



# Pacific Beach Planning Group

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

**Pacific Beach Taylor Library  
4275 Cass Street, San Diego, CA 92109  
Wednesday, August 24, 2016: 6:30-8:30 pm  
AGENDA**

---

- Item 1 - 6:30     **Call to Order, Quorum**
- Item 2            **Current Agenda - Modifications and Approval**
- Item 3            **July 27, 2016 Minutes - Modifications and Approval**
- Item 4 – 6:40     **Elections Subcommittee (Action Item)**  
Presenter: Debbie Conca
- Item 5 – 6:50     **Non-Agenda Public Comments** (Note: 2 minutes maximum per speaker)  
Issues *not* on Agenda and within the jurisdiction of Pacific Beach Planning Group.
- Item 6 – 7:05     **PBPG Chair's Report (Information Item)**  
Presenter: Brian J. Curry
- Item 7 – 7:10     **Councilmember Zapf Representative (Information Item)**  
Presenter: James McGuirk (619-235-5282)
- Item 8 – 7:20     **Mayor Faulconer Representative (Information Item)**  
Presenter: Anthony George (619-236-5980)
- Item 9 – 7:30     **Development Subcommittee (Action Item)**  
Presenter: Henish Pulickal
- Grand Avenue Townhomes Project 477022  
1376 Grand Avenue / 4418 Gresham Street (RM-2-5 Zone)  
Demo existing older structures and construct two, 3-story residential condominiums.  
*Subcommittee recommends motion to approve with conditions.*
- Item 10 – 7:45    **De Anza Cove Special Study Area (Possible Action Item)**  
Presenter: Chris Olson, Brooke Peterson, Craig Hooker  
Update on community outreach and planning for De Anza Cove Special Study Area.
- Item 11 – 8:25    **Other Subcommittees and Reports (Time Permitting)**  
Traffic & Parking: Michael Beltran  
Public Safety: Amy Gordon  
Pacific Beach Community Parking District: Michael Beltran or Debbie Conca  
Special Events: Debbie Conca or Eve Anderson  
Communications: Baylor Triplett
- Item 12 – 8:30    **Adjournment**

**Next PBPG  
Meeting:**

Wednesday, September 28, 2016 6:30-8:30 pm



beautifulPB  
953 Reed Ave  
San Diego, CA 92109  
619.318.8682  
Kristen@sustainabilitymatters.us

August 16, 2016

ATTN: Mayor Kevin Faulconer  
Councilmember Lorie Zapf, District 2  
Chief of Police Shelley Zimmerman  
Kathleen Ferrier, Circulate San Diego – Vision Zero  
Bill Johnston, San Diego Chargers

RE: City of San Diego support in ***“Creating a Sustainable Pacific Beach”***

To whom this may concern,

The community of Pacific Beach is outraged at the City of San Diego for the lack of community support in creating a more sustainable Pacific Beach.

With the recent deaths and injuries on Garnet Avenue, noted as one of the most dangerous streets in San Diego, the human trafficking incident that occurred yesterday with one of my 22 year old daughters visiting friend at knife point, to the Deco bike disaster, the lack of recognition for beautifulPB/PB Planning Group Sustainable Construction Checklist, the parking fiasco due to lack of Councilmember Zapf support, the DUI rates, the rape and offensive crimes and the citations residents are receiving for pop-up sitting areas in distressed and abandoned City of San Diego easements, that are all currently happening in our community.

**THIS HAS TO STOP!**

The most disconcerting part of all of this is our community groups, beautifulPB, Mission Bay School Cluster, PB Planning Group, PB Town Council and the BID, DiscoverPB working tireless hours (most all professionals and volunteers) to better our community. The continuous slap in the face we are receiving from the City of San Diego in our efforts to ***create a sustainable Pacific Beach*** will not be tolerated anymore.

Demographics are changing within our community; many young families are flocking to our neighborhood for the excellent public schools. Pacific Beach is home to the only International Baccalaureate K-12 cluster in CA, receiving numerous awards, both local and state recognized. This is bringing young families into our community, with new businesses trying to support our needs. (A children’s gym recently opened on Garnet Avenue).

