

SAN DIEGO UNIFIED PORT DISTRICT

MEMORANDUM

INFORMATION

AUG 27 2010

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Date: August 27, 2010

To: Board of Port Commissioners

From: Irene McCormack
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Subject: North Embarcadero Visionary Plan Public Workshops, August 24-26

REDISTRIBUTION

Over the past two weeks, staff has conducted four public workshops to seek input on the short- and long-term possibilities for redevelopment of the North Embarcadero region. About 300 people attended the meetings, which were held in our B Street Cruise Ship Terminal. Most were from the downtown area and/or were members of various stakeholder organizations. It is noteworthy that many of the attendees were new to the North Embarcadero planning process and that staff was able to add several dozen new names to our North Embarcadero Visionary Plan (NEVP) stakeholder list.

Commissioner Burdick attended three of the meetings, while Chair Valderrama and Commissioner Peters each attended one. President/CEO Wurster attended two of the meetings, Executive Vice President Corey Born attended all four and various senior staff were present as well. Presentations and meeting support were provided by staff from the Real Estate, Land Use Planning, Engineering, Communications and Marketing Departments.

Staff began the meetings by presenting background on the North Embarcadero Visionary Plan and then reviewing various planning and design opportunities for the Phase I (Navy Pier to B Street Pier) portion of the Plan as well as for the long-term Port Master Plan Amendment addressing the remainder of the North Embarcadero. Following the presentations, attendees were asked to provide their questions and comments either orally or in writing. A total of over 200 questions and comments were received and are posted on the Port's website. Staff has posted answers to the attendees' questions as well.

Staff is currently analyzing the attendees' comments and will provide a full report to the Board at its September 7 meeting. The following is a brief summary of those comments:

North Embarcadero Visionary Plan Phase 1 Project:

- Narrow Harbor Drive to three lanes to add more width to the waterfront esplanade.

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- Before narrowing Harbor Drive, conduct traffic and parking studies. Note: An updated traffic study is underway and will be completed sometime after the September Board meeting.
- The width of the currently proposed esplanade is satisfactory.
- Substitute jacaranda trees with grass or other green space.
- Add a water feature.
- Ensure sustainability through water conservation and other environmental measures.
- Provide a signature or iconic structure or art work at the foot of Broadway.
- Provide a program for activation of the esplanade and all three piers, including hiring professional management of the programming effort.
- Integrate the 400-foot forecourt of Broadway Pier into the North Embarcadero Visionary Plan design.
- Build the project as currently designed.
- Delay project subject to a comprehensive waterfront planning effort.
- Allow Lane Field to build as currently designed and entitled.
- Require a setback on Lane Field as well as on the adjacent properties.
- Don't require a setback on Lane Field because it will cause higher density and taller buildings to be constructed on the property.
- The Port reneged on its promise to provide Broadway Landing Park because of the Broadway Pier cruise ship facility.

Long-term North Embarcadero Port Master Plan Amendment:

- Narrow or convert portions of southbound Harbor Drive to one-way provided that traffic and parking studies support the concept.
- Close portions of Harbor Drive and/or West Broadway provided that traffic and parking studies support the concept.
- Study the impacts of any proposed setback on the east side of Harbor Drive.
- Provide diverse activities throughout the area to create a signature destination.
- Coordinate with the County of San Diego regarding its plans for parks alongside the County Administration Center
- Activate the water area, not just the land.

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The next steps in the planning process are as follows:

- At the September 7 Board meeting, staff will:
 - Present an update to the Board ask for direction on proceeding with Phase I of the North Embarcadero Visionary Plan;
 - Present an amended Notice of Preparation for the proposed North Embarcadero Port Master Plan Amendment;
 - Request authorization to commence negotiations for the demolition of Building 11 at the head of Navy Pier; and
 - Request direction regarding the funding of Bayfront shuttle program.
- Based upon the direction given, staff will plan more public outreach meetings in late September and possibly early October to provide information and seek input on the short-term and long-term planning efforts for the North Embarcadero.
- At the November 9 Board meeting, staff will ask the Board to authorize issuance of a Coastal Development Permit for the North Embarcadero Phase 1 Coastal Access Plan.
- If the Coastal Development Permit is appealed to the California Coastal Commission, staff expects that the appeal will be heard by the Coastal Commission at its February 2011 meeting in Oceanside.

Please don't hesitate to call me at (619) 990-3567, or Randa Coniglio at (619) 686-7217 via e-mail to rconigli@portofsandiego.org, or John Helmer at (619) 686-6468 via e-mail to jhelmer@portofsandiego.org with any questions.