



beautifulPB
953 Reed Ave
San Diego, CA 92109

October 12, 2017

Via E-Mail & U.S. Mail
myrtlecole@sandiego.gov

Council President Myrtle Cole
CITY OF SAN DIEGO
City Administration Building
202 C Street, MS #10A
San Diego, CA 92101

**Re: October 17, 2017 Council Meeting Agenda Item 333
Amendments to the Land Development Code Relating to Placemaking
Placemaking Ordinance MUST represent existing users, including RS Zoning**

Dear Council President Cole,

As co-founders of BeautifulPB, the Pacific Beach EcoDistrict and the model community within our City of San Diego Climate Action Plan, we write to you to inform you of our involvement and potential impact to our residential communities (RS Zones) specific to the DRAFT Placemaking Ordinance. This draft ordinance coming before council has significant positive impact on SOME, NOT ALL neighborhoods and communities within the City of San Diego specific to ongoing Placemaking efforts.

We thank city staff, specifically Elizabeth Studebaker and Kathleen Ferrier and Maya Rosas of Circulate San Diego for the inclusion of BeautifulPB in this process and their hard work and dedication on this ordinance.

BeautifulPB has been involved in Placemaking implementation prior to this draft ordinance process, providing an experienced voice since the beginning of this draft ordinance process. Our experience is specific to actual permitting and processing of Placemaking within our EcoDistrict. We have encountered the painful experience of the City of San Diego permitting process, fee structure and code citations. With perseverance our community has prevailed and supported other local communities and non-profits with implementation. Placemaking permitting processing experiences have been specific to the very successful murals connecting our PB Pathways for Safe Routes to Schools, all in RS and RM zoning of our community.

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The PB EcoDistrict is not clear on the reason why the RS zones have been eliminated from the draft ordinance. We have inquired without an answer as to why the draft ordinance eliminates RS zoning? We believe, this redlining of streets within our community does not make any sense and or support our neighborhood/community building efforts towards place and equity.

The PB EcoDistrict has pledged to full and equal access to our EcoDistrict activities and the inclusion of equity as a determinant in our EcoDistrict decision-making.

Included with this letter are photographs of Placemaking in residential (RS zone) areas that bring together the neighborhoods to create and celebrate. A current example is our pending projects connecting our local schools to the Pacific Beach Elementary, Kate Sessions Elementary and the Pacific Beach Library (all RS zoning) via PB Pathways. Also our mural program for Safe Routes to School, guiding students to school and to city-wide library after school programming. These efforts provide directional and safety measures for mobility and non-car centric movement around our community.

We ask council to support the PBEcoDistrict on 1 minor change to the Placemaking ordinance:

1. Include all residential zones in the final ordinance, allowing for EXISTING Placemaking efforts to continue.

Thank you for your time and consideration to this very important issue to all San Diego neighborhoods in creating place.

Warm Regards,



Kristen Victor
BeautifulPB Co-Founder/Past President.
A 501c3 Non-Profit Corporation



Matt Winter
BeautifulPB President
A 501c3 Non-Profit Corporation

Pedestrian Crosswalks

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- 2
- 3
- 4
- 5
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- Increases pedestrian safety
- Encourages pedestrian activity
- Creates awareness for 'share the road' mentality
- Increases community engagement
- Exhibits community identity