We cannot do this on our own. The approach the City of San Diego has taken to support our efforts in ***creating a sustainable Pacific Beach*** is actually having adverse affects. I personally, do not want to threaten legal action, though it appears that when Corey Briggs speaks, the City listens. So be that, as a warning.

Our community has one ask today to support safety within our community. Over the past 4 years many community volunteers have spent countless hours designing, communicating, engaging, educating and implementing with and within our community and to the City of San Diego to embrace a safe, less car centric community. Pacific Beach is walkable, bikable, skatable. The PB Pathways and Murals, a collaboration between beautifulPB and The City of San Diego (thanks to former Councilmember Ed Harris) is a huge success and has created a neighborhood, non-car centric path that is safe, friendly, zero carbon footprint, community oriented, kid-friendly, fun and did I mention SAFE.

**Garnet Avenue, with the past, present and future tragedies, MUST BE ADDRESSED IMMEDIATELY. The Pacific Beach community ask is simple.**

Our community needs to experience Garnet Avenue as a non car-centric street to allow the residents, visitors, and politicians to explore the value of this opportunity.

Starting October 4<sup>th</sup> through October 25<sup>th</sup>, we ask for the Tuesday Pacific Beach Farmers Market to be relocated from Bayard Street to Garnet Avenue west of Cass to Mission Blvd. This will be in conjunction with AIA Archtoberfest and messaged throughout all local and national channels.

We will be referencing this opportunity as Sustainable Tuesday's at the Farmers Market, with community booths to share information, educate and engage our community in ***creating a sustainable Pacific Beach***. We will document baseline data for businesses, residents and visitors on the impact of this short-term opportunity from a people, planet and profit perspective aligned with the City of San Diego's mission.

In November, after all data is compiled the Pacific Beach community leaders will sit down with the City of San Diego to discuss next steps in supporting our efforts in ***creating a sustainable Pacific Beach***, that includes less car-centric planning to promote safety and enhanced the community neighborhood experience.

Our timeline is short with all of the efforts this will take our community to successfully execute. We need the City of San Diego to support our request for a temporary street closure experience on Garnet Avenue for the Sustainable Tuesday's Farmers Market for the month of October.

The deadline for approval of our ask from the City of San Diego is Monday, August 22 by end of business, otherwise our community will seek legal advice on our rights as community members in ***creating a sustainable Pacific Beach***.

Thank you for your immediate attention,

A handwritten signature in black ink that reads "Kristen". The signature is fluid and cursive, with a long, sweeping tail on the letter 'n'.

Kristen Victor, LEED AP  
beautifulPB, Past President and Current Policy Advisor  
501c3 Non-Profit Community Based Collaborative

June 24, 2016

**To: Mayor Kevin Faulconer**

**Re: Pacific Beach Needs Some of Your Attention and an Effective Public Safety Policy**

**Dear Mayor Faulconer,**

**We need your immediate attention and action!**

**Although crime in San Diego is generally historically low, crime has been up in Pacific Beach. PB is number 1 for index crime, number 2 for violent crime, has twice the reported rapes as any other community in the region, has more than 3 times the DUIs and one third of all public urination citations with only 3 percent of the population. Nearly all this crime is happening within a block or two of the business district. These numbers have been consistently bad for years. We have made NO progress; in fact things have been getting worse.**

This letter is intended to be a reminder of the promise you made to me, Bill Allen, and others that “after the [November 2012] election “we will fix this”. The “this” is high crime generated by a few alcohol focused businesses whose business models encourage overconsumption.

**We now have multiple city entities in support of looking into land use policies to get local (San Diego City) control. In chronological order of their support we have:**

- **Grass Roots Groups from several SD communities resulting in the unanimous vote of CPC (see below)**
- **The PB Planning Group** –Report and recommendations endorsed in 2011
- **The PB Town Council** – for 3 years it was the number 1 priority in the annual member survey.
- **The Planning Commission** – During their workshop on the issue they asked CPC to establish a committee and provide recommendations on alcohol license policy.
- **The Community Planners Committee (CPC)** – (Their subcommittee recommendations below.) Voted unanimously to support these recommendations April 2014.
- **The San Diego County Alcohol Policy Panel** – This group has been inviting experts on alcohol policy to make presentations for several years. Our recommendations are based on the research and policies presented. They support the CPC recommendations.

