

**SUMMARY OF PUBLIC  
PARTICIPATION AND INPUT  
ON THE THREE DRAFT  
CONCEPT ALTERNATIVES**

DE ANZA REVITALIZATION PLAN

April 2017



**DE ANZA**  
Revitalization Plan



This page is intentionally left blank.

# TABLE OF CONTENTS

<b>Introduction</b> .....	<b>1</b>
About the De Anza Revitalization Plan .....	1
Project Area .....	1
Project Goals.....	1
Why is the De Anza Revitalization Plan Needed?.....	2
Relationship to The Mission Bay Park Master Plan.....	2
Relationship to The ReWild Mission Bay Study .....	2
<b>Summary of Previous Public Outreach</b> .....	<b>3</b>
Ad-Hoc Committee Meeting #1 .....	3
Community Workshop #1 .....	3
Ad Hoc Subcommittee Meeting #2.....	3
Ad Hoc Subcommittee Meeting #3 .....	3
Ad Hoc Committee Meeting #4 .....	3
Community Workshop #2 .....	3
Online Program Prioritization Activity.....	4
Ad Hoc Committee Meeting #5 .....	4
<b>How was the public engaged?</b> .....	<b>5</b>
Community Workshop No.3 .....	5
Notification and Publicity.....	6
Online Outreach Activity.....	6
<b>Methodology for Analysis of Responses</b> .....	<b>7</b>
<b>Responses by Submission Method</b> .....	<b>9</b>
<b>Responses by Stakeholder Group</b> .....	<b>10</b>
<b>Responses by Location</b> .....	<b>11</b>
<b>Feedback on Draft Concept Alternatives</b> .....	<b>13</b>
<b>What did we hear about Draft Concept Alternative 1?</b> .....	<b>15</b>
Excerpts Of Comments Received That Address Draft Concept Alternative 1.....	16
<b>What did we hear about Draft Concept Alternative 2?</b> .....	<b>18</b>
Excerpts Of Comments Received That Address Draft Concept Alternative 2.....	19
<b>What did we hear about Draft Concept Alternative 3?</b> .....	<b>21</b>
Excerpts Of Comments Received That Address Draft Concept Alternative 3.....	22
<b>Create Your Own Alternative</b> .....	<b>24</b>
<b>Summary of Support and Opposition to Specific Uses</b> .....	<b>26</b>
Summary Of Key Themes For Specific Uses.....	28
<b>Conclusions</b> .....	<b>34</b>
<b>Appendix A: Screenshots of Online Engagement Activity</b> .....	<b>A-1</b>
<b>Appendix B: Responses Submitted</b> .....	<b>B-1</b>



This page is intentionally left blank.

# INTRODUCTION

The City of San Diego released three Draft Concept Alternatives for the De Anza Revitalization Plan to the public in November 2016. In particular, the City hosted a community workshop for the De Anza Revitalization Plan on November 7, 2016, and conducted outreach online starting November 8, 2016, and ending December 9, 2016, to present the three Draft Concept Alternatives; provide an overview of how public outreach has informed the design development for the Draft Concept Alternatives; and to get feedback from the public, project stakeholders, and other public agencies. Additional input was received through the project's online outreach and by email comments submitted to the City. In total, over 500 people attended the community workshop, and over 1,700 comments were received through the workshop, email, and online outreach activity.

It is important to note that the results are not statistically significant. Participation and responses are from individuals that self-selected and were not randomly selected. Therefore, the sample (all responses) is not random and should not be interpreted as a representation of the overall population. The results and themes presented are a summary of the responses that were received.

## ABOUT THE DE ANZA REVITALIZATION PLAN

The De Anza Revitalization Plan project is a three-year comprehensive outreach and planning program to reimagine, repurpose, and revitalize the project area. This planning effort will work with the community and stakeholders to develop their own concepts for a revitalization plan alternative that results in a preferred plan, an amendment to the Mission Bay Park Master Plan, and an environmental impact report (EIR).

## PROJECT AREA

The Revitalization Plan area includes the De Anza Special Study Area (identified in the Mission Bay Park Master Plan), the De Anza Cove Park, and all land along North Mission Bay Drive to Grand Avenue in the north and Mission Bay Boulevard in the east.

## PROJECT GOALS

- » Advance the vision of the Mission Bay Park Master Plan by balancing recreation, environment and commerce.
- » Create an iconic recreation destination that maximizes the benefit offered to the region by this extraordinary waterfront amenity.
- » Provide the highest and best use of the project area to serve the needs of a broad range of local and regional users.
- » Identify a mix of uses that will provide sustainable revenue-generating leaseholds for the City.



## **WHY IS THE DE ANZA REVITALIZATION PLAN NEEDED?**

The Mission Bay Park Master Plan states that a future special study should be provided to determine specific land uses for the De Anza area. In anticipation of the closure of the De Anza Mobile Home Park, the City has initiated the process for a special study that will result in a revitalization plan that will be an amendment to the Mission Bay Park Master Plan. This revitalization plan will provide a design and use program for the reuse and redevelopment of the site.

## **RELATIONSHIP TO THE MISSION BAY PARK MASTER PLAN**

The project site falls within the boundaries of the adopted Mission Bay Park—a regional park that serves the residents of San Diego and visitors. The Revitalization Plan is subject to the goals and objectives established for the park, and the final plan will be incorporated into the Master Plan as an amendment to the City of San Diego Local Coastal Program.

The Mission Bay Park Master Plan provides recommendations for developing the De Anza Special Study Area. It should:

- » Serve regional recreation needs, including guest housing (camping facilities and recreational vehicles) and beach access.
- » Contribute to the park’s water quality, including creating additional wetlands.
- » Facilitate hydrologic improvements to safeguard the viability of marsh areas.
- » Provide trail, viewing areas, and other recreational features to enhance public use of the study area.
- » Ensure leaseholds support the Mission Bay recreation use.

## **RELATIONSHIP TO THE REWILD MISSION BAY STUDY**

The De Anza Revitalization Plan project is an effort led by the City of San Diego to revitalize the project area to provide for the highest and best use of the area to serve the local and regional needs of the public. The ReWild study is being conducted by the San Diego Audubon Society to study restoration of wetlands in the northeast corner of Mission Bay Park. Please visit the ReWild project site at [rewildmissionbay.org](http://rewildmissionbay.org) for more information.



# SUMMARY OF PREVIOUS PUBLIC OUTREACH

## **AD-HOC COMMITTEE MEETING #1**

The first Ad Hoc Committee meeting on December 9, 2015, focused on introducing committee members and the community to the project. Content included a project overview (background, boundary, and key components), an overview of the public involvement plan, and a preliminary brainstorming of the project vision and guiding principles.

## **COMMUNITY WORKSHOP #1**

Workshop No. 1 on January 28, 2016, kicked off the De Anza Revitalization Plan project with the public. The workshop was conducted in an “open house” format, with opportunities for public input at “topic stations.” In order to gather initial input on key issues and priorities, each topic station included short presentations and displayed relevant maps and information on focused topics, including natural resources, transportation, existing recreational uses, economics, vision/future uses and amenities, project overview, and other public information.

## **AD HOC SUBCOMMITTEE MEETING #2**

The second Ad Hoc Committee meeting on February 10, 2016, focused on refining a draft vision and guiding principles, providing an update on public involvement events, an overview of the Mission Bay Park Master Plan and California Coastal Act, and a discussion of the scope of the existing conditions analysis and input on issues and constraints.

## **AD HOC SUBCOMMITTEE MEETING #3**

The third Ad Hoc Committee meeting on March 9, 2016, also focused on refining a draft vision and guiding principles and provided existing conditions information on the transportation network, a leasehold analysis of existing leases and projected future demand, and an overview of existing uses within the project site and in the adjacent areas.

## **AD HOC COMMITTEE MEETING #4**

The fourth Ad Hoc Committee meeting on April 14, 2016, focused on discussion of the existing conditions and issues and constraints for natural resources and other environmental conditions, hearing about community-/stakeholder-generated concepts, looking at iconic park case studies, and brainstorming and prioritizing potential uses.

