



PORT of
SAN DIEGO
Waterfront of Opportunity

PMPU – Award-Winning Outreach

- **2019 Award of Excellence, Discussion Draft of the Port Master Plan Update, Public Relations Society of America, San Diego/Imperial Counties**
- **2018 Gold International MarCom Award, PMPU Public Outreach & Engagement (Category: Strategic Communications, Communications/Public Relations – Communications Program) Association of Marketing and Communications Professionals**
- **2018 Award of Excellence - Community Education/Outreach (Port Master Plan Update), American Association of Port Authorities (AAPA)**
- **2018 (CAPIO) Excellence in Public Information and Communications (EPIC) Award**
- **2017 Silver Bernays Award of Excellence for Community Relations**
- **2017 National Environmental Excellence Award, National Association of Environmental Professionals**
- **2016 National Planning Excellence Award for a Planning Advocate (Commissioner Ann Moore), American Planning Association**
- **2016 Silver Bernays Award of Excellence – Public Affairs (Cook and Schmid), Public Relations Society of America**
- **2016 President's Award (HKS Urban Design Studio/Randy Morton), American Institute of Architects San Diego**



Drafting Team

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PRESENTATION AND DIRECTION TO STAFF ON THE PORT MASTER PLAN UPDATE (PMPU), INCLUDING AN OVERVIEW OF THE COMMENTS RECEIVED ON THE REVISED DRAFT PMPU AND STAFF'S APPROACH TO REVISING THE DOCUMENT

- **Staff Presentation**
 - Background & Public Engagement
 - Summary of Comments Received
 - Approach to Responding to Comments
 - Requested Board Direction
 - New Residential Piers
 - North Embarcadero Subdistrict
 - Next Steps
- **Public Comment**
- **Board Discussion & Direction to Staff**

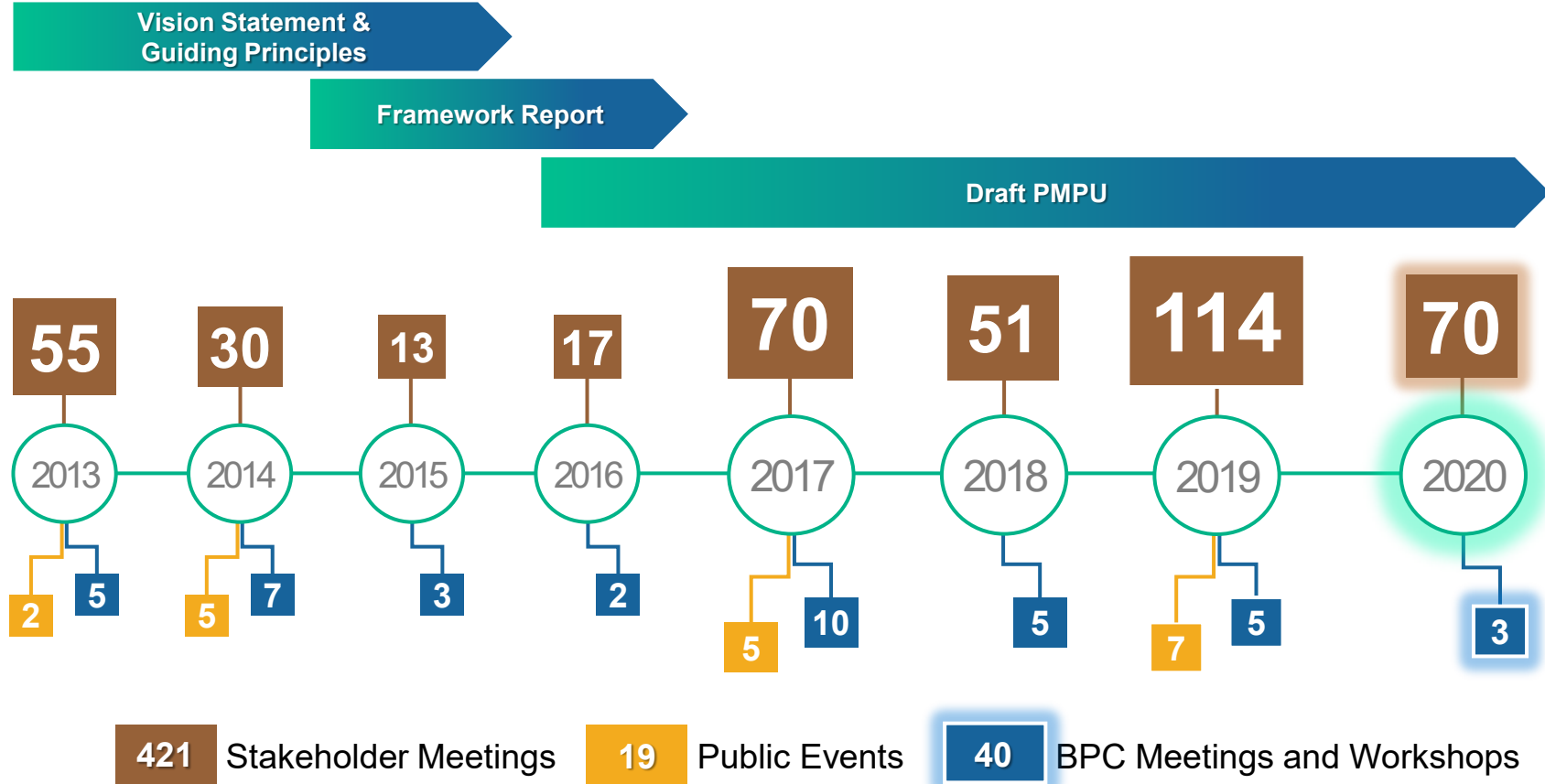
Port Master Plan Update

Background & Public Engagement



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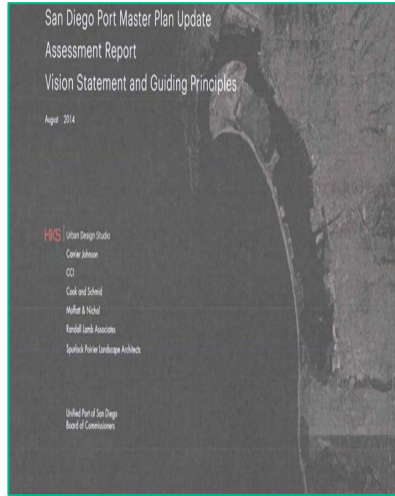
PMPU Public Outreach and Stakeholder Engagement



