar year. For the previous cycle, 2010 Calendar Year (CY2010), the City had submitted an application for an amount up to \$700,000 in HRP funds to construct park improvements, in partnership with the Jacobs Center for Neighborhood Innovation at the Village at Market Creek within the Encanto Community. Subsequent to the submittal of the application, HCD determined that the City would be eligible for additional funds based on bonus criteria and awarded the City a total of \$846,950 for the park improvements at the Village at Market Creek.

DISCUSSION

In accordance with the General Plan standards, the Encanto Community Planning Area should have 138.91 acres of population-based parkland; currently, the community has a deficit of 80.65 useable park acres.

The Recreation Element of the 2008 City of San Diego General Plan states: “While the City’s primary goal is to obtain land for park and recreation facilities, alternative methods of providing recreation facilities need to be available to achieve citywide equity where constraints may make meeting guidelines infeasible, or to satisfy community specific needs and demands where applying flexibility is beneficial. Table RE-4, Eligible Population-Based Park Equivalencies, describes guidelines for these alternative methods, or equivalencies.”

Table RE-4 identifies Privately-owned Park Sites as an equivalency. Guidelines for equivalency credit state that they require agreements, public access easements, and/or other applicable legal instruments that remain in effect in perpetuity. Typical components and examples identify sites with residential, commercial/industrial, or mixed-use developments.

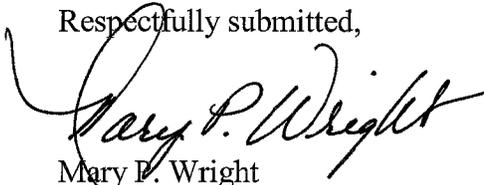
The GDP provides guidance for the development of a multi-generational pocket park that meets the park equivalency criteria. Amenities and uses include picnicking, a 2-5 year and a 5-12 year tot lot, shade structure with picnic tables and game tables, a multi-purpose court, exercise stations and restroom.

Access to Festival Park will be secured by a public access easement, and the park acreage will help alleviate the Community's population-based park acreage deficiency.

ALTERNATIVES

1. Recommend approval of the proposed General Development Plan for Festival Park.
2. Recommend approval of the proposed General Development Plan for Festival Park with modifications.
3. Do not recommend approval of the proposed General Development Plan for Festival Park.

Respectfully submitted,



Mary P. Wright
Deputy Director

JH/jch

Attachment: Draft Festival Park General Development Plan