## **COMMUNITY WORKSHOP #2**

Community Workshop #2 on April 27, 2016, provided an opportunity to hear from the design team about the opportunities and constraints analysis findings and case studies of visionary parks and park features from around the world. Over 200 attendees collaborated in groups to prioritize future programs and uses and design their own concept plans for De Anza.



## **ONLINE PROGRAM PRIORITIZATION ACTIVITY**

Throughout the De Anza Revitalization Plan outreach process, the community and the Ad Hoc Committee have provided significant feedback on land uses and site amenities they would like to see and focus on for the future of the De Anza project area, including participation online in the Program Prioritization Activity, which mirrored the activity at Workshop No. 2.

## **AD HOC COMMITTEE MEETING #5**

The fifth Ad Hoc Committee meeting on June 16, 2016, included an overview of activities at Community Workshop #2, a similar group design activity as at Workshop #2, and an update on the workshop prioritization counts and online survey results. A presentation was also given to explain the process for future creation of design alternatives and an additional program prioritization dot exercise was conducted .



# HOW WAS THE PUBLIC ENGAGED?

## COMMUNITY WORKSHOP NO.3

The City of San Diego conducted the third community workshop of the De Anza Revitalization Plan on November 7, 2016. The purpose was for the Project Team to provide an overview of the outreach so far and how the input had informed the design development; present the three Draft Concept Alternatives; and host an informative “open house” where attendees could engage with project staff and discuss the Draft Concept Alternatives, ask questions, and provide feedback. Over 500 community members attended. During the workshop, feedback on the three Draft Concept Alternatives was gathered on flip charts, notes pages, and comment cards.

The meeting was facilitated by the consultant team. Lewis Michaelson (consultant team) thanked the meeting participants for attending and introduced Herman Parker, Parks and Recreation Director (City of San Diego). Herman welcomed attendees and explained how the project aligned with a vision for the future of the project site and City of San Diego. Brooke Peterson (consultant team lead) explained what had been accomplished so far, how the community input had informed the Draft Concept Alternatives, and the process/criteria for developing the Draft Concept Alternatives. The process includes implementing the Mission Bay Park Master Plan vision to provide regional and water recreation, provide for economically important leisure-industry leases, and improving the Bay’s natural environment. Glen Schmidt (consultant team) explained in detail each of the three Draft Concept Alternatives and their features and amenities. Lewis gave closing statements and instructions regarding the types of comments the project team was seeking, the importance of qualitative information, and the different ways participants could submit comments. During a break, participants walked to the high school cafeteria, where the open house was set up, and were given a handout with the meeting agenda, background, purpose, contact info, guiding principles, and the three Draft concept Alternatives with annotations for its specific amenities.

The second part of the Public Workshop included an open house with four stations featuring the three Draft Concept Alternatives. Each station had six posters: one map for each concept and one concept imagery board for each of the Draft Concept Alternatives. The concept imagery boards highlighted the main features and amenities of that Draft Concept Alternative. Project team members made up the 15 facilitators—at least 3 at each station and additional “floating” facilitators. Facilitators answered questions about the Draft Concept Alternative and outreach process so far. Participants gave verbal feedback—which facilitators wrote on large flip charts or comment cards—and commented on both comment and input cards. Participants were also informed about the continuing feedback opportunities on the De Anza Revitalization Plan website.

## NOTIFICATION AND PUBLICITY

To ensure robust attendance at Community Workshop No.3 and participation in the online outreach, the City led a publicity campaign, using a variety of methods to reach multiple audiences and broaden participation.

- » **Project Name and Graphic Identity:** The first step in this effort was to create a recognizable name and graphic identity to help the public easily identify materials associated with the effort. The name “De Anza Revitalization Plan” was selected, and a dedicated website address was created to lead the public directly to the page on the City’s website, [www.deanzarevitalizationplan.org](http://www.deanzarevitalizationplan.org).
- » **Public presentations and briefings:** City Staff and the consultants conducted 9 initial stakeholder interviews and 4 public briefings with a variety of stakeholders and organizations, including residents, adjacent planning groups, Mission Bay Park Committee, and Park & Recreation Board.
- » **Direct email:** A comprehensive stakeholder database was created at the beginning of the process. Notices of all meetings, events, online engagement forum activities, and other project updates were distributed to the database.
- » **Project Website:** A project website was created at the start of the project and provided project background, schedule, notification of meetings and all meeting materials, and project deliverables including reports and draft concept alternatives.
- » **Water bills:** Notifications were inserted into water bills of residents and businesses and distributed to over 240,000 people.
- » **Posters and banners:** Banners were posted at the two locations at the project site promoting the public workshops and the online engagement activity.
- » **Social media:** Public Workshops were posted on the City’s Planning Departments Facebook page.
- » **Media coverage:** De Anza Revitalization Plan received significant media coverage – a total of 4 related articles over the last year. Staff briefed reporters on the project at each of the Public Workshops and articles ran in the local newspapers adjacent to the project site including 2 in the Beach & Bay Press and 2 in the San Diego Union-Tribune.

## ONLINE OUTREACH ACTIVITY

To augment the in-person event and broaden participation among people who could not attend the workshop, the City launched online outreach through the project website. People could review the three Draft Concept Alternatives and give feedback on whether they met the developed guiding principles. In addition, people could create their own alternative using an online map. Participants submitted 29 maps and more than 1,700 comments during this online outreach.

# METHODOLOGY FOR ANALYSIS OF RESPONSES

It is important to note that results are not statistically significant. Participation and responses are from individuals that self-selected; they were not selected randomly. Therefore, the sample (all responses) should not be interpreted as representative of the overall population. The results and themes presented are a summary of the responses that were received.

**1. Cataloging Comments.** Comments were collected via comment cards, online activity, and email. Handwritten comments were converted to a digital format, and all the comments were cataloged and entered into an online database.

**2. Extracting Location Information.** Online commenters were asked to provide their zip codes, which were geocoded to create points on a map. The location data identified “hotspots” of high response, how many comments came from inside the City of San Diego, and how many came from outside. The location data were also used to calculate the average distance from a commenter to the center of the De Anza Revitalization Plan area.

**3. Review and Analysis of Qualitative Statements.** All the input was reviewed through the online database. “Tags” were applied to each response to identify key points, such as responses by specific stakeholder groups, support or opposition to the Draft Concept Alternatives, and support or opposition to specific uses. A total of 5,265 “tags” were applied to 1,709 received responses and were used to count the frequency of different themes, described further below .

**4. Responses by Stakeholder Group.** Due to the active and organized participation of two key stakeholder groups—Campland-by-the-Bay and ReWild Mission Bay / San Diego Audubon Society (SDAS)—responses that identified with these two groups were specifically counted. This entailed searching for keywords (e.g., Campland, ReWild, or wetlands) and/or statements that occurred frequently. For example, a statement like “Protect the camping area from vehicular and pedestrian intrusion,” was associated with Campland. A statement like “The City should use input from ReWild Mission Bay,” or “Wetlands provide cleaner water,” was associated with ReWild. Results of the keyword or statement searches were reviewed and tagged based on whether they were representative of the responses from either of the stakeholder groups. Additional analysis of responses from stakeholder groups is included as part of the section below describing support of single uses.

**5. Support and Opposition to Draft Concept Alternatives.** Comments were assessed for their support for and opposition to the three Draft Concept Alternatives. A clearly stated opinion (one way or another) that explicitly referenced a specific Draft Concept Alternative was considered to support or oppose that Draft Concept Alternative. However, many comments explicitly rejected all of the Draft Concept Alternatives, and “support” is shown as “No Alternative.” Support and opposition were treated as mutually exclusive for a single Draft Concept Alternative, but they were not necessarily mutually exclusive between the Draft Concept Alternatives. For example, responses could express support for one of the Draft Concept Alternatives and opposition to another, or support for two of the Draft Concept Alternatives.



