



COMMUNITY OUTREACH

By the Numbers

2016 Start of
Community Outreach



191 Door to
Door visits

4 Design
charrettes

3 GDP
workshops



70 One-on-One and
small group meetings

3 Community
open houses

\$47,000
in community support

1 Affordable
housing tour



9 Direct mail letters to
1440 households



64 Blog
posts

6 Video
updates

6 Updates to Rancho
Peñasquitos Planning Board

9 Presentations to RPPB
Land Use Committee

374
Participants



The Junipers is envisioned as a new age-qualified (55+) residential neighborhood that incorporates community benefits for the surrounding Glens neighborhood. Feedback from our neighbors, combined with technical and marketing studies, was the framework for The Junipers.



Community Responsive Planning

In July of 2016, 33North Development Group launched a robust community outreach program to help determine alternative land uses for the former DoubleTree Hotel golf course.

Outreach efforts were directed towards identifying a use that would best complement the character of the adjacent Glens neighborhood, better reflect the current residential market, and meet the current needs of the Glens and the City of San Diego.

Feedback from the community neighbors, combined with our technical and marketing studies, was the framework for The Junipers. During the planning process, many neighbors expressed a desire for 33North to choose a local and trusted builder for The Junipers community. In fall 2018, 33North announced it would partner with Lennar Homes. Lennar's extensive experience in and around the Rancho Peñasquitos area and their long-time legacy of creating communities that are not only beautiful but also enrich local surroundings made them uniquely qualified to be the builder partner for The Junipers.

The following represents the research and community outreach conducted from July 2016 – present:

- Research & Review (7/2016 – 2/2017)
- Door-to-Door Community Ascertainment (9/9/16, 9/10/16, 9/22/16, 11/10/16)
- Website www.ConnectTheGlens.com launched (9/9/16)
- Dedicated email Hello33North@gmail.com established (9/9/16)
- Introduction to Rancho Peñasquitos Planning Board (RPPB) (10/5/16)
- 967 neighbors mailed letter #1 (10/6/16)
- One-on-one community meetings with neighbors (on-going)
- Small group meetings (on-going; conducted to date: 11/1/16, 11/14/16, 8/24/17, 9/7/17)
- Outreach to Rolling Hills Elementary School Principal (11/3/16) and Rolling Hills Foundation (11/21/16)
- First update to RPPB (12/7/16)
- Outreach to Fire Station 42 (1/11/2017)
- Second update to RPPB (2/1/17)
- Informational meeting with City of San Diego Parks and Rec Department (2/9/17)
- 967 neighbors mailed letter #2 (3/3/17)
- Community Open House One to present preliminary vision (3/15/17)
- Presentation at RPPB Land Use committee (4/5/2017)
- Presentation at RPPB (5/3/17)
 - ACTION: RPPB voted 11-4-1 to recommend Initiation
- Initiation Hearing with San Diego Planning Commission (6/8/2017)
 - ACTION: Planning Commission voted 6-0 to approve Initiation request to redesignate the property from “Preserve Golf Course Use” to “Residential.”
- 967 neighbors mailed postcard #3 (6/26/17)
- 1,440 neighbors mailed letter #4 (8/14/17)
- Charrette One: Community Character (8/28/17)
- Third update at RPPB (9/6/17)
- Charrette Two: Parks (9/13/17)
- Charrette Three: Circulation (9/27/17)
- Fourth update at RPPB (10/4/17)

- Charrette Four: Parks 2 (10/11/17)
- 1,440 neighbors mailed letter #5 (10/30/17)
- Fifth update at RPPB (11/1/17)
- Community Open House Two to present site plan (11/15/17)
- Second presentation at RPPB Land Use Committee (12/6/17)
- 1,440 neighbors mailed letter #6 (4/2/18)
- Third presentation at RPPB Land Use Committee (4/4/18)
- City of San Diego Scoping Meeting (4/18/18)
- New email launched for Lennar builder team: info@connecttheglens.com (10/11/18)
- 1,440 neighbors mailed letter #7 (10/12/18)
- Community Open House 3 (10/26/18)
- Third presentation at RPPB Land Use Committee (12/6/18)
- Update meeting with Hotel Karlan Management (1/14/19)
- Informational meeting with San Diego Parks and Recreation (1/18/19)
- Informational meeting with Peñasquitos Parks and Recreation Advisory Council Chair (1/24/19)
- Fourth presentation at RPPB Land Use Committee. Presentation topic: Open Space (2/6/19)
- Update meeting with Hotel Karlan Management (3/6/19)
- Fifth presentation at RPPB Land Use Committee. Presentation topic: Architecture (3/6/19)
- 1,440 neighbors mailed GDP Save the Date postcard (3/14/19)
- Informational meeting with PQ Town Council representatives (3/20/19)
- Meetings with adjacent neighbors to discuss property boundaries and encroachments (April 2019 - present)
- Affordable housing tour (4/4/19)
- In partnership with City of San Diego Parks and Recreation, launch public process to design new neighborhood park
 - GDP Workshop #1 (3/28/19)
 - GDP Workshop #2 (4/25/19)
 - GDP Workshop #3 (5/23/19)
- Sixth presentation at RPPB Land Use Committee. Presentation topic: Circulation (5/1/19)
- Small group meeting (6/4/19)
- Seventh presentation at RPPB Land Use Committee. Presentation topic: Fire (6/5/19)
- 1,440 neighbors mailed update letter #8 (8/1/19)
- Eighth presentation at RPPB Land Use Committee. Presentation topic: Fire #2 (9/4/19)
- Small group meetings (11/12, 11/26, 12/9/19)
- Draft EIR Circulation and Public Review (2/19 – 4/12/20)
- 1,440 neighbors mailed update letter #9 (5/12/20)
- Ninth presentation at RPPB Land Use Committee. Presentation topic: Community Benefits (9/2/20)

In response to COVID-19 and restrictions on public gatherings, we launched a series of videos featuring members of the project team discussing key project components and community benefits.

- Video 1 – Next Steps (5/13/20)
- Video 2 – Landscaping 5/29/20)
- Video 3 – Alternatives (6/15/20)
- Video 4 – Parks (7/1/20)
- Video 5 – Architecture (7/15/20)
- Video 6 – Evacuation Planning (8/1/20)

Neighbors are also encouraged to join The Junipers email list so they may receive project updates and reminders about upcoming engagement opportunities.