PMPU Community Discussions



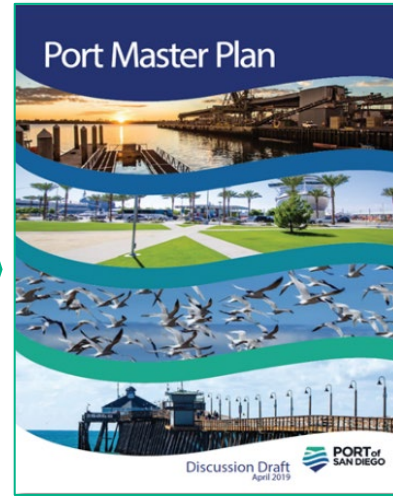
PMPU Milestones



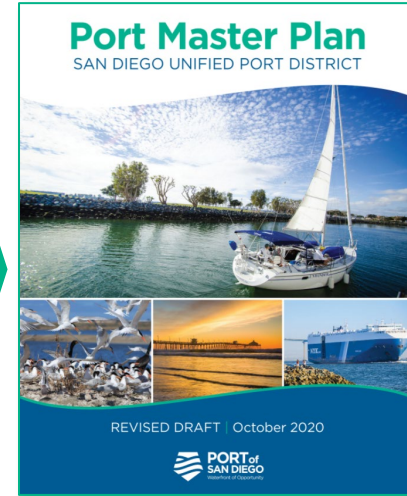
**Vision Statement
and Guiding
Principles
2013-2014**



**Framework Report
2014-2015**



**Discussion Draft
2016-2019**



**Revised Draft
PMPU
2019-2020**



The Port Master Plan is a long-range planning document that focuses on *policies* not **projects**



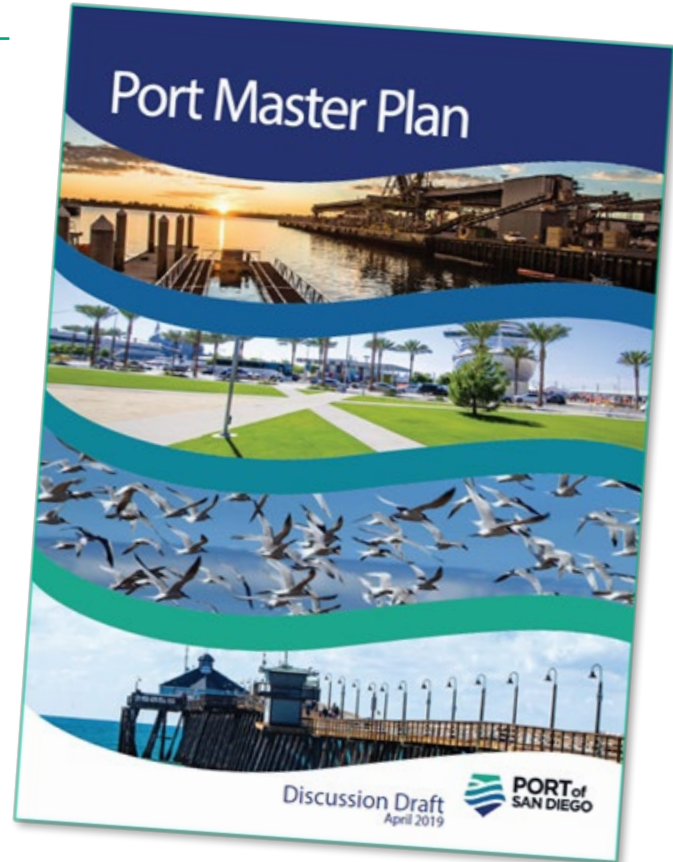
PROJECTS



POLICIES

PMPU Discussion Draft

- 90-Day Review Period:
✓ April 30 – July 31, 2019
- Nearly 4,000 pages of comments received



PMPU Workshop - September 16, 2019



Mobility



**Maritime
Uses**



**Environmental
Stewardship**



**Development
Intensity**

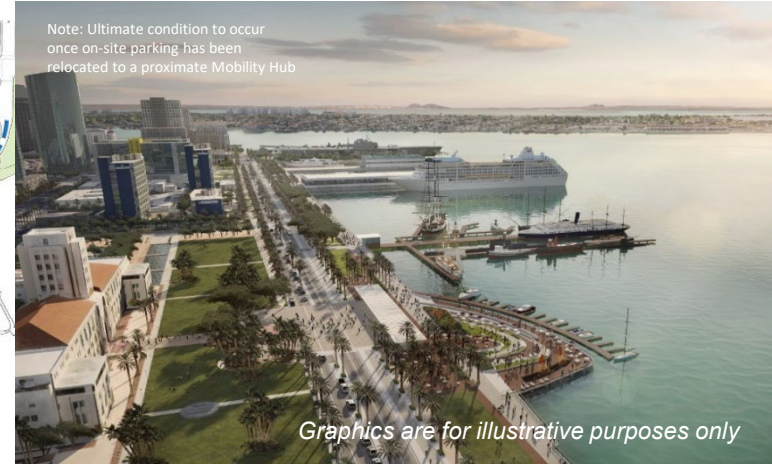
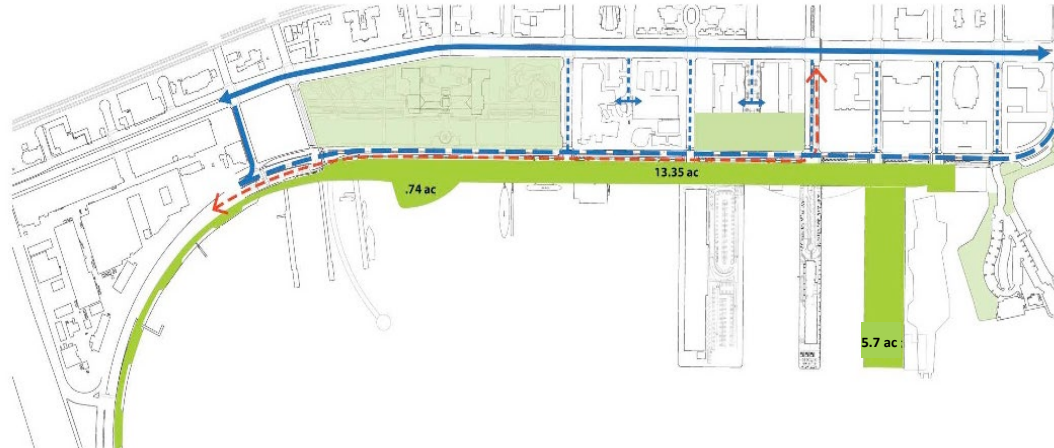