**6. Support and Opposition to Uses.** Responses were also evaluated for opposition or support to specific major uses included as part of the Draft Concept Alternatives. Support or opposition was recorded for a specific use if the response specifically mentioned that use and the opinion was clearly expressed. Support or opposition was also recorded if the response suggested allocating larger or smaller areas for a specific use, especially at the expense of another use. Responses were also analyzed for their support for only one use. This served as a proxy for understanding the frequency of responses that represent the most vocal stakeholder groups and the stakeholder groups with organized and/or specific interests. Group affiliates frequently used a template response provided by an organization or individual, and groups mostly supported a single specific use.

# RESPONSES BY SUBMISSION METHOD

Over 1,701 comments were received as part of the outreach for the Draft Concept Alternatives.

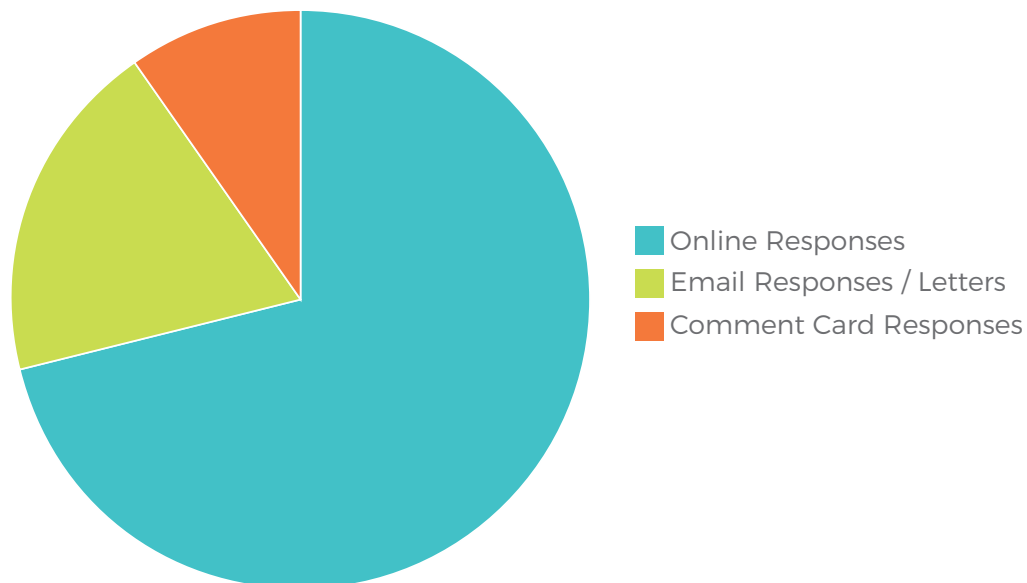
- » 1,214 online comments (and 29 “Create Your Own” concepts).
- » 325 emails and other written comments
- » 162 comment cards
- » Flip-charts and conversations at public meetings
- » An online petition with over 2,776 signatories was submitted in support of Campland. (Signatures are not counted as comments.)

Most of the responses (71% ) were received through online activity. A portion came by email (19% ), and the remainder came from comment cards (10%).

**Table 1. Number of Comments by Submission Method**

SUBMISSION METHOD	COMMENTS RECEIVED	
	#	% OF ALL
Online	1,214	71%
Email/Letters	325	19%
Comment Cards	162	10%
<b>Total</b>	<b>1,701</b>	<b>100%</b>

**Figure 1. Percentage of Comments Received by Submission Method**



## RESPONSES BY STAKEHOLDER GROUP

Because of the active and organized participation of key stakeholder groups, including, Campland-by-the-Bay, ReWild Mission Bay / San Diego Audubon Society (SDAS), youth volleyball, and Mission Bay Golf Course, responses that identified with these groups were specifically counted by stakeholder group. The number of responses identified as being part of a stakeholder/interest group are provided in Table 2. Other individual stakeholders interested in other issues, also provided input but were not specifically counted as stakeholder groups because the nature of the comments was not coordinated in the same manner as the other stakeholder groups.

In addition, many public agencies, community organizations, and stakeholder groups submitted comments, including:

- » California Coastal Conservancy
- » California Department of Fish and Wildlife
- » Campland
- » City of San Diego Municipal Golf Committee
- » Friends of Rose Canyon
- » Pacific Beach Planning Group
- » Pacific Beach Tennis Club
- » San Diego Audubon Society
- » San Diego Regional Water Quality Control Board
- » Sand Diego High School Sand Volleyball Association
- » Tijuana River National Estuarine Research Reserve
- » United States Fish and Wildlife Service

**Table 2. Number of Comments from Stakeholder Groups\***

STAKEHOLDER GROUP	COMMENTS RECEIVED	
	#	% OF ALL
Campland	655	38%
ReWild Mission Bay / SDAS	164	10%
Youth Volleyball	156	9%
Mission Bay Golf Course	55	3%
<b>Total</b>	<b>1,030</b>	<b>61%</b>

\* This table represents the number of respondents that are clearly associated with a stakeholder/interest group.

# RESPONSES BY LOCATION

Many comments were received from locations outside the City of San Diego.

As discussed above, the online survey included a field that requested zip code data from participants to identify where they lived. Of the 1,214 online response, a total of 347 responses included zip codes, representing 20% of all comments received.

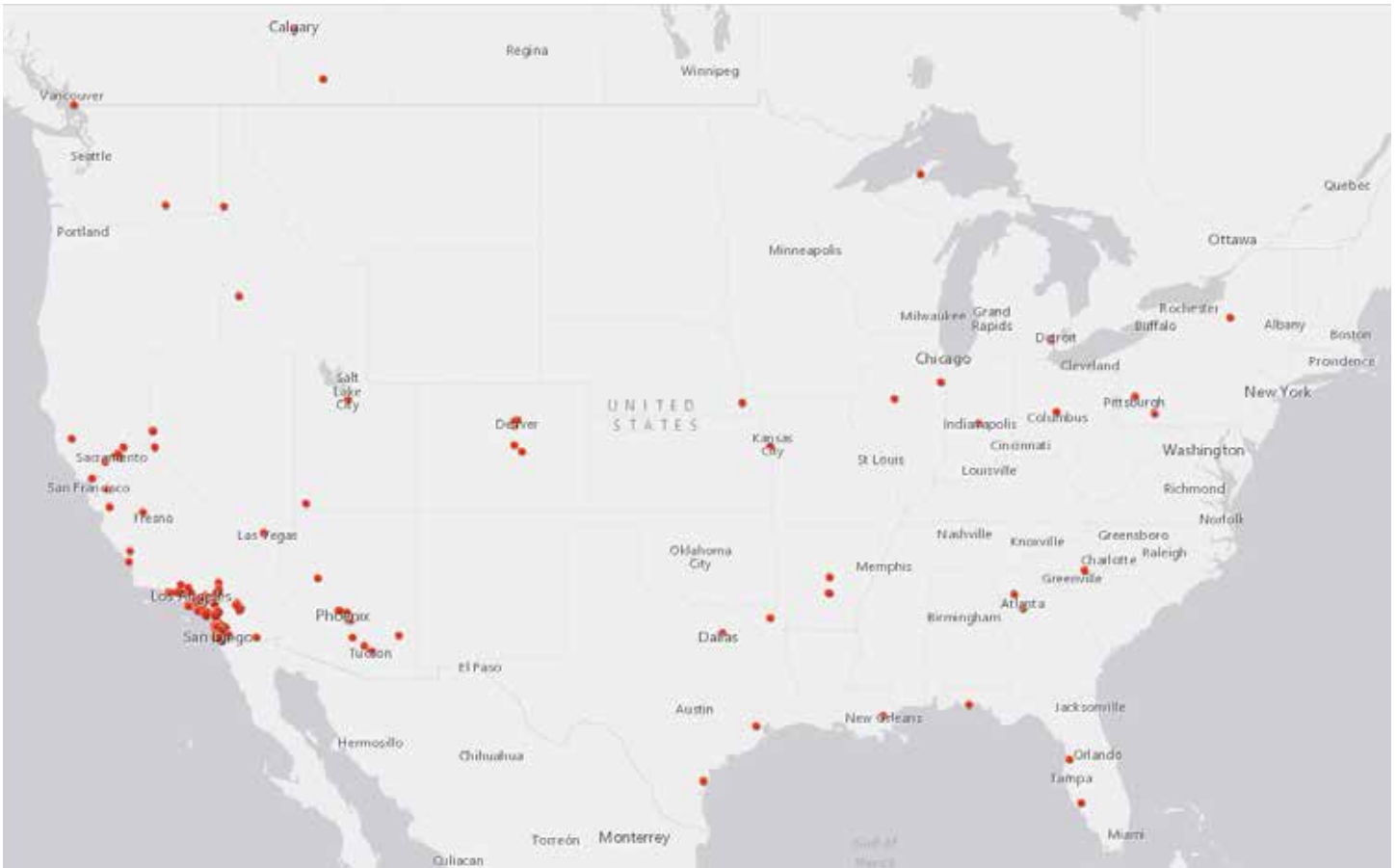
Only 46.5% of the online survey responses that included zip codes, representing 20% of all the comments received. On average online survey responses that included zip codes were 323.5 miles from the center of the De Anza Revitalization Plan. Figure 3 includes a map that shows the location of the online survey responses that included zip codes and Table 3 shows the number of responses by distance.

