



Circulate San Diego
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April 16, 2018

Council President Myrtle Cole
Council President Pro Tem Barbara Bry
Councilmembers Zapf, Ward, Kersey, Cate, Sherman, Alvarez, and Gómez
City of San Diego
202 C Street, 10th Floor
San Diego, CA 92101

RE: Support for Amendments to the Land Development Code Related to Placemaking

Honorable Council President Cole, Council President Pro Tem Bry, and Councilmembers:

On behalf of Circulate San Diego, whose mission is to create excellent mobility choices and vibrant, healthy neighborhoods, I am writing to support the adoption of the proposed placemaking amendments to the Municipal Code (Item 334 on the City Council Agenda for April 17th).

The proposed placemaking permit process solves or improves a number of issues that the City acknowledges exist today, and which were identified in Circulate San Diego's report [A Place for Placemaking](#),¹ from 2016. We encourage the City to adopt this program immediately and we believe these changes will encourage more community-driven placemaking projects.

We are excited to support the placemaking proposal after Planning Commission unanimously supported the incorporation of our previous recommendations to the extent legally possible. After the lengthy process of developing this proposal with City staff, we believe that the placemaking process as currently proposed accomplishes the community's goals of a simplified and streamlined permit that residents can use to create placemaking projects across the City.

The City has agreed to several of Circulate's recommendations, including creating a separate row for Placemaking in the [Public Right-of-Way Permit Submittal Requirements Matrix](#)² similar to what was created

¹ Circulate San Diego, "A Place for Placemaking" (August 26, 2016), available at <https://www.circulatesd.org/placeforplacemaking>.

² Land Development Manual, Project Submittal Requirements, Construction Permits – Grading and Public Right-of-Way, Development Services Department, available at <https://www.sandiego.gov/sites/default/files/legacy/development-services/pdf/industry/forms/ds3237.pdf>

for Sidewalk Cafés and creating an Encroachment Maintenance and Removal Agreement (EMRA) specific to placemaking projects in the Public Right-of-Way.

Importantly, the proposal makes placemaking projects ministerial, therefore not requiring that applicants present the project at their local community planning group (CPG) or business district. While applicants can present their project at their CPG or business district, requiring so would be in excess of what is required of a ministerial permit.

Placemaking is proposed to be allowed across the City except for in industrial and single family residential zones. Bringing a streamlined placemaking process to commercial and multi-family residential zones makes sense as the right type of environment to activate the streets to create a more pedestrian, community-focused environment. If the City becomes aware of demand for placemaking in single family residential or industrial zones, amendments should be incorporated at a future date along with any clean-up amendments that may be warranted in the future.

Thank you for your consideration. We look forward to working with the Economic Development and Development Services Departments to implement placemaking throughout San Diego. Feel free to contact me with questions at mrosas@circulatesd.org or 619-544-9255, x. 301.

Sincerely,



Maya Rosas
Director of Policy

CC: Mayor Kevin Faulconer, City of San Diego
David Graham, Deputy Chief Operating Officer, Neighborhood Services, City of San Diego
Lee Friedman, Infrastructure Policy Manager, Office of Mayor Kevin Faulconer
Chris Larson, Senior Project Manager, Development Services Department
Elizabeth Studebaker, Neighborhood Investment Manager, City of San Diego Economic Development Department