**Height
Limits**



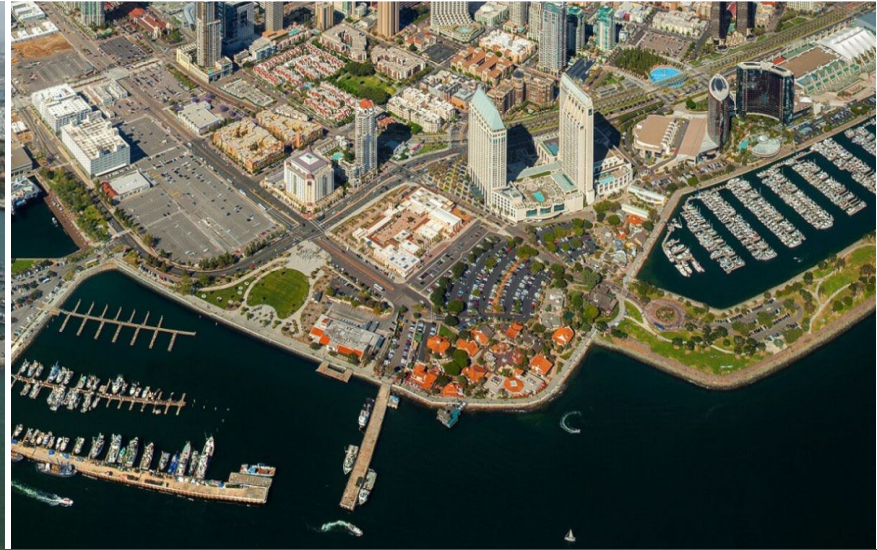
**La Playa
Piers**

PMPU Workshop – August 4, 2020



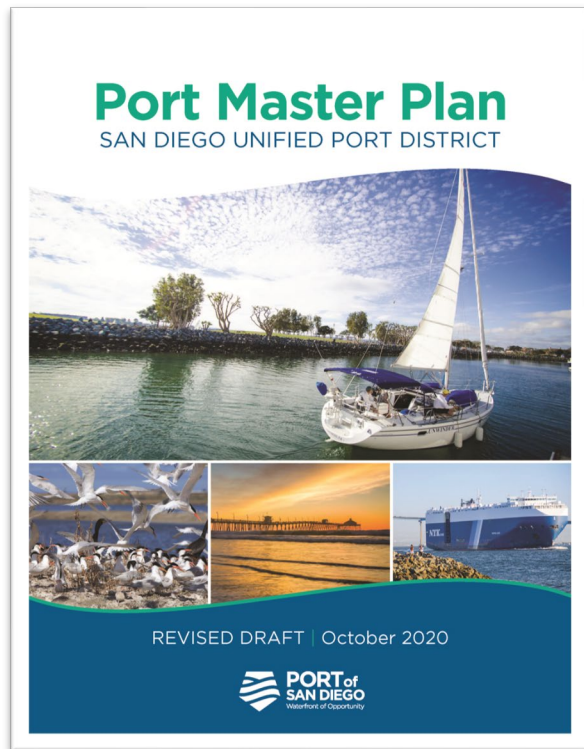
North Embarcadero Subdistrict

Board Update – *October 9, 2020*



Navy Pier & Central Embarcadero

Revised Draft PMPU



- **Revised Draft PMPU published on October 20, 2020**
- **4-week public review period ended November 17, 2020**
- **Over 400 comments received**

Revised Draft PMPU

Contents

1. Background

2. User Guide

3. Elements

4. Baywide Development Standards

5. Planning Districts

6. Appendices



Water and Land Use



Mobility



Ecology



Safety and Resiliency



Environmental Justice



Economics

Revised Draft PMPU

Planning Districts

- PD1** Shelter Island
- PD2** Harbor Island
- PD3** Embarcadero
- PD4** Working Waterfront
- PD5** National City Bayfront*
- PD6** Chula Vista Bayfront*
- PD7** South Bay (*Pond 20 Excluded**)
- PD8** Imperial Beach Oceanfront
- PD9** Silver Strand
- PD10** Coronado Bayfront

* Not included in the PMPU



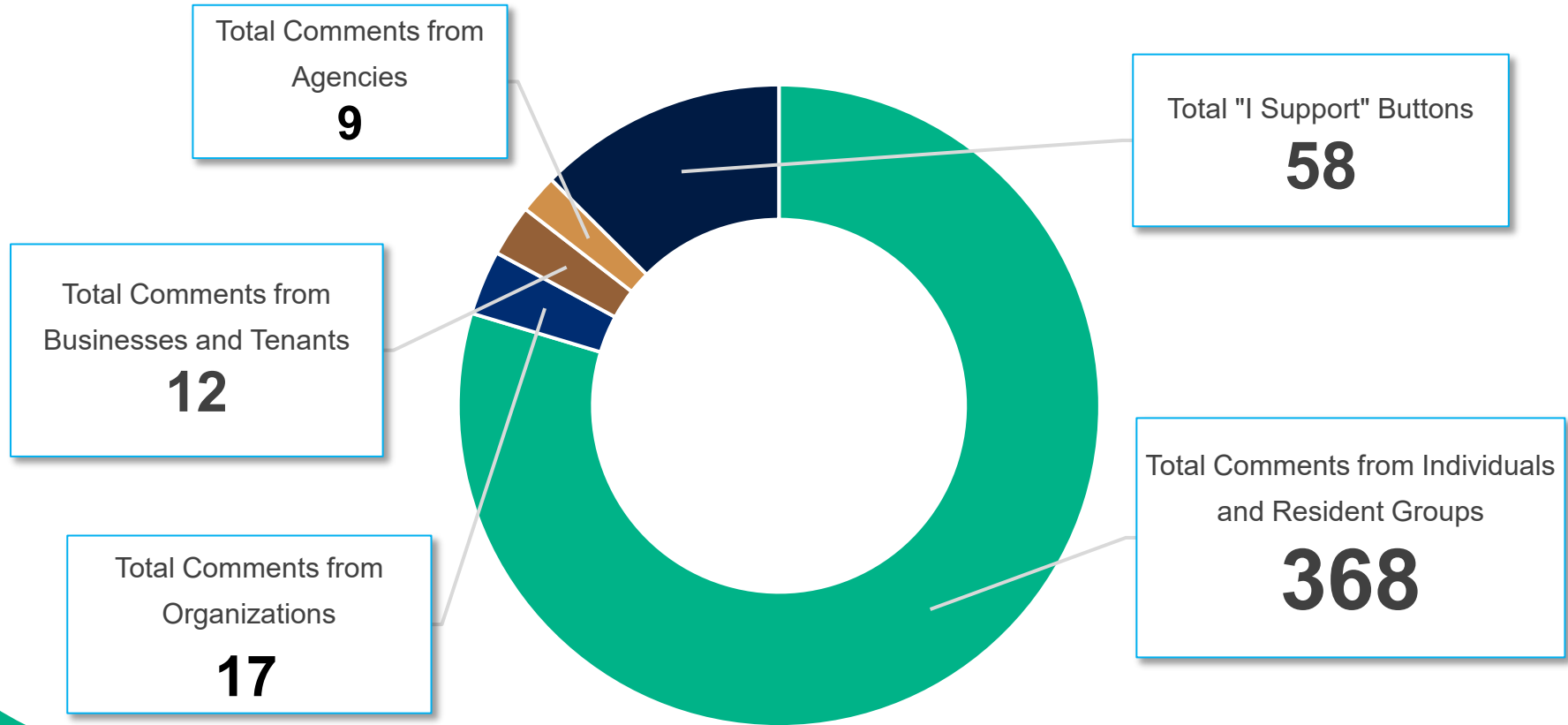
Revised Draft PMPU

Summary of Comments Received



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Comments – 406 Total + 58 “I Support”



