



## UPTOWN PLANNERS

### TIPS FOR SUCCESSFUL PROJECT PRESENTATIONS

#### **Prior to the Meeting**

- Contact the chair to discuss your presentation and the appropriate subcommittees, confirm meeting location and time and to schedule your project on the agenda.
- Board members will have a brief project description and a copy of your most recent Cycle Issues Report from the City of San Diego. You may wish to provide key excerpts of project plans (elevations, site plan, landscape plan) to the chair in .pdf format for distribution prior to the meeting to familiarize the members with your proposed project. If an existing building is/was on the site, provide the historic report and information on the project's historic review.
- Understand your request. Applicants are encouraged to present complex projects early in the design process to gain valuable first impressions and input from the board or subcommittees. Votes to recommend approval or denial of the project typically occur later in the review process, after the resolution of any major conflicts with the planned development ordinance or community plan.

#### **Making Your Presentation**

When making your presentation at board or subcommittee meetings:

- The Chair will set the ground rules for communication and response to public or board comment. All communication should be directed via the chair. The applicant should not enter into a dialogue with audience members during the presentation, but may interact directly with board members at chair's discretion.
- Coordinate with the chair the appropriate time for your presentation in advance. Large projects may need as many as 15 minutes, while smaller projects can usually be adequately presented in 5 minutes.
- Begin with a succinct description of your project. State specifically which approvals you are seeking (e.g. Site Development Permit, Tentative Map, etc.), and specifically outline any deviations that you are requesting.
- Provide a complete overview of the proposed project. Include exterior elevations from all sides, a site plan, and landscape plan. Board members are likely to visit the site prior to the meeting, but you may also wish to bring materials that show the project context, including an aerial photograph, photos of the site, and photos of adjacent buildings.
- Board members are very interested in issues surrounding neighborhood character, sustainability ("green" attributes), affordable housing, parking, and conformance to the community plan. You may wish to summarize your projects' approach to each of these issues on a separate presentation board or handout.



## UPTOWN PLANNERS

### TIPS FOR SUCCESSFUL PROJECT PRESENTATIONS (CONTINUED)

#### **Subcommittee Meetings**

- Depending on the nature of your project, you will likely be asked to first present to one or more of the subcommittees. Most projects will present to the Design Review Subcommittee (“DRS”). The DRS meets the third Tuesday of each month. Projects involving historic resources will be assigned to the Historic Resources Subcommittee which meets on the second Tuesday of the month, and projects involving Public Facilities and Infrastructures will be assigned to the Public Facilities Committee which meets \_\_\_\_\_.
- The subcommittees typically have three to eight members in attendance. Foam-mounted project boards are typically appropriate for presentation to this group. You may wish to bring two to four sets of handouts (11” x 17” is a good size) for the board members to share. The meeting rooms are typically not set up well for slide presentations.
- The subcommittees present a good opportunity to identify issues that will be important to the full board, and discuss potential mitigations and solutions with the subcommittee. The intent of the subcommittee is to offer a more interactive and in-depth review of the proposed project than can be typically offered at a full board meeting due to time constraints. Presenting at both the subcommittee and full board meetings gives the applicant an opportunity to respond to issues and questions raised at the subcommittee meetings, and may expedite the process.
- Projects that receive unanimous approval at the DRS are placed on the consent agenda for the full board meeting. Consent agenda items are heard without discussion at the beginning of the meeting, unless a board member or member of the public “pulls” the item from the consent agenda in order to discuss further.

#### **Uptown Planner Meetings**

- The full board meetings of the Uptown Planners include as many as 17 board members, and are regularly attended by a large number of community members.
- Given the size of the board, project presentation boards are difficult for all board members to see. To best communicate, the applicant should bring 5 – 10 copies of their presentation in 11” x 17” format for the board members to review and share. Alternatively, a couple of smaller foam-mounted boards that can be passed along the board table will also work well.
- Slide presentations are also appropriate. Applicants should bring their own projection equipment and quietly set it up to be on stand-by prior to their item.
- Agenda times are approximations. Your item may be called earlier or later than the estimated time based on a variety of circumstances. Be prepared.

#### **Contact**

Leo Wilson, Chair  
(619) 231-4495; [leo.wikstrom@sbcglobal.net](mailto:leo.wikstrom@sbcglobal.net)