

San Ysidro COMMUNITY PLAN UPDATE

San Ysidro Community Plan Update Advisory Committee

Community Plan Update

Meeting #13

March 14th, 2012

SUMMARY

ATTENDEES

*San Ysidro Community Plan Update
Advisory Committee members present:*

Matthew Paredes
Bertha Alicia Gonzalez
David Flores
Tom Currie
Jason Wells
Jennifer Goudeau
Miguel Aguirre
Anthony Aguirre
Alicia Jimenez
Michael Freedman
Steve Otto

Staff:

Sara Osborn
Mary Wright
Toni Dillon
Victoria Huffman
Samir Hajjiri

Consultant Team:

Jami Williams
Keith Gurnee
David Sorenson
Leo Espelet
Ron Golem
Josie Calderon
Gardenia Durante

INTRODUCTION

On March 14, 2012, members of the San Ysidro Community Plan Update Advisory Committee (Update Committee) of the San Ysidro Community Plan Update Process convened. The purpose of the meeting was:

- a) To present the San Ysidro's Market Assessment and Analysis completed by BAE Urban Economics which included current conditions, demand estimates and market opportunities.
- b) Consider the San Ysidro Chamber of Commerce and Casa Familiar commercial land use designations recommendation that were part of a separate outreach effort.
- c) To discussion land use designations, intensities and preliminary mobility and design concepts in and around the village areas.

MEETING MINUTES 3/14/12

Michael Freedman opened the meeting at 6:10 PM with a call to order. He briefly introduced the items on the agenda and turned the meeting over to Ron Golem to begin his presentation.

San Ysidro's Market Assessment and Analysis

Ron Golem with BAE Urban Economics presented the San Ysidro's Market Assessment and Analysis which includes current conditions, demand estimates and market opportunities. The highlights of their demand findings include:

- 1,800 new housing units priced low and moderate both for rent and ownership;
- 200,000 sqft new retail space both large tenant and small enterprise
- 142,000 sqft of additional lodging and entertainment (restaurants) space (border village area)
- 140,000 sqft of institutional and medical services
- 77,000 sq ft of small office spaces to serve cross border commerce and financial services
- 80,000 sq ft of industrial/flex space serving small to medium businesses
- Development Product Types:
 - Townhouse (two over one or two over two)
 - Multifamily – wood frame construction, including wrap residential and podium projects
 - Mixed-use development with ground floor commercial with office or residential above but densities no greater than a podium project
 - Stand-alone commercial buildings up to three stories including one to two story tilt up flex industrial office buildings
 - Medium to high rise development should be limited to specific users willing to pay effective rents above the market or sites adjacent to the LPOE.

There were a few comments and questions by the audience at the end of the presentation. These comments are captured in the public comments attachment at the end of these minutes. The San Ysidro's Market Assessment and Analysis Report can be found on the project website.

Commercial Land Use Designation Recommendations

David Flores with Casa Familiar presented the recommendations of the separate outreach effort on the Commercial Land Use Designations. The Commercial businesses and land owners held two separate public meetings to discuss commercial land uses. Through this effort, they reached a consensus on the commercial and industrial land uses but will likely want to form a zoning subcommittee to discuss rezoning options. The following recommendations were made:

- Las Americas and adjacent commercial area to be designated as Regional Commercial.
- The eastern Border Commercial area along E.San Ysidro Blvd to be designated as Community Commercial.
- All other Commercial areas to remain Community Commercial.
- Consider Heavy Commercial land use for Industrial properties.