- Several support letters received from organizations, such as:
 - Downtown Partnership
 - Columbia Community Foundation
 - Center City Business District
 - Gaslamp Quarter
 - East Village Association
 - San Diego Regional Chamber of Commerce
 - San Diego Downtown Residents Group
- Many expressed appreciation for revisions made in response to issues raised during PMPU Discussion Draft review
- Several individual commenters were appreciative of reductions in development intensity
- 58 “clicks” on the “support” button on the PMPU webpage

Comments – *Agencies & Organizations*

- Received 9 comment letters from agencies and 17 comment letters from organizations
- Comments focused on Baywide topics as they related to the Elements:
 - Safety and Resiliency (sea level rise and GHG emissions)
 - Mobility (transit and mobility hubs)
 - Water and Land Use (acreages and designations)
 - Ecology (habitat preservation and mitigation banking)
 - Environmental Justice (reducing air pollution and engaging disadvantaged communities)
- Comments made on Planning Districts 1, 2, 3, 4, 8, 9 and 10 as they pertain to an agency or organization's mission or management authority

Comments – *Businesses & Tenants*

- 12 comment letters received from businesses, including tenants
- Focused on Baywide topics and specific Planning Districts from a business or tenant perspective. Examples of topics raised:
 - Development Standards
 - Working Waterfront Perspectives
 - Shelter Island Boat Launch
 - Commercial Recreation designation in Grand Caribe Isle
 - Hotel rooms in the East Harbor Island and North Coronado

Comments – *Individuals & Resident Groups*



Comments – *Individuals & Resident Groups*

- 368 comment letters received from individuals and resident groups
- Comments focused on Planning Districts or Subdistricts from an individual or resident group perspective. Examples of topics raised:
 - La Playa Trail in Shelter Island Planning District
 - Shelter Island Boat Launch in Shelter Island Planning District
 - Promenades at the yacht clubs in Shelter Island Planning District
 - Development intensity in the North Embarcadero Subdistrict
 - Commercial Recreational v. Recreation Open Space in Grand Caribe Isle
 - Ferry Landing in North Coronado Subdistrict

Revised Draft PMPU

Approach to Responding to Comments

Approach to Responding to Comments

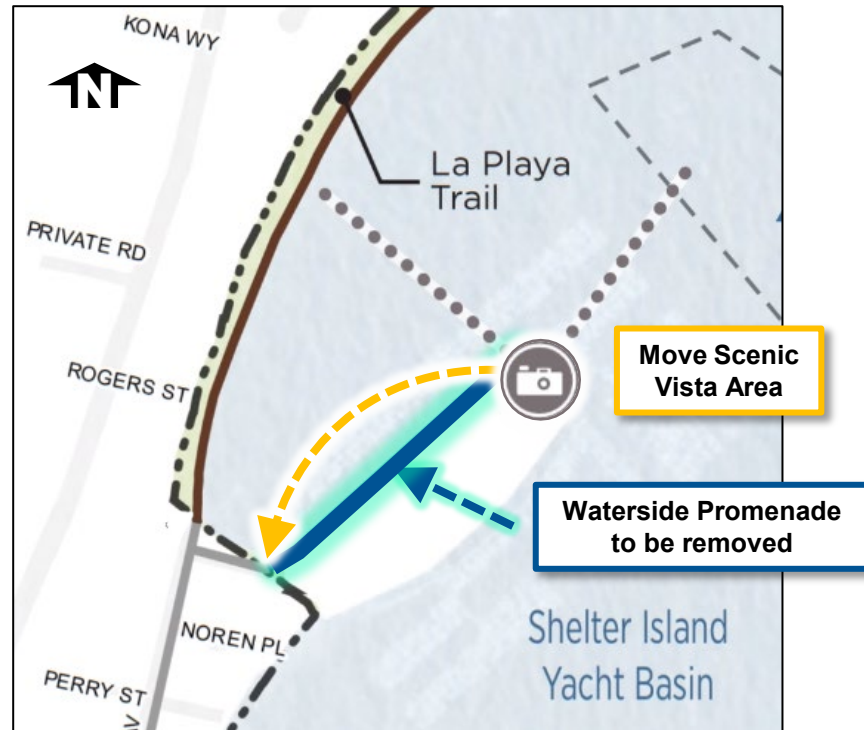
Corrections & Clarifications

- National City Bayfront & Chula Vista Bayfront Not Included
- Clarify Standards for Hotel Rooms & Ancillary Facilities
- No Reductions to Parking for Shelter Island Boat Launch
- Not Paving the La Playa Trail
- No Multi-use Path Conflicts with Diagonal Parking on Shelter Island
- Administrative Clean-up for Omissions

Approach to Responding to Comments

Recommended Revisions To Be Made By Staff

- Typographical & Terminology Corrections
- City of Coronado Requested Revisions
- Waterside Promenade at Southwestern Yacht Club



Approach to Responding to Comments

Policy Issues Still In Progress

- Conversion of Navy Pier to a Park
 - Pier designated Recreation Open Space in Revised Draft PMPU
 - Working collaboratively with Coastal staff and Midway
 - Phase I
 - Demolition of headhouse and construction of park on portions of the east and west ends of the pier
 - Midway to fund with completion within 2 years of PMPU certification
 - Phase II
 - Ultimately construct 75% of pier as park with 25% of the pier allowed for public parking
 - Commitment to timing remains a challenge due to funding constraints
- Commercial Fishing: Allowed Secondary Uses
 - Conflicting comments received regarding Revised Draft PMPU
 - Time needed for staff to work through stakeholder concerns

Approach to Responding to Comments

Environmental Goals & Policy Issues

- Comments requested additional environmental goals and policies. Examples topics include:
 - *Environmental Justice*
 - Strengthen and add policies related to health impacts on disadvantaged communities
 - Add policy on transportation justice to improve access and options for disadvantaged communities
 - Add goals for reducing emissions and air pollution, specifically in PD4
 - *Safety & Resiliency*
 - Address coordination between agencies
 - Identify or prioritize areas in need of coastal adaptation strategies
 - Add more specificity for achieving GHG emission reduction goals
 - Add policies and context for protecting vulnerable habitats from sea level rise
 - Add context and policies for prioritizing and reassessing adaptation strategies
 - *Ecology*
 - Conserve and expand existing habitat areas
 - Give “environmental stewardship” equal weight when balancing Public Trust
 - Increase wetland buffer widths
 - Add policies to protect species and habitat from sea level rise and bolster invasive species monitoring
 - Add context for mitigation banking ratios and credits
 - Clarify and revise the Conservation Open Space & Conservation Intertidal designations to be more protective

| State agencies are actively evolving goals and policies



CALIFORNIA
COASTAL
COMMISSION



California
STATE LANDS
Commission



CALIFORNIA
*natural
resources*
AGENCY



CalEPA
California Environmental
Protection Agency



CALIFORNIA
AIR RESOURCES BOARD

Environmental Justice in the PMPU

2014

Integrated Planning Guiding Principles

Promote clean air, healthy communities, and environmental justice

Seek to achieve environmental justice which shall be defined as: working to reduce the cumulative health burdens on neighboring communities and ensure fair treatment of people of all races, cultures and incomes in developing, adopting, implementing and enforcing environmental laws, regulations and policies.

