

**2022 ANNUAL REPORT OF THE
MISSION VALLEY PLANNING GROUP**

April 2022 - March 2023

A. BOARD MEMBERSHIP AT END OF REPORTING PERIOD

PROPERTY TAXPAYER			LOCAL BUSINESSPERSON		
1.	Michele Addington Treasurer	2026	1.	Cory Hazlewood	2026
2.	Derek Hulse	2026	2.	Mark Radelow	2026
3.	Jonathan Frankel Chair	2026	3.	Pete Shearer	2026
1.	Michael Sherman	2024	1.	Steve Abbo	2024
2.	Kathy McSherry	2024	2.	Josh Weiselberg*	2024
3.		2024	3.	Keith Pittsford	2024
RESIDENT			PROPERTY OWNER		
1.	Philip Ouellette Secretary	2026	1.	Darshan Patel	2026
2.	Andrew Michajlenko	2022	2.	David Doyle	2026
3.		2026	3.	Perumal Narayan	2026
1.	Elizabeth Leventhal*	2024	1.	Ryley Webb	2024
2.	Kaye Durant Vice-Chair	2024	2.	Colton Speas	2024
3.	Ken Callaway	2024	3.	Rachel Erwin	2024

B. PURPOSE/OBJECTIVE

“The Mission Valley Planning Group has been formed and recognized by the City Council to make recommendations to the City Council, Planning Commission, City staff, and other governmental agencies on land use matters, specifically concerning the preparation of, adoption of, implementation of, or amendment to, the General Plan or a land use plan when a plan relates to the Mission Valley community boundaries. The planning group also advises on other land use matters as requested by the City or other governmental agency. Mission Valley Planning Group Bylaws as Amended 05/07/2008, approved 12/02/2008.

C. MAJOR ACTIONS/ACCOMPLISHMENTS IN THIS REPORTING PERIOD

NO JULY 2022 MEETING
NO OCTOBER 2022 MEETING
NO DECEMBER 2022 MEETING
NO JANUARY 2023 MEETING

APRIL 2022 - ACTION ITEMS (3)

Action Items

1. ARJ Spirits (Cork & Barrel) Conditional Use Permit (Project #697944)

Description: Application for a process three conditional use permit for off-site alcohol sales (type 21 ABC license) at 7995 Civita Blvd, Suite #7 within “The Row” at Civita. This is a continuation of this item from the March 2, 2022 meeting.

Marco Sessa (Sudberry Properties) offered landlord support for the project
Kimberly Kantrund (ARJ Spirits) provided applicant followed up on information requests from last month - Facility is 185 ft from Park and 330 ft from School. Landlord recommended the east facing location to avoid visibility from school and noted school is K-5th. Only 2 existing licenses (in Sera Mesa) neighborhood in this census track (1 has expired). Shared signage. Questions asked about location selection relative to other available spaces. Landlord expanded on space elements and target tenants associated with it. Question asked about the size of the suite: 1900 sq feet. Question asked about why a type 21 vs type 20: Liquor vs. wine – the shop will be selling higher end liquor products

Motion to approve the Conditional Use Permit as presented was made by Michael Sherman, seconded by Darshan Patel and approved 12/1

For: Doyle, Durant, Hazlewood, Hulse, McSherry, Michajlenko, Ouellette, Patel, Pittsford, Sherman, Speas, and Weiselberg. **Against:** Leventhal. **Recused:** Abbo, Frankel, and Radelow

2. Community Plan Amendment Initiation Request (Marvin K. Brown)

Description: This initiation request will authorize the study of a potential mixed-use development project on the approximately 14-acre property located at 1441 and 1461 Camino del Rio South. The project proposes a change in land use designation from “Regional Office and Visitor Commercial” to “Mixed Use – High” and contemplates retail, commercial, office, and residential uses. Residential uses are currently prohibited on the property.