**Table 3. Number of Comments Received by Method Comment Submitted**

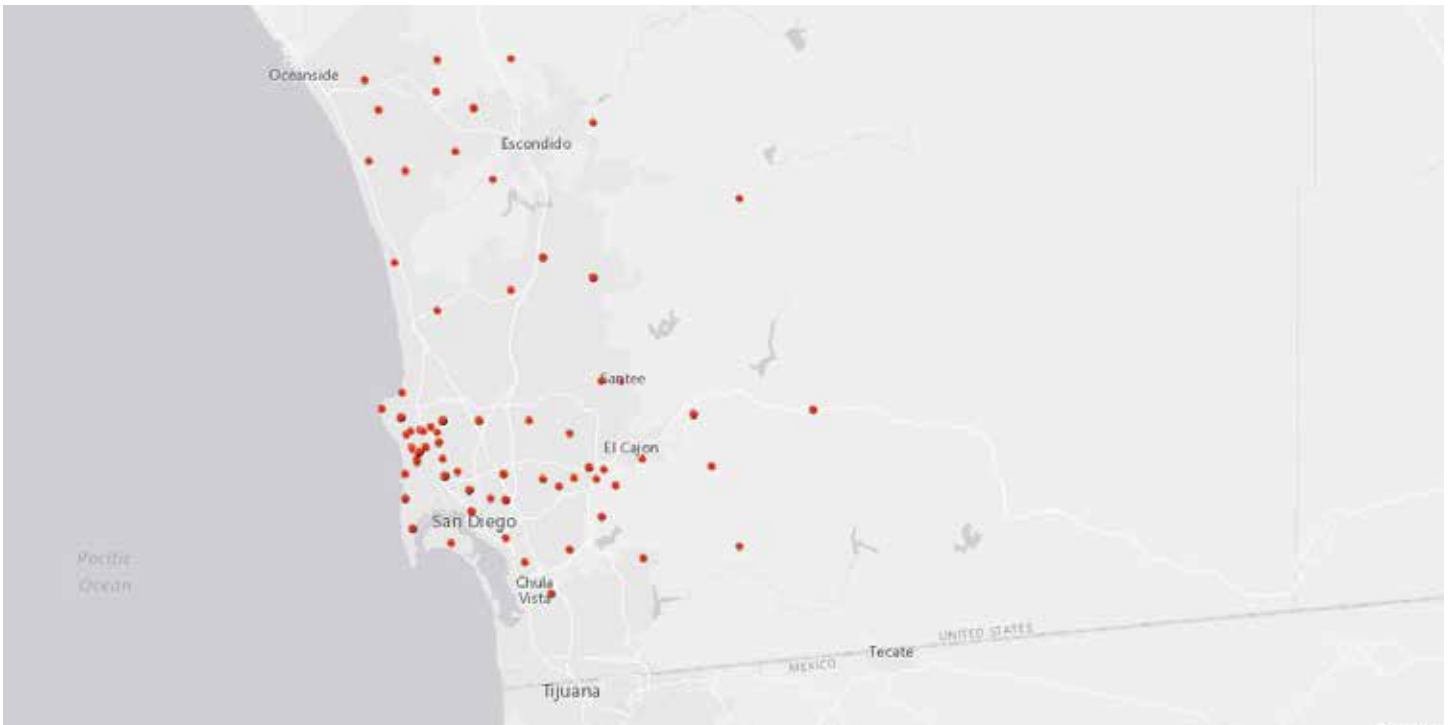
DISTANCE	# OF COMMENTS RECEIVED
< 1 Mile	4
1-5 Miles	129
5-10 Miles	23
10-25 Miles	39
25-50 Miles	13
50-100 Miles	52
100-250 Miles	12
240-500 Miles	30
>500 Miles	45
<b>Total</b>	<b>347</b>



**Figure 2. Comments Received from North America**



**Figure 3. Comments Received from the San Diego Region**



# FEEDBACK ON DRAFT CONCEPT ALTERNATIVES

Comments were assessed for their support for and opposition to the three Draft Concept Alternatives. A clearly stated opinion (one way or another) that explicitly referenced a specific alternative was considered to support or oppose that alternative. Support for one of the Draft Concept Alternatives is shown in Table 4 as “exclusive support” to indicate that comment supported only one alternative. Although support and opposition were treated as mutually exclusive for a single alternative (i.e., comments could not support and oppose the same alternative), but they were not necessarily mutually exclusive between the Draft Concept Alternatives. For example, responses could express support for one alternative and opposition to another. Some comments expressed support for two of the Draft Concept Alternatives, which is shown in Table 4 as “shared support”.

All of the 1,701 comments were reviewed to identify support or opposition to the Draft Concept Alternatives. A total of 602 responses (35.4% of total responses) indicated support (exclusive or shared) for Alternative 3; 167 responses (9.8% of total) indicated support (exclusive or shared) for Alternative 2; and 122 responses (7.2% of total) indicated support (exclusive or shared) for Alternative 1.

However, 719 responses (42.3% of total) did not explicitly express support for any of the Draft Concept Alternatives, more than the number of responses that supported any one alternative. In addition, 203 responses (11.9% of total) explicitly rejected all of the Draft Concept Alternatives, and “No Alternative” is supported more than Alternative 2 or Alternative 3.