(Board accepted, August 2014)

2018

BPC PMPU Workshop

November 1, 2018

Presentation and direction to staff on the Port Master Plan Update – Draft goals and policy concepts for the Environmental Justice Element

Approach to Responding to Comments

Environmental Goals & Policies Issues

- Staff Response:
 - Related goals and policies have been significantly revised and improved since PMPU Discussion Draft
 - Revisions to goals and policies will continue to be refined and informed as environmental analysis proceeds
 - Process will benefit from further dialogue with agencies and organizations

Approach to Responding to Comments

Policy Issues Outside the Scope of the PMPU

- Comments made addressing more general public policy issues, such as:
 - Maintenance and service agreements, including dredging of navigation channels
 - Social equity and racial justice
 - Participatory budgeting, including funding allocation and capital investment
 - Detailed administrative processes for public engagement and hearings

Approach to Responding to Comments

Policy Issues Outside the Scope of the PMPU

- Many not within scope of PMPU and more relevant to other policies or programs, such as:
 - District's Budget Process
 - Major Maintenance or Capital Improvement Programs
 - Municipal Services Agreements
 - Port Code
 - Board and Administrative Policies
- Port Master Plan Update contents guided by Coastal Act requirements, in alignment with the Port Act and Public Trust Doctrine

Revised Draft PMPU

Requested Board Direction



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Requested Board Direction

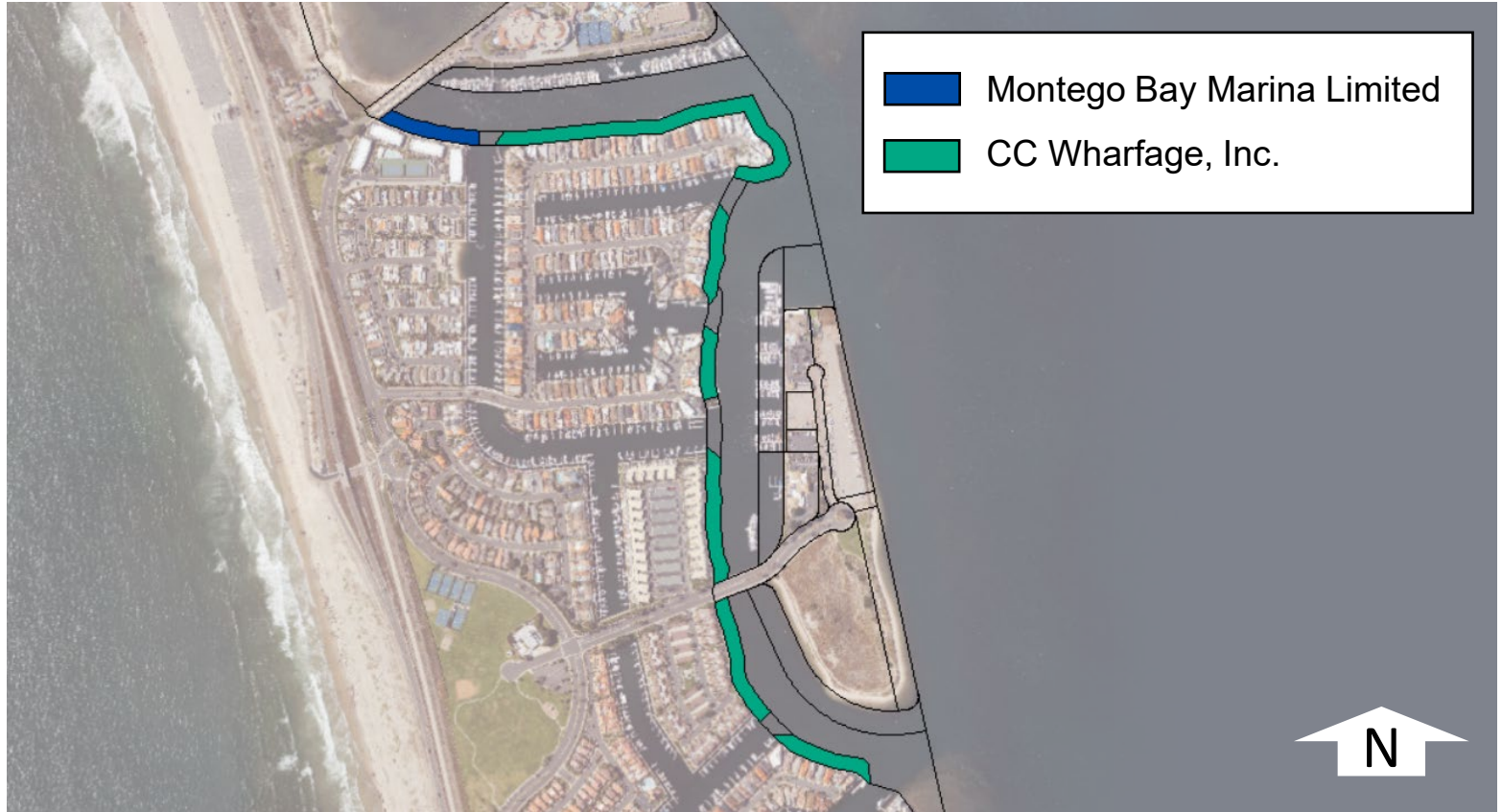
Existing Residential Piers

- Residential piers exist in two District areas:
 - La Playa in the Shelter Island Planning District
 - Coronado Cays in the Silver Strand Planning District

Existing La Playa Piers



Existing Coronado Cays Residential Piers



Requested Board Direction

New Residential Piers

- Revised Draft PMPU included the following:
 - Baywide Policy (WLU Policy 4.1.8): *“No new private or quasi-private piers, gangways, or docks associated or connected to residential uses shall be permitted on Tidelands.”*
 - Shelter Island Standard (PD1.3): *“No new quasi-public/quasi-private piers associated with residential properties, or for residential use, shall be allowed.”*
 - Silver Strand Standards (PD9.5 & PD9.15): *“Residential piers and docks adjacent to off-Tidelands residences in the Coronado Cays may be repaired or replaced in kind provided changes in configuration have no net increase in square footage of occupied surface area coverage or San Diego Bay water and/or fill in the Bay floor.”*

Requested Board Direction

New Residential Piers

- Comments received on the Revised Draft PMPU request deletion of policies and standards prohibiting new piers in both Shelter Island and Silver Strand
- Pursuant to the California Coastal Act (Act):
 - Piers in both areas are subject to Chapter 3 of Act
 - Public recreational piers are allowed if they provide public access and recreational opportunities, and boating facilities are also allowed, but only when:
 - a less environmentally damaging alternative does not exist, and
 - feasible mitigation measures have been provided
 - All other Chapter 3 Public Access policies apply

Requested Board Direction

New Residential Piers

- Staff requests Board policy direction on whether to prohibit new residential piers or to provide alternative direction
- Possible options include:
 - Retain proposed Baywide policy and Planning District standards
 - Modify Baywide policy and Planning District standards to allow new residential piers only when public access on shoreline is feasible and connections provided
 - Delete Baywide policy and create different standards for each Planning District