Brittany Wallace and **Karen Ruggels** (KLR Planning) and **Jennifer Brown** (Marvin K. Brown Auto Center) spoke as applicant and presented an overview of the proposal as submitted including history of the business / location, Mission Valley Plan, social changes since the Plan’s approval in 2019 and request to consider the change. Housing needs / SD General Plan goals. How this project meets these goals. SANDAG Regional Plan (City of Villages strategy). Mayoral Housing Platforms. Shift in Auto Business. Community Plan impact associated with this proposal. Community benefits. Presentation included information on: Community Plan Amendment Initiation. Planning Commission hearing. Project Submittal. Project Refinement. Resubmittal. Return to Planning Group. Request approval for Planning group followed by public hearing etc.

Questions from the Board: Any evidence that the City would support this in light of earlier land use position for this area? Applicant suggests that they are looking forward to working with the City on options and the city seems “willing to explore”The process with take time to

analyze city's concerns as part of this process. Applicant is asking to test these ideas. Clarity on Zoning request. Applicant suggested it could be a number of different zones and they may pursue a highbred of standard residential and IMX zone. Do you know 'high density' component of the project - Applicant said it is unknown at this time. Earlier discussion on Community Plan south of the 8 hinged on mobility issues – any ideas how to overcome this? This will have precedent setting impact for other properties / low rent facilities - Applicant agrees this is an issue and will need to be evaluated – suggested future focused ideas that could impact this. Transportation demand management element will be a part of this plan/ Suggestion in proposal for Master Plan guideline impact. Applicant suggested this site is not minimal – this project could provide a pattern for other areas. Puts in place developer parameters. Water and sewage will be a consideration in light of existing infrastructure on an auto site

Motion by Andrew Michajlenko, seconded by Elizabeth Leventhal to approve the Community Plan Amendment Initiation Request as presented was **approved 14 /2 with no abstentions.**

For: Abbo, Doyle, Durant, Frankel, Hazlewood, Hulse, Leventhal, McSherry, Michajlenko, Patel, Pittsford, Radelow, Speas, and Weiselberg. **Against:** Ouellette, and Sherman.

Abstain: none

3. Election of Officers of the Mission Valley Planning Group

Description: Election of officers (chair, vice chair, treasurer, and secretary) for four - year terms expiring March 2026. The election was held by secret ballot with one (1) candidate and opportunity for write in candidates appearing on the ballot for each of the four (4) officer roles. 15 completed ballots were submitted (*2202.04.06 Ballot.pdf*).

The slate was elected as presented 15/0

(Jonathan Frankel – Chair)

Kaye Durant (Vice-Chair)

Philip Oulette (Secretary)

and Addington (Treasurer)

MAY 2022 - ACTION ITEMS (2)

Action Items

1. MVPG Annual Report – Michele Addington

Description: Review and approval of the 2021 annual report of the Mission Valley Planning Group. **Michele Addington** reported: An 18 pages report compiling a list and detailing all actions taken by the MVPG over the past year was created and distributed for review **Motion to approve** the minutes of the **Draft Report as Presented** was made by **Pete Shearer**, seconded by **Kaye Durant** and **approved 14/0**

For: Abbo, Addington, Doyle, Durant, Erwin, Feliciano, Leventhal, Ouellette, Radelowelow, Shearer, Sherman, Speas, Webb, Weiselberg. **Against:** none. **Abstain:** Perumal

2. Vacancy Election – Peru Narayanan

Description: Consideration of an application submitted by Mr. Narayanan Perumal (Peru) to fill a vacancy in the property owner category. The election was held by secret ballot with one (1) candidate and opportunity for write in candidates appearing on the ballot. **Peru** spoke to his interest in the role. 14 completed ballots were submitted (*2202.05.04 Ballot.pdf*). **The slate was elected as presented 14/0**

Action Items

1. Proposed Council Policy 600-24 Reform: Break in Service – Michele Addington

Description: Proposed reforms to Council Policy 600-24 include a minimum 2-year break in service for CPG members who are termed out after 8 total years of service. The MVPG is asked to discuss supporting a 1-year break in service instead of the current 2-year break under consideration.