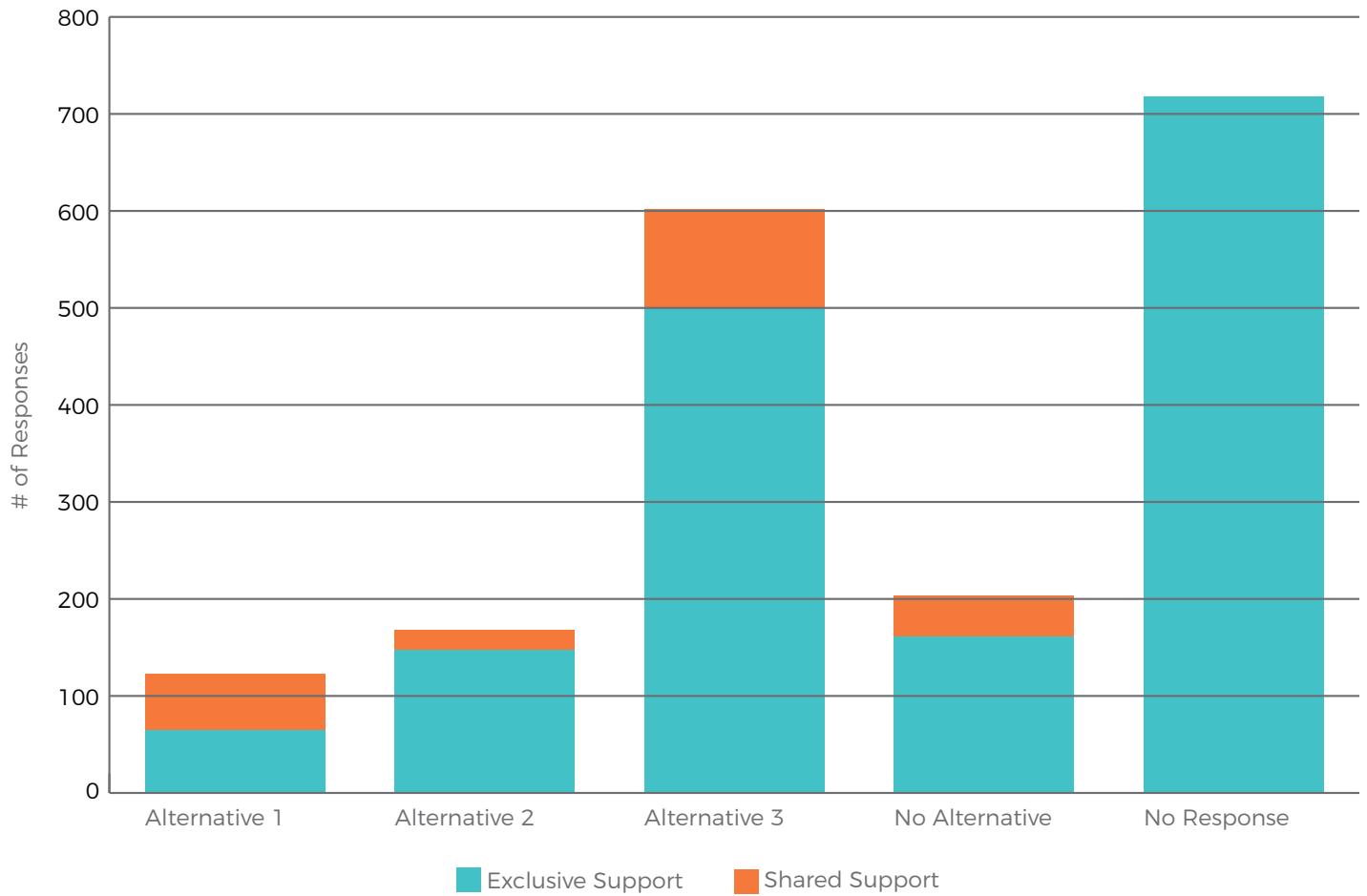
**Table 4. Number of Comments by Support of Alternative**

	EXCLUSIVE SUPPORT		SHARED SUPPORT		OPPOSITION	
	#	% OF ALL	#	% OF ALL	#	% OF ALL
Alternative 1	64	3.8%	58	3.4%	12	1%
Alternative 2	146	8.6%	21	1.2%	36	2%
Alternative 3	500	29.4%	102	6.0%	14	1%
No Alternative*	160	9.4%	102	6.0%	--	--
No Response**	719	42.3%	--	--	--	--

\* Comments that explicitly rejected all of the Draft Concept Alternatives are shown as “support” for “No Alternative.”

\*\* Comments that did not explicitly express support for any of the Draft Concept Alternatives are shown as “support” for “No Response.”

**Figure 4. Number of Comments by Support of Alternative**



# WHAT DID WE HEAR ABOUT DRAFT CONCEPT ALTERNATIVE 1?

A total of 122 responses (7.2% of total) indicated support (exclusive or shared) for Alternative 1, and 12 responses (0.7% of total) indicated opposition. Table 5 shows the five uses with the most support among responses that also supported Alternative 1. Table 6 shows the five uses that were most opposed in responses that supported Alternative 1.

**Table 5. Support for Alternative 1 and Support for Specific Use, by Type of Use**

TYPE OF USE SUPPORTED	# OF RESPONSES	% OF ALL
Camping	28	1.6%
Golf	15	0.9%
Islands	11	0.6%
Tennis / Pickleball	7	0.4%
Restaurant	7	0.4%

**Table 6. Support of Alternative 1 and Opposition to Specific Use, by Type of Use**

TYPE OF USE OPPOSED	# OF RESPONSES	% OF ALL
Golf	7	0.4%
Islands	5	0.3%
Camping	2	0.1%
Multi-Use / Sports Fields	2	0.1%
Wetland	2	0.1%



## EXCERPTS OF COMMENTS RECEIVED THAT ADDRESS DRAFT CONCEPT ALTERNATIVE 1.

“We like #1 because it allows for lots of different interests. A skatepark isn’t necessary since there is one in Ocean Beach. It still allows for downsized golf with a clubhouse. It keeps the baseball fields and tennis courts. The adventure island is a new concept that sounds fun for children. With better water circulation, a beach area and swim platform will be popular.”

“Number 1, on the other hand, reaches a nice balance. I also really like the island idea - that sounds super fun, presumably for all ages! I sort of golf, and have been looking forward to retiring and being able to golf in my own backyard. Please don’t eliminate the option.”

“I like Concept Alternative No. 1 the best. It seems to do enough to help the water quality around there and provide some amenities without totally re-purposing the site.”

“I’ve been going to this area once every week for the last 7 years either golfing, camping, or biking. This area gets used in every aspect. I like trying to place a restaurant or two in this area as it will encourage more use simply by exposure. Swimming is the one use I don’t see happening except in front of Campland. Soccer I think eats up too much space for an ocean front property. We need more play structures with fitness and boardwalks are great for all. My preference is for Concept #1 hopefully with more space for golf.”

**Guest Housing:** Many people supported Alternative 1 because of the size and location of the guest housing. Although many responses suggested including more guest housing as part of Alternative 1, the proximity of the camping near the shoreline was desirable to many people. Some responses suggested improved access between guest housing and the beach and swim areas, and other people expressed concerns about potential impacts to wetlands and habitat that are adjacent to the guest housing.

**Golf:** Many people that supported golf also supported Alternative 1. (Frequently this was as a second choice to an expanded golf course in Alternative 3, and with clear opposition to Alternative 2.) The barranca water feature received mostly positive support, and many people suggested that it be included in any concept that includes golf. Some commenters liked that Alternative 1 retained the golf course but did not enlarge it. Others suggested decreasing the size of the golf course by including only nine holes or removing the driving range in Alternative 1 so that other uses could be included.

**Adventure Island:** The adventure island in Alternative 1 received some support. Many responses expressed excitement for the idea because it could help improve water quality in De Anza Cove, would offer a unique recreation opportunity for children, and may cost less to build than the islands in Alternative 3. However, many people expressed concerns about costs to build and maintain, as well as about safety and security.

**Tennis:** Many responses supported tennis/pickleball courts and a clubhouse as part of the mix of uses in Alternative 1. However, the Pacific Beach Tennis Club opposes Alternative 1 because of concerns about the proposed location of the tennis courts in proximity to youth baseball (safety issue), Grand Ave (car exhaust health issue), and Rose Creek (stench and osprey bird droppings on courts). Other responses expressed concern about not being able to play tennis during construction. Many comments suggested increasing the number of courts and including other amenities.

**Community Garden:** Many responses supported a community garden as part of the De Anza Revitalization Plan. However, many people were concerned that the location is not well suited because it is not near enough to the neighborhood. As a result, there were concerns about security and safety, and about the proximity to the road.

# WHAT DID WE HEAR ABOUT DRAFT CONCEPT ALTERNATIVE 2?

A total of 167 responses (9.8% of total) indicated support (exclusive or shared) for Alternative 2, and 36 responses (2.1% of total) indicated opposition to Alternative 2. Table 7 shows the five uses with the most support among responses that also supported Alternative 2. Table 8 shows the five uses that were most opposed by responses that supported Alternative 2.