Requested Board Direction

North Embarcadero Subdistrict



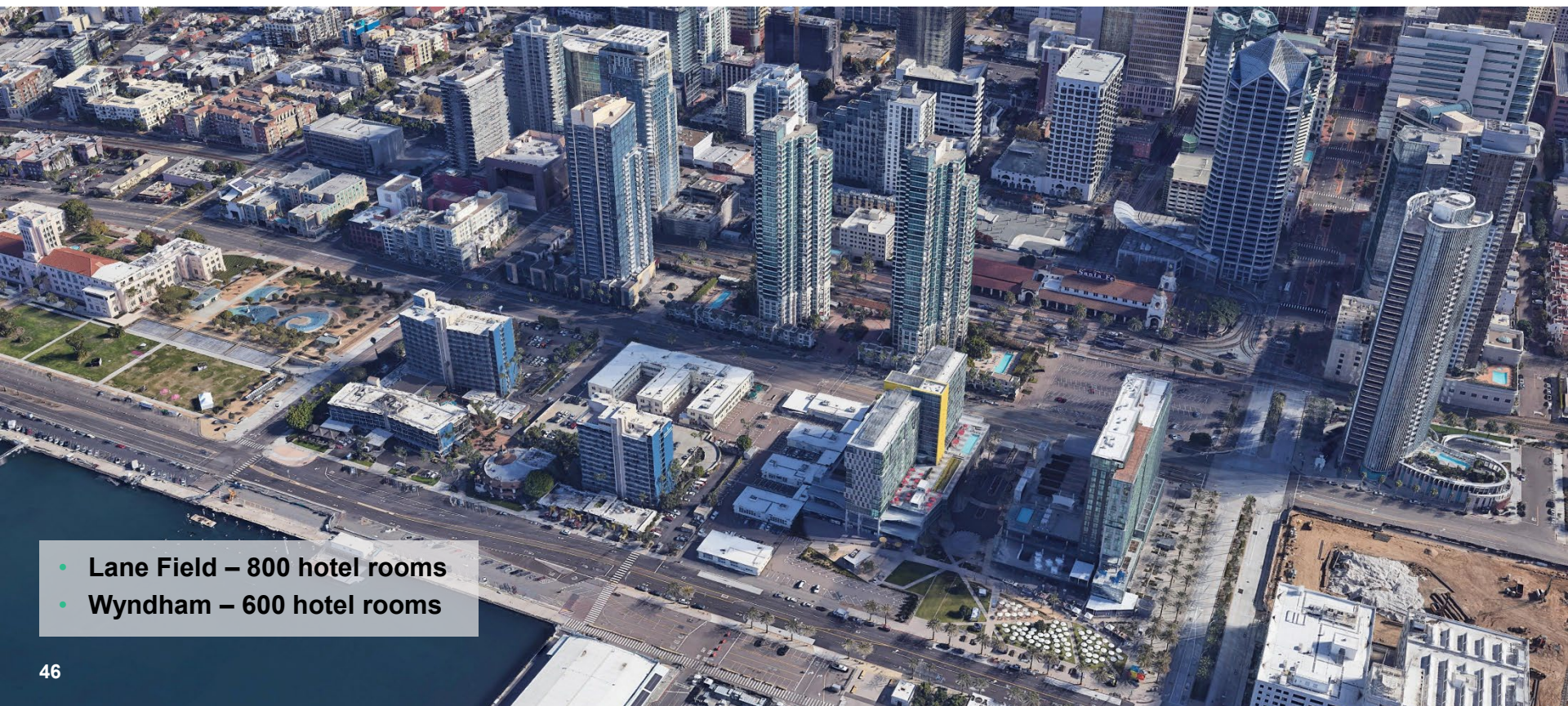
North Embarcadero Subdistrict

Existing Conditions – Building Height

- 
- Existing Residential – 450'
 - Lane Field – 185' (north) & 210' (south)
 - Wyndham – 170' & 60'

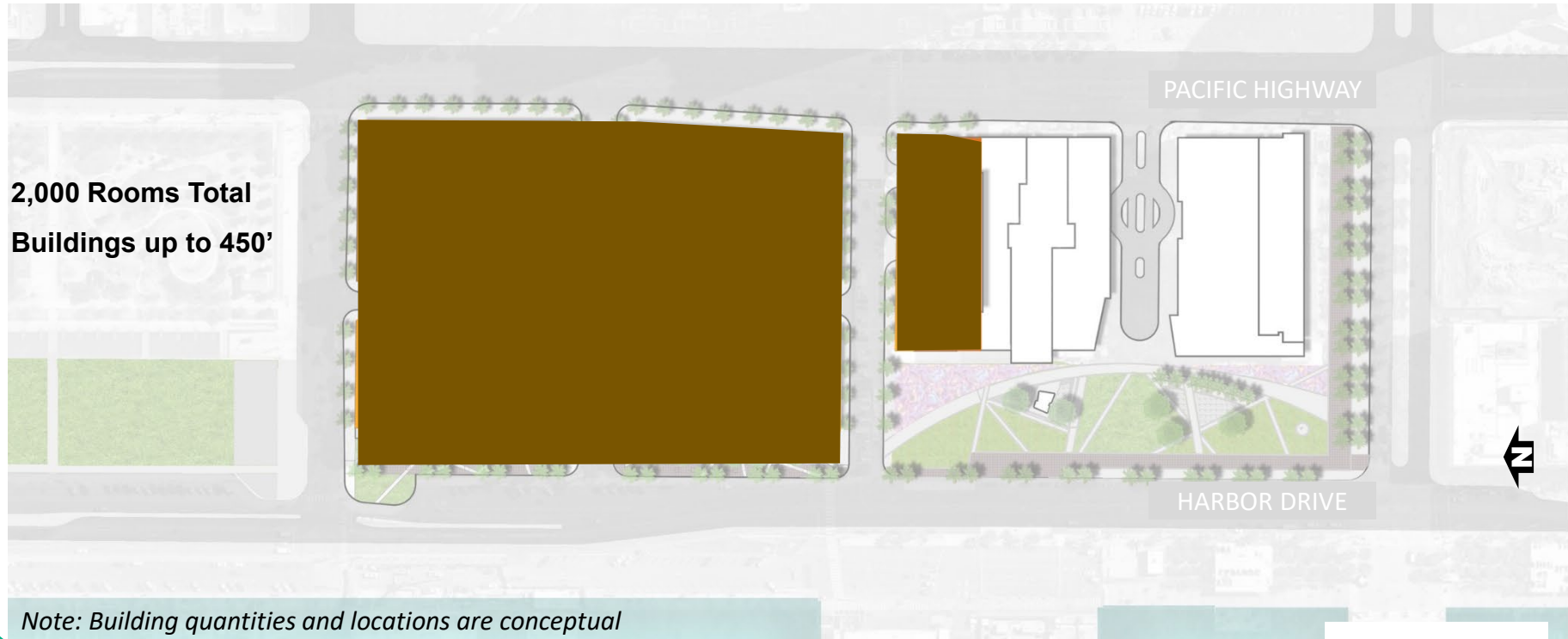
North Embarcadero Subdistrict

Existing Conditions – Hotel Rooms

- 
- An aerial photograph of the North Embarcadero Subdistrict in San Diego. The image shows a dense urban environment with numerous high-rise buildings, including several hotels. The waterfront is visible on the left, with a parking lot and some lower-rise buildings. The overall scene is a mix of modern architecture and older structures.
- Lane Field – 800 hotel rooms
 - Wyndham – 600 hotel rooms

