



# **Comment Letter City of San Diego Draft Parks Master Plan**

La Jolla Parks and Beaches, Inc.

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The City of  
**SAN DIEGO**

DRAFT  
**PARKS  
MASTER  
PLAN**

COMPLETE COMMUNITIES  
PLAY EVERYWHERE



# Complete Communities Play Everywhere

- City last prepared systemwide master plan for parks and recreation in 1956
  - San Diego population has since tripled
  - Shifts in lifestyles, demographics, technology and community development reshaped citizens' recreation needs
- Parks Master Plan aligns with shared Citywide goals
  - Sustainability and resilience
  - Equity
  - Livability and connectivity

# Policy Areas for New Parks System

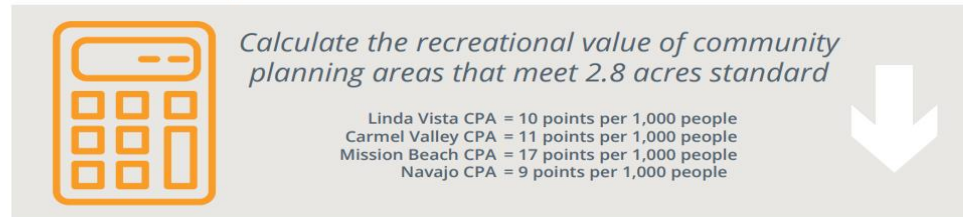
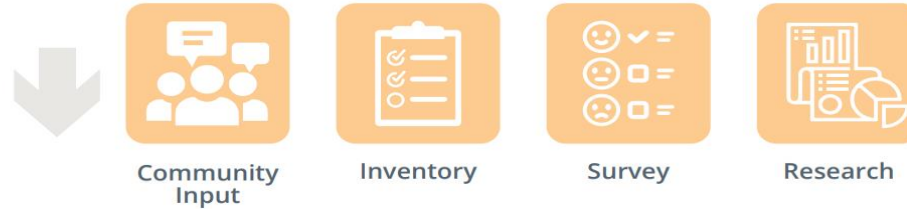
- Parks & Programming
- Equity & Access
- Activation
- Co-Benefits
- Community Building
- Mobility as Recreation
- Arts & Culture
- Conservation, Sustainability & Resilience
- Partnerships
- Operations & Maintenance
- Regional Parks
- Funding

# City Park Standard

## HOW DID WE DEVELOP THE PARK STANDARD?



4.0



NEW CITY PARK STANDARD  
**12**  
POINTS PER 1,000 PEOPLE



# Working Group

- La Jolla Parks and Beaches
- La Jolla Shores Association
- Bird Rock Community Council
- Friends of Coast Walk Trail

# Our Objective

- Present focused response on behalf and for benefit of La Jolla residents
- Address unique natural beauty of our community's shorelines
- Request clear assignment of City's resource responsibilities
  - Maintenance and trash removal
  - Safe experience with security presence during operating hours

# Shoreline Parks

- Enjoyed by residents, ensure our “iconic” destination parks are well maintained
- Keep natural and open settings
  - Ellen Browning Scripps Park
  - La Jolla Cove
  - Whale View Point
  - Kellogg Park
  - Windansea
  - Coast Walk Trail
- Monitor artistic or other potentially commercial uses



# Updated Community Plan

- Request City to initiate to update La Jolla Community Plan
  - Better transportation corridors between parks
  - Create bicycle lanes
  - Examine best uses for streets, canyons and open spaces
- Enable La Jolla Community Planning Association to work with local groups to advance ideas in Master Plan

# Community Parks & Wayfinding Plan

- Recognize areas protected by California Environmental Quality Act
- Identify new pocket parks, rights of way and canyons to create recreational and aesthetic opportunities for our residents
  - Hiking trails and strolling paths
  - Sites to relax and connect with neighbors
- Enhance local areas lacking parks to serve needs of aging-in-place residential population
- Expanded public transportation access upon completion of Mid-Coast Trolley Extension

# Funding

- Partnerships with non-profit organizations important to find resources needed to make our parks what they can and should be
- San Diego Parks Foundation
  - Founded by La Jollans in 2019
  - Dedicated to working with City of San Diego Parks and Recreation Department
  - Develop public and private financial funding in support of our parks

# Community Participation & Feedback

- La Jolla is a community ready, willing and able to support healthy parks and beaches
  - Improve community parks and public spaces with motivated volunteers
  - Encourage citizens to be eyes and ears, provide timely feedback concerning routine upkeep
  - Expand City's Get It Done platform to include specific category for parks, shorelines and canyons

# Next Steps

- Request Endorsement of Comment Letter sent by La Jolla Parks & Beaches
  - La Jolla Community Planning Association
  - La Jolla Town Council
  - La Jolla Village Merchants Association
- Voice your ideas by completing brief survey
- Public review period for Parks Master Plan and General Plan Recreation Amendment ends June 11