**Table 7. Support for Alternative 2 and Support for Specific Use, by Type of Use**

TYPE OF USE SUPPORTED	# OF RESPONSES	% OF ALL
Multi-Use / Sports Fields	37	2.2%
Wetland	29	1.7%
Camping	24	1.4%
Skatepark	12	0.7%
Bike / Ped	12	0.7%

**Table 8. Support to Alternative 2 and Opposition to Specific Use, by Type of Use**

TYPE OF USE OPPOSED	# OF RESPONSES	% OF ALL
Golf	45	2.6%
Camping	17	1.0%
Islands	17	1.0%
Skatepark	10	0.6%
Restaurant	9	0.5%



## EXCERPTS OF COMMENTS RECEIVED THAT ADDRESS DRAFT CONCEPT ALTERNATIVE 2.

"I believe option 2 best satisfies the multiple best uses required by the community. Along with preservation of natural habitats it is essential to have sports fields for the community's children."

"Concept 2 is the only alternative that maintains the land form. No need for "adventure island" or "restaurant island" or interpretive areas filling in or removing portions of this irreplaceable and beautiful cove."

"I like Concept #2 the most because it expands the space dedicated to youth fields. The existing fields are used intensively, by thousands of area kids each year, and even more would participate if the fields were expanded...I think shrinking the area devoted to golf courses, driving ranges, etc., is entirely appropriate and way overdue."

"Concept Alt 2 also allows the locals and visitors to utilize the largest amount of coastline to enjoy the view, get outside and stay active... Thousands of kids in the area utilize these fields and PB is in need of more space to allow our kids to play organized sports."



**Multi-Use / Sports Fields:** Many of the responses that supported Alternative 2 expressed strong support for youth sports fields. Whether, baseball, softball, or soccer, supporters all expressed a strong demand for youth sports fields and the lack of adequate facilities in the surrounding area. Many responses also shared the opinion that Alternative 2 was the best for the surrounding communities, who would use the facilities most frequently. Other responses indicated that multi-use sports fields are not critical to the De Anza Revitalization Plan because they are large areas of grass that require a lot of water to maintain and that there are already fields in other areas nearby.

**Golf:** Many responses supported Alternative 2 specifically because it did not include a proposal for a golf facility. There were many reasons cited for opposing golf, including that the participation rate is declining, that it may not be economically viable in the future, that the number of people that participated per acre of land required was not justifiable compared to other uses, and that it was detrimental to the environment because of the large amount of irrigation and pesticides that were needed to maintain it. However, most golf supporters were strongly opposed to the elimination of golf as part of Alternative 2 and suggested that it was well used by various groups and individuals. In addition, many shared how Mission Bay Golf Course is a unique recreational resource in the region because it offers night golf and can be played by golfers of all skill levels.

**Topgolf:** Furthermore, many people were skeptical of the Topgolf-type facility that was included as part of Alternative 2 and were unsure that it was a good fit for the location due to potential light and noise impacts. Many golfers stated that they would not use a Topgolf-type facility because of the format and the cost, and that it was not a substitute for Mission Bay Golf Course.

**Wetlands / Habitat / Nature:** There were many responses that indicated support for Alternative 2 because it had the most natural areas with habitat and wetlands. Responses that supported Alternative 2 also liked that it removed golf and that it included more unprogrammed areas that would not crowd or substantially change the area.

**Guest Housing:** Some responses that supported Alternative 2 also expressed support for the camping opportunities it would provide. Many people liked that the camping would be along the water, with relatively easy access to the beach, and would continue to offer many other amenities. Some people suggested that the area for guest housing be enlarged. However, some other comments were opposed to guest housing and felt that it should be eliminated to provide other recreational opportunities for people who live in San Diego.

**Skatepark:** Some responses supported the skate park in Alternative 2, suggesting that it was a good complement to the other opportunities for youth-oriented recreation and that it would be well used because of its proximity to Mission Bay High School. However, other responses were opposed to a skate park because it was not compatible with the regional-serving and coastal location of the area, and that there were already multiple skate parks nearby.

**Islands:** Many people supported Alternative 2 because it did propose any changes to the existing landform and would, therefore, result in lower costs. However, other responses expressed concerns that without alterations to the landform, the water quality issues would remain a problem in the De Anza Cove area and deter people from using the area for swimming.

# WHAT DID WE HEAR ABOUT DRAFT CONCEPT ALTERNATIVE 3?

A total of 602 responses (35.4% of total) indicated support (exclusive or shared) for Alternative 3, and 14 responses (0.8% of total) indicated opposition to Alternative 3. Table 9 shows the five uses with the most support among responses that also supported Alternative 3. Table 10 shows the five uses that were most opposed by responses that supported Alternative 3.

**Table 9. Support for Alternative 3 and Support for Specific Use, by Type of Use**

TYPE OF USE SUPPORTED	# OF RESPONSES	% OF ALL
Camping	302	17.8%
Golf	59	3.5%
Wetland	28	1.6%
Islands	27	1.6%
Restaurant	21	1.2%

**Table 10. Support for Alternative 3 and Opposition to Specific Use, by Type of Use**

TYPE OF USE OPPOSED	# OF RESPONSES	% OF ALL
Golf	32	1.9%
Islands	12	0.7%
Wetland	10	0.6%
Topgolf	10	0.6%
Restaurant	7	0.4%

## EXCERPTS OF COMMENTS RECEIVED THAT ADDRESS DRAFT CONCEPT ALTERNATIVE 3.

“We need to ensure bay front camping, with all of its current amenities is preserved for families in and around San Diego County. This feature is unique to the region and is accessible to so many families who do not often get an opportunity to recreate along the coastal area of southern California. Many wonderful events are held at the current facility and this really needs to stay. Concept Alt 3 seems to meet this community need better than the other two alternative concepts.”

“I would really like to see area of peaceful, pedestrian only natural area where can walk and get away from City of traffic (screaming kids). Has to be big enough to support a mini ecosystem of animals/fish/insects/birds - we have so few places. I like #3 island big bigger-consider 2nd island more restaurant, and adventure play to ballfield area.”

“I like the Alt.3 opening up of the cove. It will keep the water fresher. I like the adventure play on the island instead of the restaurant. An “iconic restaurant” is not in line. However, 1 or more smaller food establishments like Chicago’s Oak Street Beach Cafe would help keep the people there all day.”

“I like Concept Alternative #3 very much. Mission Bay Golf Course should not only be preserved, it should receive a new clubhouse and a new emphasis as part of the San Diego golf community.”

**Guest Housing:** There were many responses that strongly supported the guest housing in Alternative 3, mostly because it had the largest area for camping. Supporters suggested that guest housing generates significant benefits to the economy through spending of visitors and providing jobs. In addition, many people shared stories of how they have long-standing traditions of camping on Mission Bay. Many responses shared that people enjoy the many amenities that are currently available to campers, and that they enjoy visiting local sites and regional destinations (e.g., San Diego Zoo, Sea World) as well as enjoying nature and recreating on Mission Bay. Other comments that occurred frequently were that the commenter valued the private, secluded nature of the existing camping and a desire to prevent intrusions from outsiders into any new guest housing area.

**Golf:** Many of the responses supporting Alternative 3 also supported the expanded golf course. Many responses valued the recreation opportunities that the Mission Bay Golf Course offered to a range of people and that it could also provide secondary benefits to habitat. The history and role of the community as well as the unique features of the course were cited as reasons for expanding the golf course.

**Wetlands / Nature / Habitat:** There were many responses that supported Alternative 3 because it provided a significant amount of habitat as part of the “habitat island” and because of the inclusion of wetlands areas. Overall, many responses appreciated that the island would have limited public access to provide opportunities for wildlife viewing but would remain predominantly as habitat.

**Islands:** Many responses appreciated the potential benefit of islands, including improved water quality, but there was overall concern that the islands in Alternative 3 would be costly and could delay completion of the De Anza Revitalization Plan. Many responses appreciated that there would be an area that would be predominantly reserved as a natural place. However, while many people were interested in and supported the idea of a restaurant, many responses were opposed to it being on the island. In particular, many responses were concerned about the parking lot and the bridge that would be required to provide access. A few people suggested that a shuttle could help provide access and reduce the need for parking on the restaurant island.