North Embarcadero Subdistrict

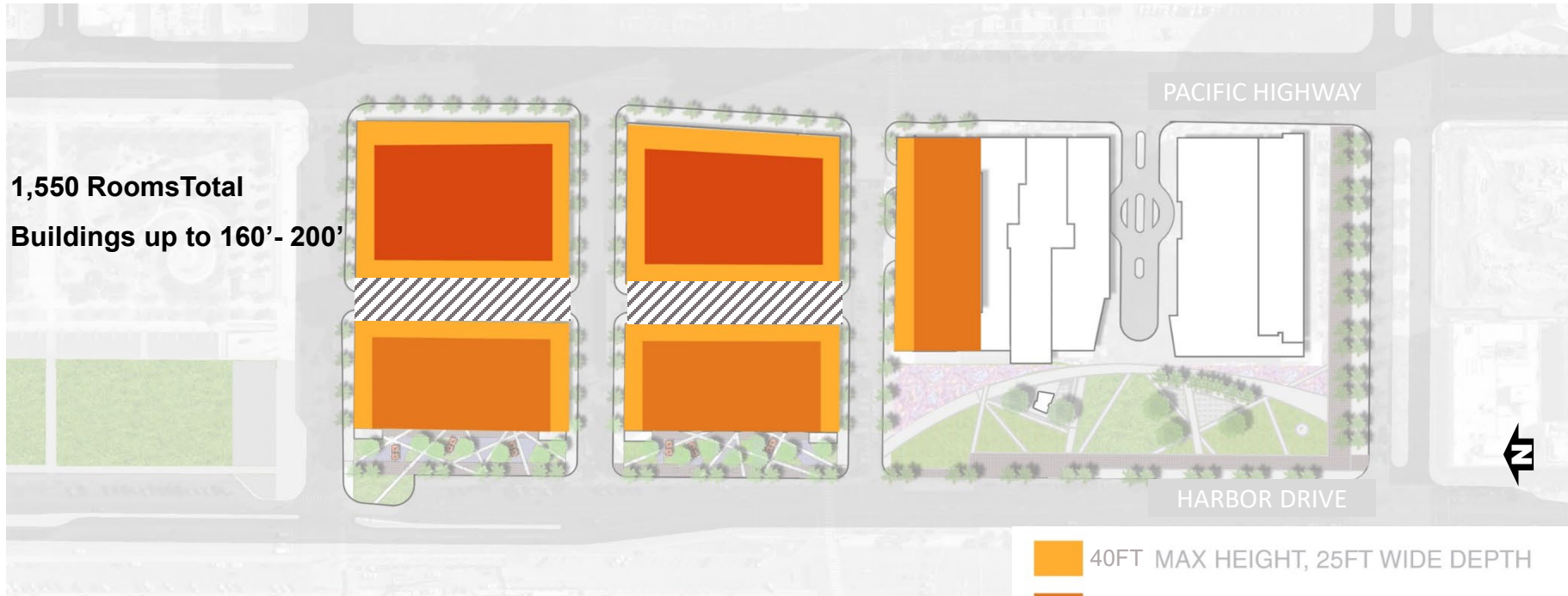
PMPU Discussion Draft



 MATCH ADJACENT (UP TO 450')

North Embarcadero Subdistrict

Revised Draft PMPU



Note: Building quantities and locations are conceptual

Requested Board Direction

North Embarcadero Subdistrict

- Revised Draft PMPU comments from Individuals and Resident Groups included:
 - Questions about the relationship of the PMPU and the North Embarcadero Visionary Plan
 - Requests to reduce building heights to preserve views from private residences
 - Requests to prohibit parking structures
- Revised Draft PMPU comments from the City of San Diego included:
 - Suggestions to match Downtown Community Plan and Centre City Planned Development Ordinance
 - Height limits could be reduced while maintaining development capacity
 - Reconsider tower separation requirements, setbacks, stepbacks and right-of-way widths for A and B Streets

Requested Board Direction

North Embarcadero Subdistrict

- Clarification on North Embarcadero Alliance Visionary Plan and North Embarcadero Visionary Plan Joint Powers Authority
 - JPA is a legal entity, separate and distinct from the District
 - JPA purpose is to fund and design phased infrastructure improvements in North Embarcadero
 - No requirement to present PMPU to the JPA
 - No requirement to pause PMPU process to enable JPA to meet and consider the PMPU

Requested Board Direction

North Embarcadero Subdistrict

1998 North Embarcadero Alliance
Visionary Plan –

Maximum Building Heights



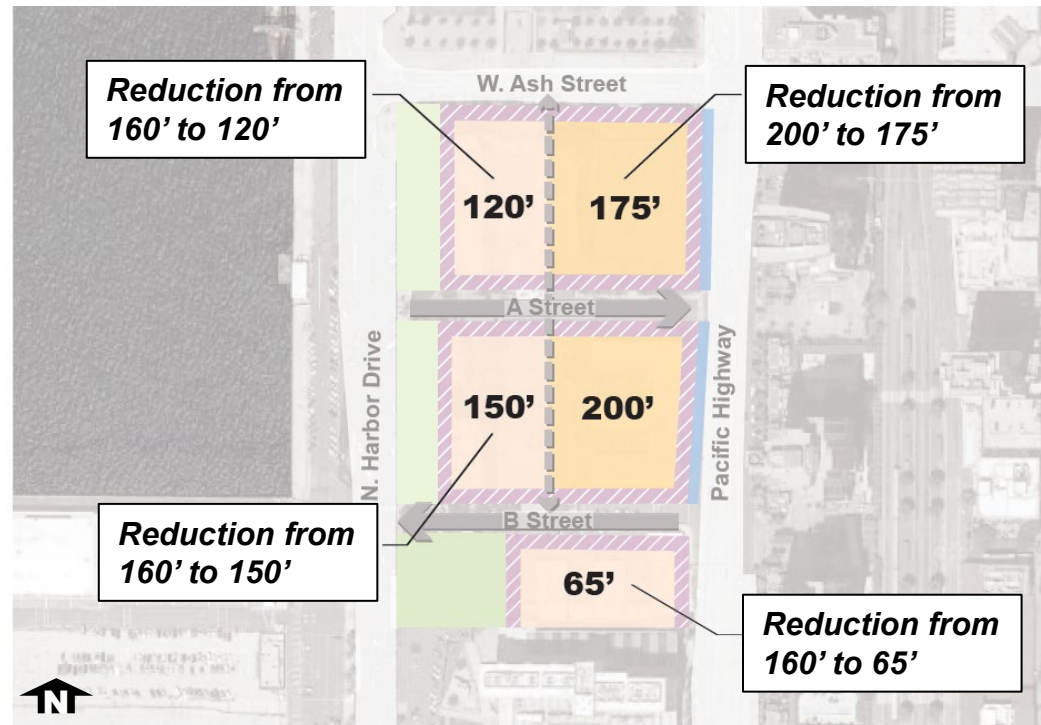
N O R T H E M B A R C A D E R O A L L I A N C E

