



To: Civic Center Revitalization Committee

RE: Recap of Tourism Community Input

DATE: December 2, 2022

During September and October, the San Diego Tourism Authority convened 11 member businesses across the tourism industry sector including lodging properties, restaurants, attractions, arts, and tour operators to provide insights into future development of the civic center core. All businesses have current operations in the downtown San Diego area and extensive experience across other communities outside of San Diego. The following is a summary of the key takeaways:

1. **SPACE SHOULD BE MIXED USE** – serve the needs of residents, workers, and visitors to ensure the area is active and vibrant. Create an experience through programming, green space, arts, and amenities to attract visitors too. Hudson Yards and Highline Park in New York were mentioned. The space should be holistic and cohesive with streets, landscaping, amenities, office space and residential mixed into a pleasing multi-purpose urban core.
2. **BE ASPIRATIONAL WITH ARCHITECTURE AND PLANNING THAT EMBRACES SAN DIEGO** – buildings and overall design should be aesthetically pleasing and reflect the San Diego Brand. (Examples include the Downtown San Diego Library, The Rady Shell, Museum of Contemporary Art La Jolla and PETCO Park.) This is an opportunity to create the heart of downtown and to link together neighborhoods.
3. **THINK ICONIC** – there is no icon for downtown San Diego like there is in Chicago with Millennium Park or London with the London Eye. There should be a major draw to the area that adds excitement and creates a sense of place.
4. **VIBRANCY IS KEY AND THE ARTS SHOULD PLAY A MAJOR ROLE** – there is a need to ensure that this is a place that is active and safe. Art should be a key programming factor, whether it's through a new Arts District, renovated Civic Theater, new museums, galleries, public art, etc. It is also important that there be attractions that draw people throughout the day and into the evening to again give energy and life to the area. This will attract restaurants, services, retailers, workers, residents, and visitors.
5. **BUILD OUTWARD vs INWARD** – the past model was to build in-ward, this project should build outward to create inviting, light, vibrant spaces.



6. FUTURE WORKSPACE NEEDS AND SERVICE LEVELS – align amount of office space to future state. How many workers need to be accommodated downtown? Is it best to consolidate government services or spread services around the city to best serve citizen needs?
7. HOUSING – Workforce Housing and not just luxury high-rises and affordable housing should be considered within the mix.
8. OTHER CITIES HAVE ATTRACTIVE TRANSPORTATION SOLUTIONS BUILT INTO THEIR URBAN CORE – the city should look holistically at the overall experience and bring together the Climate Action Plan, SANDAG Transportation Solutions and Green Space into one overall solution.