## CREATE YOUR OWN ALTERNATIVE

A total of 29 individually created concept responses were received through the online engagement portal. Participants had many different ways to develop a concept plan that included the range of prioritized uses and programming developed through the public outreach process. Participants could choose from the list of uses and “paint” uses on any area of the De Anza project site. Among the uses provided in the “painting tool,” native habitat, camping, adventure play, and public access were most supported through the Create Your Own Alternative online activity.

Common responses supported (responses are not listed in priority):

- » Nonmotorized water recreational vehicle facilities
- » Greater dedicated wetland and habitat and expansion of habitat particularly along Rose Creek and interpretive center
- » Clustering of more intense recreational uses with shared use of facilities such as parking
- » Maximizing public access throughout the site
- » Limiting access to only bicycle and pedestrian travel at the point or on the islands
- » Island(s) design concept
- » Adventure play
- » RV/tent camping

Less common responses supported (responses are not listed in priority):

- » Greater amount of camping with no perimeter bike/pedestrian path due to security reasons
- » Secured area for Campland with protected access
- » More campsites on the bay separated from the public
- » Reduction of camping
- » Reduction of golf to a nine-hole course
- » Use the waterfront for prime active uses, not camping or golf
- » Addition of an aquatic facility
- » Move camping away from waterfront
- » Removal of RV element, keep only tent camping
- » Need for a dog park.
- » Consolidation of many of the public recreational uses nearer to the entrance to De Anza Cove.
- » Lowering of the De Anza peninsula to allow it to become transitional native upland vegetation that could accommodate sea level rise and intertidal habitat and improve water quality.



- » More multi-purpose playing field space
- » Changing the location of the tennis courts and some parking areas.
- » Emphasis on habitat expansion, with less intensive uses such as tent camping, community garden, and nature play in proximity to habitat areas.
- » Clustering of all the athletic facilities in one area with joint-use community center/clubhouse that could be shared by all sports and other community events or private functions.



# SUMMARY OF SUPPORT AND OPPOSITION TO SPECIFIC USES

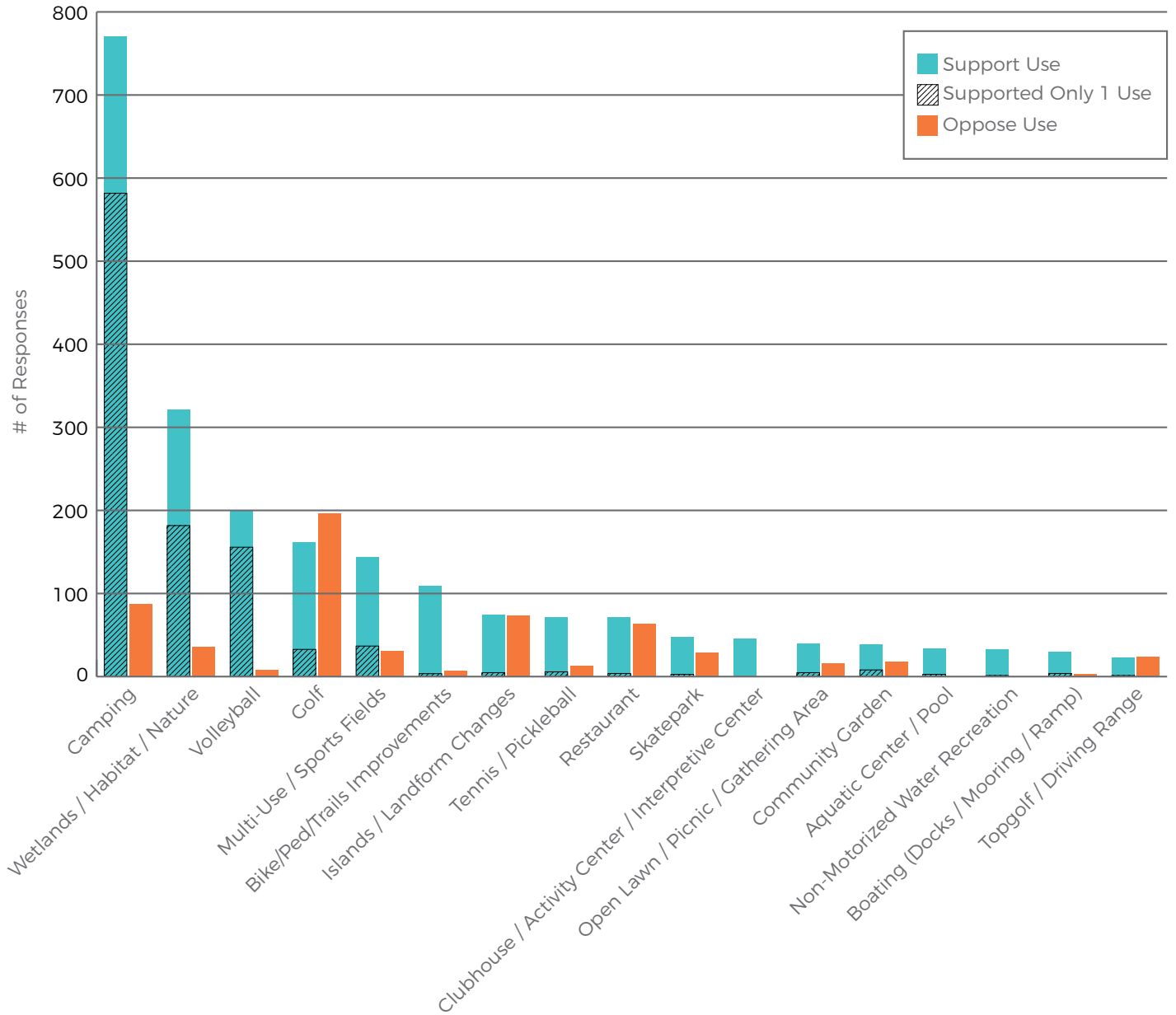
Overall, camping was the most frequently supported use, with 770 responses (45.3% of total responses) indicated support for camping. Wetlands/habitat/nature (18.9% of total responses), volleyball (11.8% of total responses), golf (9.5% of total responses), multi-use / sports fields (8.5% of total responses), and bicycle and pedestrian improvements (6.4% of total responses) were also among the most frequently supported uses.

Golf was the most frequently opposed use, with a total of 196 responses (11.8% of total responses), slightly more than the number that supported it. Other uses that were frequently opposed include: camping (5.1% of total responses), islands (4.3% of total responses), and restaurant (3.7% of total responses).

Although, camping and wetlands/habitat/nature were the uses that were most frequently commented on, 48.6% of the participants neither supported or opposed Camping and 79% neither supported or opposed wetlands/habitat/nature. In addition, many of the responses that were provided expressed support for only one specific use, rather than addressing multiple uses. Figure 5 shows the overall support of specific uses and the portion of that support that was only for that one use. This indicates that stakeholders were interested in how a specific issue would be affected. Although all of the responses were analyzed for supporting only one single use included in the Draft Concept Alternatives, camping, wetlands/habitat/nature, and volleyball showed the most frequent support for only a single use.

- » **Camping:** 582 responses indicated support for camping but did not support any other uses (75% of all responses that supported Camping).
- » **Wetlands/Habitat/Nature:** 182 responses indicated support for wetlands/nature/habitat but did not support any other uses (51% of all responses that supported wetlands/habitat/nature).
- » **Volleyball:** 156 responses indicated support for volleyball but did not support any other uses (76% of all response that supported volleyball).