Jonathan Frankel summarized the issue: Council is proposing a change to membership requiring a 1-year break in service to a 2-year break in service. There is a land use and housing meeting 6/16.

Motion to approve authorizing Jonathan Frankel to compose a letter in support of retaining the current 1-year break in service was made by Derek Hulse, seconded by Elizabeth Leventhal and **approved 20/0.**

For: Abbo, Addington, Callaway, Doyle, Durant, Erwin, Frankel, Hazlewood, Hulse, Leventhal, McSherry, Michajlenko, Ouellette, Perumal, Pittsford, Radelow, Shearer, Speas, Webb, Weiselberg. Against: none. Abstain: none

2. Letter of Support for Marvin K. Brown Community Plan Amendment – Jonathan Frankel

Description: Consideration of action to send a letter of support to the City of San Diego Planning Commission regarding the community plan amendment initiation request associated with Marvin K. Brown auto dealership site located at 1441 and 1461 Camino del Rio South.

Jonathan Frankel summarized the issue: This group had recommended approval to conduct a study and the applicant is requesting a letter of support from us. There is a level of trust involved that Marvin K. Brown will come to us with plans prior to moving forward with next steps in the process. EIR for that area doesn't include a traffic plan which could be another opportunity for this group's input to the project – in the process of amending this plan currently

Motion to approve authorizing Jonathan Frankel to compose a letter supportive of the concept of the study but including key caveats discussed during the meeting was made by Michele Addington, seconded by Mark Radelow and **approved 19/0.**

For: Abbo, Addington, Callaway, Doyle, Durant, Erwin, Frankel, Hazlewood, Hulse, Leventhal, McSherry, Michajlenko, Ouellette, Perumal, Pittsford, Radelow, Speas, Webb, Weiselberg. Against: none. Abstain: Shearer

3. Creation of Ad-hoc Subcommittee on City Recognition under revised Council Policy 600-24

Description: Consideration of the creation of an ad-hoc subcommittee to draft new operating procedures in order to achieve official City of San Diego recognition under revised Council Policy 600-24.

Jonathan Frankel summarized the issue: Michele Addington, Kaye Durant, Marissa Feliciano, Jonathan Frankel & Elizabeth Leventhal were **nominated** from the floor to participate.

Motion to establish an ad hoc subcommittee of all nominated members to draft new operating procedures was made by Ken Callaway, seconded by Pete Shearer and **approved 20/0.** For: Abbo, Addington, Callaway, Doyle, Durant, Erwin, Frankel,

Hazlewood, Hulse, Leventhal, McSherry, Michajlenko, Ouellette, Perumal, Pittsford, Radelow, Shearer, Speas, Webb, Weiselberg. Against: none. Abstain: none

4. Potential Cancellation of July 6th Meeting of the MVPG – Jonathan Frankel

Description: Discussion and potential action on the cancellation of the July 6th MVPG meeting. Jonathan Frankel summarized the issue:

Motion to cancel the upcoming July 6th Meeting of MVPG was made by Ken Callaway, seconded by Michele Addington and **approved 20/0.**

For: Abbo, Addington, Callaway, Doyle, Durant, Erwin, Frankel, Hazlewood, Hulse, Leventhal, McSherry, Michajlenko, Ouellette, Perumal, Pittsford, Radelow, Shearer, Speas, Webb, Weiselberg. Against: none. Abstain: none

JULY 2022 - CANCELED

AUGUST 2022 - ACTION ITEMS (1)

Action Items

1. 2605 Camino Del Rio South – Cannabis Outlet CUP Amendment (PRJ-698285)

Description: Proposed amendment to existing CUP No. 2233027 to increase the size of an existing cannabis outlet located at 2605 Camino Del Rio South from 2,596 SF to 4,049 SF. Steve Abbo recused himself due to financial interest in the building CUP has been approved, this is an amendment to the permit at 2605 Camino Del Rios South

