



# Pacific Beach Planning Group

[www.pbplanning.org](http://www.pbplanning.org)

**Pacific Beach Taylor Library  
4275 Cass Street, San Diego, CA 92109  
Wednesday, June 22, 2016: 6:30-8:30 pm  
AGENDA**

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- Item 1 - 6:30     **Call to Order, Quorum**
- Item 2            **Current Agenda - Modifications and Approval**
- Item 3            **May 26, 2016 Minutes - Modifications and Approval**
- Item 4 – 6:35    **Non-Agenda Public Comments** (Note: 2 minutes maximum per speaker)  
Issues *not* on Agenda and within the jurisdiction of Pacific Beach Planning Group.
- Item 5 – 6:55    **Election Subcommittee Update (Information Item / Possible Action Item)**  
Presenter: Debbie Conca
- Item 6 – 7:00    **Citizens' Plan for San Diego (Possible Action Item)**  
Presenter: Jeff Marston, Director of Traditional Communications
- Item 7 – 7:30    **Development Subcommittee (Action Item)**  
Presenter: Henish Pulickal
- 1) PTS 471580 / 1227 Diamond / RS-1-7  
CDP to demolish older SFD and construct 3,617 sf SFD and guest quarters/garage.  
*Subcommittee recommends motion to approve.*
- 2) PTS 466647 / 1141 Felspar  
Previously approved 4-plex. Seeking tentative map waiver for condominiums.  
*Subcommittee recommends motion to approve.*
- Item 8 – 7:45    **PBPG Chair's Report (Information Item)**  
Presenter: Brian J. Curry  
Crime in Pacific Beach
- Item 9            **Other Subcommittees and Reports (Time Permitting)**  
Traffic & Parking: Michael Beltran  
Public Safety: Amy Gordon  
De Anza Special Study Area: Chris Olson  
Special Events: Debbie Conca or Eve Anderson
- Item 10 – 8:30   **Adjournment**

## **Next PBPG**

**General Meeting:**            Wednesday, July 27, 2016 6:30-8:30 pm

“Please let us know if you have any questions or if we can be of further assistance

## PACIFIC BEACH CRIME STATISTICS<sup>(1)</sup>

Violent Crime	2015		2014		2013	
	Incidents	Rank <sup>(2)</sup>	Incidents	Rank <sup>(2)</sup>	Incidents	Rank <sup>(2)</sup>
Murder	0	n/a	1	2	0	n/a
Rape (Reported)	24	1	18	1	10	4
Armed Robbery	11	5	19	2	12	6
Strong Armed Robbery	25	4	29	5	32	2
Aggravated Assault	132	1	149	2	135	1
<b>Total</b>	<b>192</b>	<b>2</b>	<b>216</b>	<b>2</b>	<b>189</b>	<b>2</b>

<sup>(1)</sup>Source: San Diego Police Department

<sup>(2)</sup>123 City of San Diego Communities

## COLLEGE AREA COMMUNITY PLANNING BOARD RESOLUTION

WHEREAS, San Diego City Council Policy 600-24 establishes the important role of community planning boards in the City of San Diego's planning and land-use review process; and

WHEREAS, preservation and enhancement of San Diego's beaches, bays, rivers and tributaries are critical to protecting the City's character and quality of life; and

WHEREAS, funding for maintenance and improvement of neighborhood infrastructure has lagged far behind neighborhood needs, creating what is estimated to be approximately \$2 billion in deferred maintenance of streets, sidewalks, parks, libraries, fire and police stations and other city facilities over the next five years; and

WHEREAS, the City of San Diego's Transient Occupancy Tax ("TOT") rate is far below the rate charged in competitive cities like Los Angeles, Anaheim and San Francisco, and hasn't been changed for more than two decades;

THEREFORE BE IT RESOLVED, the College Area Community Planning Board supports the proposed Citizens' Plan for the Responsible Management of Major Tourism and Entertainment Resources to set the City's TOT at a rate competitive with that of similar tourist cities, generate additional revenues to address the City's infrastructure backlog, and protect and enhance our most critical natural resources; and

BE IT FURTHER RESOLVED, the College Area Community Planning Board urges the San Diego City Council to place the Citizens' Plan on the November 2016 ballot so San Diego voters can implement these important reforms.

## Facts Regarding the Citizens' Plan

Initiative lets the voters decide on major reforms that will save taxpayers money, expand San Diego's tourism economy and provide significant benefits for the public.

1. Sets the Transient Occupancy Tax (TOT) at 15.5% of the cost of a hotel room, the low end of the average range of the rates in competing cities.
2. Authorizes hotel owners to deduct up to 2% from their TOT liability as an incentive to self-assess for tourism marketing and promotion purposes.
3. Authorizes hotel owners to deduct up to 2% from their TOT liability as an incentive to self-assess for tourist-related and tourist-impacted infrastructure.
4. Authorizes, but does not require, river park, university-related and tourism uses of the Qualcomm Stadium site if the Chargers vacate it, but leaves the City free to pursue other uses if voters approve them.
5. Authorizes, but does not require, inclusion of a Charger stadium as part of a downtown Convention Center or stand-alone facility.
6. Does not authorize or direct public funds for construction of a downtown Convention Center expansion, professional sports stadium or any other facility
7. Authorizes the City to transfer management of and financial responsibility for the Convention Center and tourism marketing to a non-profit entity on the condition that taxpayer's are relieved of deferred-maintenance costs and other liabilities for the Convention Center.
8. Does not limit the City's options regarding the Chargers in Mission Valley. Allows CEQA exemption for stadium.

## Benefits of the Citizens' Plan

1. Generates approximately \$18 million per year in new revenue paid by hotel guests to the City's General Fund, which can be used to improve city services and infrastructure for residents.
2. Eliminates the current 4% General Fund earmark for tourism promotions. This frees up approximately \$72 million per year that could be used to help fund repairs and upgrades to the City's infrastructure and to improve City services.
3. Generates up to \$36 million per year in tourism promotion dollars through incentivized self-assessments by hotel owners, which can support continued stability and growth of San Diego's visitor industry.
4. Generates up to \$36 million per year in self-assessments by hotel owners for visitor-related infrastructure and facility maintenance and improvements, including the Convention Center and visitor-serving transit.
5. Establishes incentives for hotel owner-funded Convention Center expansion off the waterfront to keep the Convention Center competitive, attract new conventions and retain events like Comic-Con.
6. Provides a strong incentive for the City and other public agencies to voluntarily resolve costly litigation related to the Convention Center and Tourism Marketing District.
7. Accommodates the City's current Mission Valley plan for the Chargers while allowing for a downtown backup plan.
8. Authorizes sustainable use of Mission Valley for university, public and visitor uses in the event the Chargers relocate from the Qualcomm site, without closing the door on other possible uses if the City seeks voter approval.
9. Provides a blueprint for major reforms that will save taxpayers money, expand the tourism economy and provide significant environmental and other benefits for the public.

## Top Ten San Diego Communities, Most Violent Crimes, 2008-2015