**Figure 5. Overall Support of Specific Uses**





**Table 11. Overall Support of Specific Uses**

TYPE OF USE SUPPORTED	SUPPORT		OPPOSE	
	#	% OF ALL	#	% OF ALL
Camping	770	45.3%	87	5.1%
Wetland	321	18.9%	36	2.1%
Volleyball	200	11.8%	8	0.5%
Golf	162	9.5%	196	11.5%
Multi-Use / Sports Fields	144	8.5%	31	1.8%
Bike / Ped	109	6.4%	7	0.4%
Islands	74	4.4%	73	4.3%
Tennis / Pickleball	71	4.2%	13	0.8%
Restaurant	71	4.2%	63	3.7%
Skatepark	48	2.8%	29	1.7%
Clubhouse / Activity / Interpretive Center	46	2.7%	0	0.0%
Open Lawn / Picnic / Gathering	40	2.4%	16	0.9%
Community Garden	39	2.3%	18	1.1%
Aquatic Center / Pool	34	2.0%	0	0.0%
Non-Motorized Water Recreation	33	1.9%	0	0.0%
Boating (Docks/Mooring/Ramp)	30	1.8%	3	0.2%
Topgolf	23	1.4%	24	1.4%

\* Based on total input received from online, email/letters, and comment cards.

## SUMMARY OF KEY THEMES FOR SPECIFIC USES

### **Strong support for Campland and a desire to see it remain where it is.**

- » Many comments supporting Campland dismissed all the Concept Alternatives and the planning process, but many also identified Concept 3 (and fewer Concept 1) as the best Concept Alternative of the options provided.
- » Many people suggested that the Concept Alternatives could be improved by:
  - Making the camping area larger.
  - Proving direct beach access.
  - Controlling traffic from outside to allow people to safely ride bikes and walk.
- » Commenters from the City of San Diego, the Southern California region, and beyond all shared stories about the family friendly nature of Campland and their long tradition of visiting Campland.
- » Belief that Campland generates significant economic benefit to surrounding businesses from tourism.

### **Support for more habitat restoration and the creation of wetlands, as well as the need for improved coordination with the San Diego Audubon Society's ReWild Mission Bay planning process.**

- » Comments stated that the plans failed to provide an adequate amount of native habitat and wetlands restoration.
- » Concerns that the Concept Alternatives only provided a buffer of wetlands that would not provide sufficient habitat for wildlife and that would likely be encroached upon by surrounding human uses and from sea-level rise.
- » The Draft Concept Alternatives fail to meet the recommendations in the Mission Bay Park Master Plan, in particular they lack a balance between human and natural uses within the De Anza SSA and throughout Mission Bay.
- » Some Comments also suggested that the Concept Alternatives would not improve water quality in Mission Bay.

### **Support for sand volleyball.**

- » Many cited the popularity and lack of available sand volleyball courts in the area.
- » Strong interest in youth participation in sand volleyball.
- » Desire to cultivate a community that supports the growth of sand volleyball by creating a state-of-the-art 20 court facility.

### **Strong support for retaining the existing golf course and making enhancements, while others suggested that it was not the best use of the land.**

- » Many golfers supported the expansion of the course and were excited by possible improvements to the course, clubhouse, and other facilities.
- » Nearly all golfers were opposed to the removal of a golf course and replacement with a substitute facility.
- » Recognition that golf serves many different age groups; that Mission Bay Golf Course is a unique, affordable, and approachable golf course; and that golf is compatible and mutually beneficial to surrounding natural uses.
- » Many people noted that the golf course had a low density of users, may not be financially viable, and that it used a lot of precious water.

### **Strong support for multi-use sports fields (soccer, baseball, softball).**

- » Youth sports fields received frequent support because of the lack of availability of fields in the area and because the fields could serve multiple purposes. Youth sports fields provide a strong connection to the surrounding community.

### **Strong support for bicycle and pedestrian improvements.**

- » Being able to enjoy Mission Bay without a car received a lot of support and many people expressed a desire to bike and walk along the shoreline.
- » Some responses emphasized the importance of enhancing connections to the surrounding areas including the surrounding neighborhoods across Grand Avenue and being able to get to the future Mid-Coast Trolley Stop.
- » Trails and boardwalks were also supported by many who wanted to be able to access and enjoy any new natural or habitat areas. However, others expressed concerns about potential impacts from human recreation.

### **Mixed support for the creation of new islands.**

- » Appreciation and support for the potential benefit of islands, including improved water quality and creating an iconic destination.
- » Overall concern that the islands would be costly and could delay completion of the De Anza Revitalization Plan.
- » Support for the habitat island as a place for wildlife observation that was predominately reserved as a natural place.
- » Responses were interested in and supported the idea of a restaurant, but many were opposed to it being located on the island. In particular, many responses were concerned about the parking lot and the bridge that would be required to provide access.

### **Strong support for tennis facilities.**

- » Tennis received some comments in support, with people suggesting that improvements to the location and design of the facility would go along way.
- » Locating the tennis courts near the freeway was undesirable.

### **Some support for open lawn, picnic and gathering areas.**

- » Many people expressed their support for unprogrammed grass areas that could be used for different purposes.
- » Multiple responses valued the open areas as an essential part of Mission Bay and an opportunity for people who don't have a yard to be outside.

### **Some support for an aquatic center / pool.**

- » People were interested in being able to have a place to swim and supported an aquatic center that would serve the surrounding community as well as Mission Bay High School.

**Strong support for non-motorized water recreation and boating (docks/mooring/ramp).**

- » People were interested in accessing the water and having a safe place to recreate.
- » Many people felt that kayaking, stand-up paddle boarding, and other non-motorized water recreation opportunities should have a protected place to recreate.
- » Other people were interested in being able to launch and dock a boat to have access to and from land in the areas near De Anza Cove.
- » Boat storage of different types received multiple responses.

**Mixed support for skate parks and community gardens.**

- » Many people supported inclusion of a skate park but others thought that it wouldn't be used, and that other nearby skate parks were sufficient.
- » The community gardens were supported by some, but others thought they were an unnecessary addition since their "isn't really a community there."

**Concern for circulation, access, and parking.**

- » Concern that there was not enough parking for key uses, and suggestions to keep parking free.
- » Others were concerned about dedicated land for parking, and that it would generate too much traffic.
- » Suggestions to use shuttles or create parking structures.
- » Concerns about access from Grand Avenue because of the speed and volume of existing traffic, and that other intersections and crossings would make congestion worse.
- » Strong support for multi-use paths that provide an area for biking and walking separate from vehicles.



# CONCLUSIONS

**Draft Concept Alternatives:** Of the three Draft Concept Alternatives, Draft Concept Alternative #3 received the greatest amount of support from the responses received. The support for Draft Concept Alternative #3 is largely a reflection of the strong support for Camping, since Draft Concept Alternative #3 included the largest area for camping. (302 responses that supported camping also supported Draft Concept Alternative #3, more than combined total support for all uses in Draft Concept Alternative #1 and Draft Concept Alternative #2.

**Create Your Own Alternative:** Many of the Create Your Own Alternatives included responses that changed the allocation of space between different uses and/or changed the location of different uses from what was included in the Draft Concept Alternatives. Overall, native habitat, camping, adventure play, and public access were the uses that received the most support through the Create Your Own Alternative online activity. For more detail see Page 24.

**Support of Uses:** Overall, camping was the most frequently supported use. Wetlands/habitat/nature, volleyball, golf, multi-use / sports fields, and bicycle and pedestrian improvements were also among the most frequently supported uses. For more detail see Page 26.

The robust and broad public engagement process allowed for a very large amount of people to provide input to help inform the De Anza Revitalization Plan. In addition to the large volume of responses, the quality of responses was important in understanding the perspective of the community and stakeholders into the De Anza Revitalization Plan. Clear themes emerged from the input, along with understanding issues and opportunities, and this input will be considered as the De Anza Revitalization Plan continues.

APPENDIX A  
SCREENSHOTS OF ONLINE  
ENGAGEMENT ACTIVITY



**DE ANZA**  
Revitalization Plan

**Appendix A can be downloaded by visiting this link:**

<https://goo.gl/oQlhi5>

APPENDIX B  
RESPONSES SUBMITTED



**DE ANZA**  
Revitalization Plan

**Appendix B can be downloaded by visiting this link:**

<https://goo.gl/Fphcp7>

Note: The PDF file for Appendix B is approximately 21MB.