

SOUTHEASTERN SAN DIEGO PLANNING GROUP – PROJECTS COMMITTEE

Meeting Location: Mountain View Community Center, 641 South Boundary St., San Diego CA 92113
Chairperson: Raymond Bernal (bernal.raymond@yahoo.com, 619-988-5958)

City of San Diego Southeastern San Diego Planning Group website:
<https://www.sandiego.gov/planning/community/profiles/southeasternsd/plan>

Agendas and Minutes:
<https://www.sandiego.gov/planning/community/profiles/southeasternsd/agendas>

Monday, April 23, 2018 6:00 p.m. start

This Planning Committee covers the area south of the Dr. Martin Luther King, Jr. Freeway (Highway 94), east of Interstate 5, north of the border of National City, and west of Interstate 805. It includes the communities of Sherman Heights, Logan Heights, Grant Hill, Memorial, Stockton, Mount Hope, Mountain View, Southcrest, and Shelltown.

1. CALL TO ORDER, ROLL CALL, AND INTRODUCTIONS

Raymond Bernal, Chair, representing Logan Heights
Steve Veach, Vice Chair, representing Sherman Heights
Louise Torio, Projects Secretary, representing Sherman Heights
Vincent Noto, representing Sherman Heights and Grant Hill
Reggie Womack, representing Stockton
Oscar Gomez, representing Logan Heights
Myron Taylor, representing Logan Heights

City of San Diego Planning Department Staff: none

Civic San Diego: none

The Chair introduced himself, welcomed Board members and guests to the meeting, and explained the purpose of this planning group, which serves in an advisory capacity to the City of San Diego regarding land use issues in this area.

2. PUBLIC COMMENTS (two minutes per public speaker, on non-agenda items only):

None.

3. INFORMATION ITEMS

A. **Project No. 578664, 25th Street Craft Distillery Neighborhood Use Permit for 20 25th Street**

A Neighborhood Use Permit for artesian food and beverage producer within a 2,283-square-foot existing restaurant located at 20 25th Street. The 0.15-acre site is located within the Community Plan Implementation Overlay Zone, Type-A in the CN-1-4. Presented by Marco Polo Cortes, Cortes Communication; Juan Quemado, architect; and Malic Bedford, owner.

B. Project No.: 578650 – Craft Distillery Neighborhood Use Permit – 2655 Imperial Avenue

Neighborhood Use Permit for an artisan food and beverage producer within a 5,520 square foot existing building, located at 2655 Imperial Avenue. The 0.37-acre site is located in the CN-1-4 zone within the Community Plan Implementation Overlay Zone-A, in the Southeastern San Diego Community Plan area.

NOTE: both projects have the same owner and project team. Since both sites are proposed to be developed in conjunction with each other, there was one presentation that focused on both sites together.

The owner, Malic Bedford, is studying craft beer making. He and his family have owned property throughout Southeastern San Diego for many years. Currently the La Fachada Restaurant is located at 20 25th Street. The restaurant business is not owned by the Bedford family.

The concept is to create two distilleries: beer distillation at 20 25th Street and whiskey distillation at 2655 Imperial Avenue. According to Mr. Bedford, the whiskey created at 2655 Imperial Avenue would be made from the beer created at 20 25th Street. There would be bottling and aging at both locations, with tasting rooms at each.

At 20 25th Street, parking would be made along the back alley and the current front parking would be made into a courtyard that would be pet friendly. The restaurant is currently busy with lots of pedestrian traffic (it's located across from the 25th & Commercial / Cesar Chavez Trolley Station and from the Central Division Police Station). The concept is to have beer distillation/storage, a museum/gift shop (to get personalized beer items), and food. This location would have a full bar. The "museum" concept is to have people learn about beer making and to purchase personalized items. The current plan is to have minimum security since the Central Division Police Station is right across the street. The front driveway would be closed. There would be sidewalk improvements. There would be two ADA-compliant bathrooms. The landscaping would include planter boxes with trees and artificial turf. The applicant intends to paint and re-stucco the existing restaurant building. (A permit has been secured for this work. Even though this remodel was not required to come before the Planning Group, the Projects Committee requested to see at a future presentation what the applicant intends to do so we have complete understanding of the concept here.) There might be a shipping container conversion into a coffee cart.

At 2655 Imperial Avenue the concept is to reuse an existing warehouse building with a tasting room (1.5-ounce size only). The beer product would be delivered here from the 25th Street location to be made into whiskey. The site would have artisan food, outdoor tables, and a dog run. The exterior would be repainted and have a new fence.

Comments from the Project Committee included the following:

- This community has enough places that sell alcohol and has not been supportive of new alcohol licenses. How would these proposed two distilleries be a benefit to the community?
- Is there enough of a market for personalized beer souvenirs that would make this a go-to location?
- The distillation of beer and whiskey can have a strong smell. What would these sites have to not smell product from the street? Would there be similar filters like

for the marijuana grow facility that are required to not have the odor of the project reaching the street?

- While many people like to bring their dogs with them, there does not seem to be enough space to include a dog “run” at either location.
- “Minimum” security is not a good plan, even if the police station is across the street and the sites will have security cameras. The business must be responsible for their own security needs.
- The parking proposed on the alley behind 25th Street is for only five spots, with one handicapped spot. Where will employees park? Is the business plan that guests will be locals only who are within walking distance of these location?
- How many employees might there be? Will they be expected to find street parking? Parking is getting progressively harder to find as people have discovered our neighborhoods for free parking, then taking a car service to downtown / Gaslamp activities. (The owner also owns C&D Towing at 26th & Commercial and proposes that an employee lot could be made at that location.)
- Will there be live music or entertainment? What would be the proposed operating hours of these two sites?
- The craft brewing industry in San Diego seems saturated right now, and some large brewers are having problems. Many businesses don’t make a profit the first year. You may want to carefully examine your business plan to be sure these sites, if you can get a full liquor license, will support this vision.

There are many outstanding issues still to be addressed in the City’s review of these proposed projects.

Recommendation by the Project Committee for these two projects to be brought back to the Projects Committee once they get further along in the City’s review process.

4. ADJOURNMENT

The meeting was adjourned at 7:30 p.m.