Requested Board Direction

North Embarcadero Subdistrict

Proposed Revisions:

- Reduce heights to match or be less than 1998 NEVP
- Heights to step down to west and north
- Increase right-of-way widths for A and B Streets to 80 feet
- Coordinate with City staff to match setback and stepback requirements



Between Ash Street and South of Proposed B Street Reconnection

Requested Board Direction

North Embarcadero Subdistrict

Comparison between Proposed Building Heights and Development Intensities

	<u>PMPU Discussion Draft</u>	<u>Proposed Revisions to Draft PMPU</u>	<u>Staff Recommended Revisions</u>
Hotel rooms	Up to 1,400 new hotel rooms	Up to 950 new hotel rooms	Up to 750 new hotel rooms
Heights	"Building height should be compatible, but does not need to be in conformance, with adjacent jurisdiction standards." (PMPU Discussion Draft Standard PD3.18) Note: Adjacent jurisdiction heights exceed 400 feet.	<i>Height limits</i> of up to 160 feet or 200 feet, depending on location, as described above.	<i>Height limits</i> of between 65 feet and 200 feet, depending on location, as described above.

Requested Board Direction

North Embarcadero Subdistrict

- Staff requests Board direction on proposed revisions to building heights and development intensity
- Possible options include:
 - Keep as proposed in Revised Draft PMPU
 - Include staff recommended revisions that reduce heights and development intensity, including additional coordination with City staff
 - Provide any other direction the Board deems appropriate

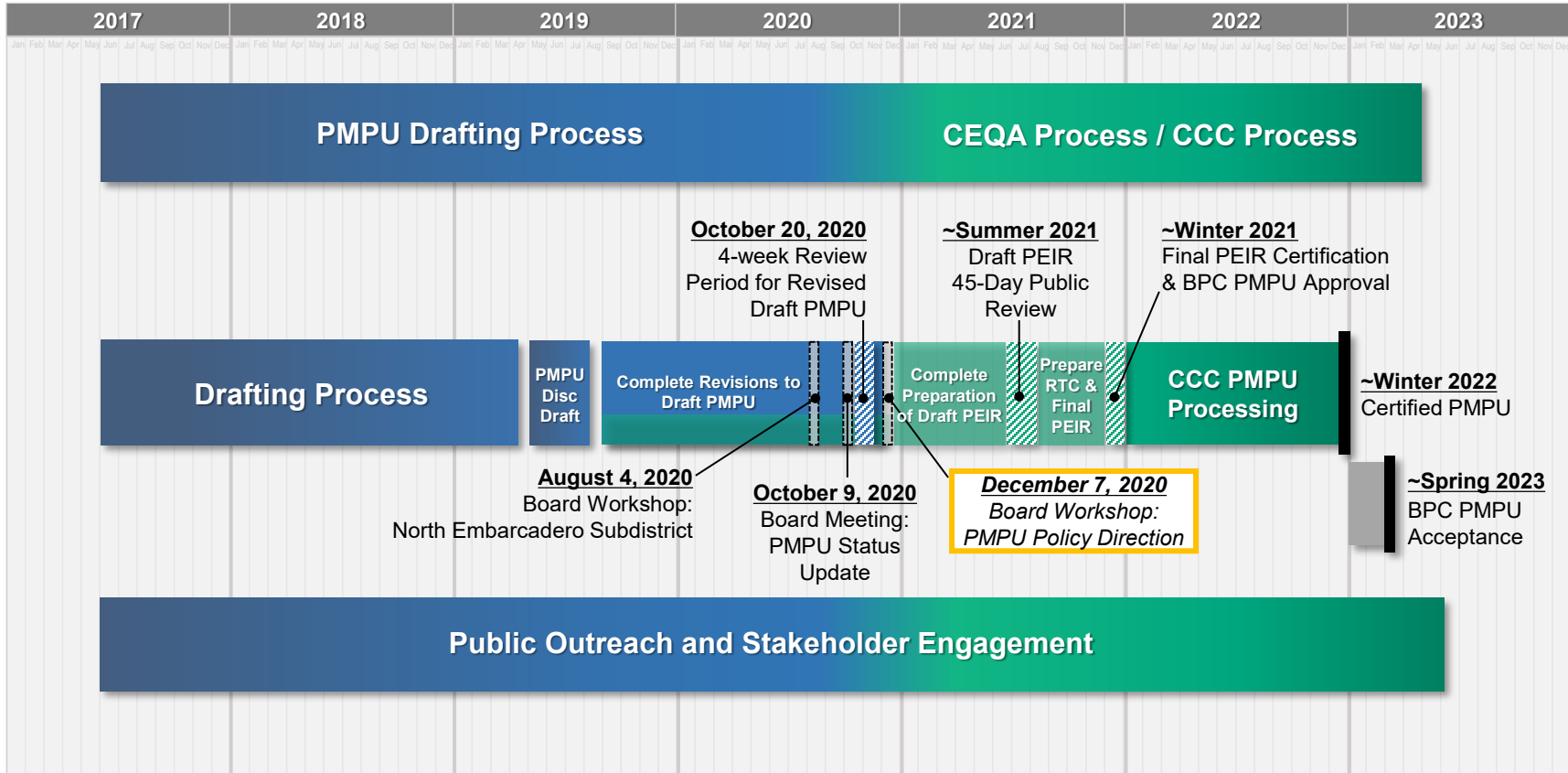
Revised Draft PMPU

Next Steps



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Next Steps: Port Master Plan Update Timeline



Revised Draft PMPU

Public Comment



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Revised Draft PMPU

Board Discussion & Direction to Staff



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Requested Board Direction

New Residential Piers & North Embarcadero Subdistrict

- New Residential Piers – *Options include:*
 - Retain proposed Baywide policy and Planning District standards
 - Modify Baywide policy and Planning District standards to allow new piers only when public access on shoreline is feasible and connections provided
 - Delete Baywide policy and create different standards for each Planning District

- North Embarcadero Subdistrict – *Options include:*
 - Keep as proposed in Revised Draft PMPU
 - Include staff recommended revisions that reduce heights and development intensity, including additional coordination with City staff
 - Provide any other direction the Board deems appropriate



PRESENTATION AND DIRECTION TO STAFF ON THE PORT MASTER PLAN UPDATE (PMPU), INCLUDING AN OVERVIEW OF THE COMMENTS RECEIVED ON THE REVISED DRAFT PMPU AND STAFF'S APPROACH TO REVISING THE DOCUMENT