Andrew Michajlenko provided that the original CUP approved in 2021 cycle review had parking questions with transit priority zones, retail uses have a zero parking requirement if the points amenities are provided. Keith Pittsford, is there a size limit on an outlet? No
Jonathan Frankel asked if facility is open, it is not open at this time, requesting to expand CUP before opening. Ryley Webb what was the intent to have the vacant space, that was for the parking issues, since the change in parking requirements, the outlet can be expanded
Ken Calloway, what type of guards are on site, can't answer other than municipal code, original CUP had egress issues. New plan has egress without interacting with the retail store.
Elizabeth Leventhal asked about expanding before opening, trying to have less impact on building, employees, it was not anticipated before. Carol Kelley wonders how community is impacted, this location is existing and is included in the count. Becky Rapp questioned public notice

Motion to approve by Keith Pittsford as presented pending resolution of all outstanding cycle review comments Seconded by Kaye Durant and **approved 13/1/1.** For: Abbo, Addington, Durant, Erwin, Frankel, Michajlenko, Pittsford, Speas, Webb, Weiselberg. **Against:** Leventhal. **Abstain:** Callaway

SEPTEMBER 2022 - ACTION ITEMS (2)

Action Items

1. 925(a) Camino De La Reina- Amendment of CUP #6258 (PTS #692487)

Description: Amendment of CUP #6258 to permit alcohol delivery except between the hours of 2am – 6am and to permit non-alcohol delivery service 24 hours a day. **Dan Maroon** (Sheppard Mullin) & **James Lawson** (Presidio Public Affairs) speaking on behalf of Gopuff provided handouts of a presentation which they delivered: Gopuff is an app

based delivery system who recently acquired BevMo. Since acquisition, Gopuff is seeking the CUP amendment to allow for delivery of alcohol. No changes to store hours but limits to hours for alcohol delivery. City has review application and has not challenged elements. Requesting this group's support.

Q: What are driver requirements? **A:** Drivers have personal (age etc.) and delivery identification (consumer check) requirements. **Q:** Does alcohol include beer, wine, liquor?

A: yes, same inventory as BevMo. **Q:** How is Mission Valley serviced by Gopuff – why does this location need the exception? **A:** Expands delivery options for the community.

Other locations are being requested as well. **Q:** Is there a limit (amount available to order in a transaction)? **A:** Unknown but will find out. Imagine that it would be consistent with in-store purchase.

Q: For clarity you are ONLY seeking amendment to the delivery conditions? All others remain the same? **A:** Yes and it may require a time extension to the permit. **Q:** Are requested hours consistent across San Diego? **A:** Yes

Q: Will Gopuff inventory be available in-store at BevMo or are drivers picking up items at other locations? **A:** Back of house has items not available in store – store is warehouse.

Q: How many jobs have been created? **A:** Unsure – will have to follow up. Drivers are independent contractors.

Motion to support the proposal as presented was made by **Kaye Durant**, seconded by **Michele Addington** and **approved 15/1 (with 1 abstention)**

For: Addington, Durant, Erwin, Hulse, Frankel, Hazlewood, McSherry, Michajlenko, Ouellette, Patel, Radelow, Shearer, Speas, Webb, Weiselberg. **Against:** Leventhal

Abstain: Abbo

2. 2835 Camino Del Rio South Crosswalk Prioritization

Description: Proposed action to support traffic calming measures, including a HAWK crosswalk, along Camino Del Rio South between Texas Street and Mission City Parkway, approximately 550 feet west of the I-805 overpass.

Spencer Andrews (Public Affairs Director for Marsh & Ash) and **Phil Roth** (Roth Public Affairs) delivered a prepared presentation: Proposal to improve pedestrian access on Camino Del Rio South. No crossing opportunities for pedestrians across Camino Del Rio South between Texas and 15 fwy. **Marsh & Ash** (M&A) commissioned a Traffic Study. Report concluded there was a need for improved pedestrian access. City approved and budgeted work consistent with the plan. M&A are interested in ensuring this project happens this budget year (and isn't delayed).