**CPC Recommendations: (Motion Passed Unanimously)**

<http://www.sandiego.gov/planning/community/pdf/cpc/agendas/2014/cpcminutes140422.pdf>

- **Recommend the city institute land use policy with respect to alcohol licensing seeking local control via Conditional Use Permits (CUP) and Deemed Approved Ordinances (DAO)**
- **Recommend a fee structure for education, compliance, and enforcement.**
- **Recommend a cost benefit analysis (tax, fines, and fee revenue versus the cost of city services for enforcement)**
- **Recommend a review of existing municipal models (e.g. City of Ventura) which includes CUP, DAO and fees.**
- **Recommend re-examination of Municipal Code Section 141.0502 (paragraphs b & c)**
- **Identify and solicit input from all stakeholders**

**Many, if not all, of these groups have sent representatives to your office or have spoken to your representatives asking for a meeting, your attention and to begin the political process to address the issues.**

**Previous Public Statements by you and others of Note:** (these statements are generally much stronger than we have ever suggested)

**August 8, 2006 - Kevin Faulconer:** “There’s a lot of agreement that we have on overconcentration of alcohol licenses in the community of Pacific Beach...looking at how alcohol licenses are issued, looking at enforcement, looking at how the community can have their voices heard on appeal, and that’s a process that needs to be changed, and I’m going to focus on that. . . The CUP, how conditions are put on licenses, these are things that are important, and are having a real impact on us here.” *(No implementation)*

**William Lansdowne:** “We work aggressively going after the problem bars, closing them down, we deny all new applications. The unfortunate part of this business is the ABC really controls the decision process, and it’s a very slow process when we start to close ‘em down, it can take up to a year after you put your case together.”

**Jerry Sanders (JS):** “In some of the communities where I worked, we were able to target problem alcohol establishments, and with community support, we were able to put those establishments out of business. That can be done by the police department, but it also requires your support. You’ve got a lot of liquor establishments in the beach area; the ones that are causing the problems can be put out of business.” And, **“Since when has lower crime been bad for business?”**

**Action Item number 22 of Kevin’s BATF added at the June 24, 2007 meeting:  
22) Conditional Use Permit (CUP) *(no implementation)***

Consensus reached to discuss a possible Conditional Use Permit (CUP) in implementation committee.

**September 2011 Kevin Faulconer:** “I’m committed to working with neighbors and the police department to crack down on establishments that are causing noise and safety problems.” *(No implementation)*

**Although “enforcement” makes a powerful sound bite we do see more enforcement of the current state as the answer. Enforcement always comes after the problem or incident has occurred. We are already monopolizing police resources in PB. The bar fight that spills out on the street doesn’t go away because there was an arrest. The death from a DUI is not restored after an arrest. The women that have been sexually assaulted (24 reported incidents in 2015) are not all better after an arrest.**

**What we are asking for:**

**We would like a contingent of our group to have 30 minutes of your time and then a staff member assigned to continue discussions and planning for beginning the process described in the recommendations.**

**Owing to the years of delay addressing this issue we ask that this meeting be scheduled in the next two weeks for a day and time in the near future.**

**Sincerely,**

Scott Chipman  
Save PB

Dan Mazzella  
Discover PB President

Brian Curry  
PB Planning Group Chair

Bill Allen  
Crystal Pier Hotel

Marcella Teran  
Coordinator Neighborhood Watch

Cathy Jollie  
PB Town Council President

Elvin Lai  
Ocean Park Inn  
Discover PB  
Immediate Past President

Eric Collins  
San Diego County  
Alcohol Policy Chair

Steve Cairncross  
RE/MAX Coastal Properties