Q: When M&A moved into the area in 2018 was there any pedestrian access? **A:** No, they built them. **Q:** Had we prioritized this in our infrastructure improvement list? **A:** No, we did not so we would now be altering our priorities to move this request higher than other things we have requested. This project has been elevated as an issue since the arrival of M&A.

This item is already budgeted (would not financially bump another project). Current state is that the budget for this project is included in a "bucket" of other city-wide projects (AIL00001)

Q: Has this group ever written a similar "support letter"? **A:** Not aware of any 1-off request but our interests were prioritized in our city planning list. These were generally "large ticket" items that required their own budget. This is a different type of project. **Q:** Could we examine the other projects in the "bucket" and would we want to support any other projects? **A:** The level of detail available about projects in the "bucket" is not clear. This project is anticipated to be under \$250K (relatively small for city projects) which is why it's held with other, similar projects. **Q:** Has the design work been done for this project? **A:** To M&A's knowledge no – just the proposed design provided by M&A

Q: What was the time window of the traffic study? **A:** The study was conducted over a 4-hour period. Customers and employees of M&A as well as Seafood often cross in this area

Q: How many parking spots on the M&A property? **A:** Exact number unclear but it exceeds parking requirements for this business (~15+25) but their employee population is large due to delivery etc. – 60–70 employees at this location. **Q:** Is there a way for M&A to cover the costs and pull their own permits. **A:** They tried but the city was not prepared to discuss this. – **Comment:** Private entity request should be included in letter. **Q:** Does project budget for these kinds of things roll-over to a new budget year? **A:** Not clearly known – it may include elements or not. **Comment:** Earlier (similar) projects were budgeted for many years before they were executed. **Comment:** Underscore the importance of the Public/Private projects and request that any letter include ALL prioritized pedestrian projects for Mission Valley – **Additional Comment:** concerns that broadening the letter might diminish the importance of this particular project. **Q:** Can we find out what other Mission Valley projects are included in the bucket? **A:** M&A doesn't have insight into this.

Motion to approve directing Chair Frankel to draft a letter (which will be reviewed in our next meeting) in support of prioritizing this project, seeking additional information about what other items are in the “bucket” and underscoring concerns about why the Public/Private elements discussed in the meeting didn't work was made by **Pete Shearer**, seconded by **Derek Hulse** and unanimously **approved 17/0**. **For:** Abbo, Addington, Durant, Erwin, Hulse, Frankel, Hazlewood, Leventhal, McSherry, Michajlenko, Ouellette, Patel, Radelow, Shearer, Speas, Webb, Weiselberg. **Against:** none. **Abstain:** none

OCTOBER 2022 – CANCELED

NOVEMBER 2022 – ACTION ITEM (1)

Action Item(s)

1. 2835 Camino Del Rio South Crosswalk Prioritization

Description: Proposed action to support traffic calming measures, including a HAWK crosswalk, along Camino Del Rio South between Texas Street and Mission City Parkway, approximately 550 feet west of the I-805 overpass. The MVPG is asked to consider a letter of support for the proposed improvements. This item was continued from the September 7, 2022 meeting.

Jonathan Frankel – recapped the topic and reviewed his 2 draft letters for consideration. Do we want to submit a letter at all? If so, which letter/content? Conversation around the nature of the ask, what type of crossing is being proposed and why and what “support” for this project would mean (are we setting precedent). Further discussion emphasizing that while pedestrian safety is important this is essentially a private project.

Motion to take no action on this issue was made by Jonathan Frankel, seconded by Michele Addington and **approved 17/0 (with 1 abstention)**. **For:** Addington, Doyle, Durant, Frankel, Hazlewood, Hulse, Leventhal, McSherry, Michajlenko, Ouellette, Patel, Pittsford, Shearer, Sherman, Speas, Webb, and Weiselberg. **Against:** none.

Abstain: Abbo

DECEMBER 2022 – CANCELED

JANUARY 2023 – CANCELED

FEBRUARY 2023 - ACTION ITEMS (1)

Action Item(s)

1. Council Policy 600-24 Reform Update – Michele Addington

Description: Discussion and potential action to take steps necessary to achieve future formal recognition of the MVPG pursuant to the newly adopted Council policy 600-24 related to community planning groups.

Michele Addington outlined required next actions.

Modify our ballots (2 year becomes permanent). Amend pre-meeting attendance requirements. We will be required to take care of our own documents. Using a Website or Facebook (others are doing this). City will still require our Agendas. Waiting for templates which are due back in third quarter. Need a sub-committee to review template / modifications. Present any possible changes to the group for approval. 1st quarter 2024 the docs from ALL city CPG will go to the council. Our bylaws are in good shape and should not require much modification.

March 2024 election will need to follow new rules – advertise throughout our district. If you have time / interest to participate please volunteer – we should meet beginning next month.

Discussion: Concerns that Facebook opens up Board Member participation in their private lives. Businesses like 1-on-1 or Go Daddy can support required documentation but would cost funds to host / maintain. Could include public forums. Recommend making a 'proof of concept' on options to consider. Ask city council persons if they will support us financially. **No Action Taken on this Item.**

MARCH 2023 - ACTION ITEMS (2)

Action Items

1. Election of Chair

Description: *There has been a declared vacancy in the position of Chair. All eligible members of the board and public may cast a vote in the selection of officers.*

The election was held by secret ballot with one (1) candidate and opportunity for write in candidates appearing on the ballot

Call for additional candidates: **Michele Addington** spoke to her interest in the role - 15 completed ballots were submitted (23.03.01.pdf) **The slate was elected as presented 15/0.**

- Announcement that the **Treasurer** role is now open and will be voted upon in the next meeting

2. Recruitment and Outreach Expenditures

Description: *The board is asked to authorize the expenditure of the MVPG funds to support the recruitment of new members and engage with the Mission Valley community. The City provides an annual budget of \$500 to the MVPG for demonstrated public purposes.*

Jonathan Frankel provided background and a starting point for a discussion on ideas to recruit new members

- **Cevita Farmer's Market Booth** / outreach (using funds to create a banner/handouts)
 - The market happens every Saturday am
- **Website** – Josh in the process of preliminary design
- **Social Media presence** – likely an aspect of the city's requirements
- **Information Officer Position** – is there a bylaw that allows us to create this?
Generally, requires buy in from City but unclear moving forward

- **Advertise** in local periodicals (Mission Valley Times / Mission Valley News)

Motion to authorize the Executive Committee to spend a ‘not to exceed amount of \$800 for the purpose of bonified public outreach (\$500 must be spent by June) was made by **Ken Callaway**, seconded by **Elizabeth Leventhal** and **unanimously 15/0**.

For: Addington, Callaway, Doyle, Durant, Erwin, Frankel, Hazlewood, Leventhal, McSherry, Michajlenko, Ouellette, Pittsford, Sherman, Speas & Webb. **Against:** none; **Abstain:** none

Information Item (1)

1. SANDAG Comprehensive Multi-Modal Corridor Plan (“CMCP”)

Description: SANDAG Regional Planners will be presenting an update on the Kumeyaay Corridor CMCP, which includes Mission Valley

April DeJesus representing SANDAG and Melina Pereira representing CalTrans delivered a presentation on the Kumeyaay Corridor CMCP.

- 2017 Corridors plans established in the region
 - Required to receive funding
- Specific timing and progress of the Kumeyaay Corridor plan
- Plan to engage public in late spring / early summer – target completion later summer
- Pro-actively planning egress in ingress to Mission Valley

Q: What’s the projects intended outcome? **A:** It will provide an update to Regional Plan which will inform projects to the plan. Wishlist highlighting recommended changes but not funded.

Q: Would this influence development requirements with Developers? **A:** Actively working to include developer requirements to avoid conflicts.

Q: Are you working with Navajo Planning on Grantville neighborhood issues? **A:** Will work internally to see if they can. Looking to encourage participation in existing input efforts.

Q: Question to clarify the term “unceded lands”

Q: Is there any follow up on recent / previous / existing investment efforts to impact traffic flow? **No response**

Philip Ouellette, Secretary