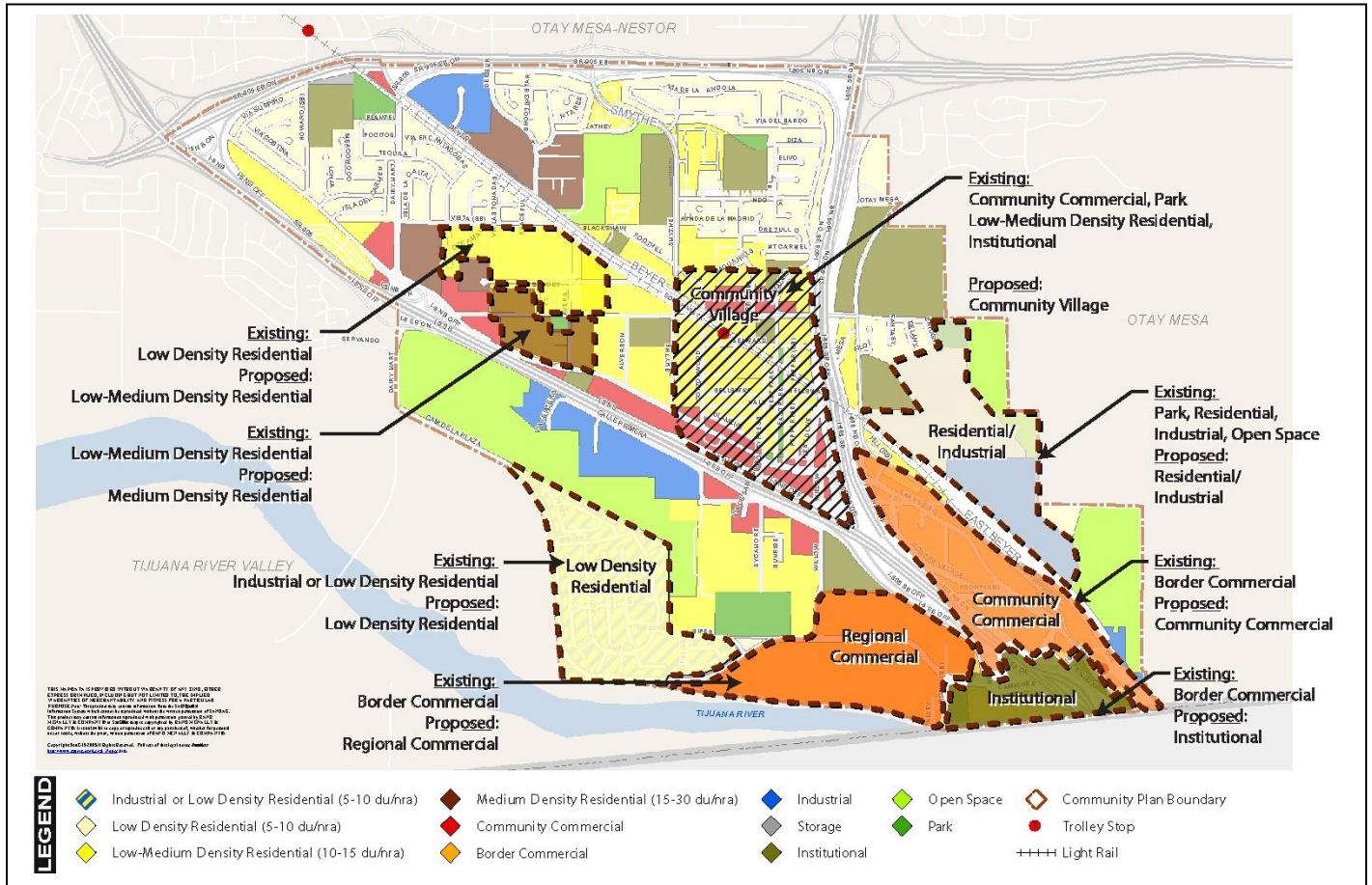
Jason Wells with the San Ysidro Chamber of Commerce followed up the recommendations by explaining the difference between zoning and land use and that there will be more meetings when we begin working on the rezoning effort. There were a few comments and questions by

the audience at the end of the presentation. These comments are captured in the public comments attachment at the end of these minutes.

Refined Land Use Designations, Intensities

Jami Williams presented refined Areas of Change and land use designations. The areas of change reflect the General Plan land use categories and the strategic areas of increased density identified through the outreach process.

The areas of change map is provided below:



There were a few comments and questions by the audience at the end of the presentation. These comments are captured in the public comments attachment at the end of these minutes.

Preliminary Mobility Concepts

Following the land use discussion Leo Espelet led the discussion on the village areas circulation concepts. Leo presented concepts for the following streets:

- East and West Park Blvd
- Olive Street
- ESYB and Border Village

Generally, the community's reaction was mixed, although most agreed that something needs to be done to improve circulation in these areas and more parking is needed. In addition, the audience was asked to walk around the room and rate the various circulation concepts on a "report card." There were a few comments and questions by the audience at the end of the presentation and exercise. These comments are captured in the public comments attachment at the end of these minutes.

The meeting was adjourned.

The next meeting will be held on April 11th.

Attachment 1: Public Comment

SY CPU Meeting 3/14/2012

San Ysidro's Market Assessment and Analysis

- Would like to see more analysis regarding transportation economy (ie. Private and public buses, taxis and jitney.) *Response - the ITC study will look at that in more detail*
- Consider expanding San Ysidro community plan boundaries.

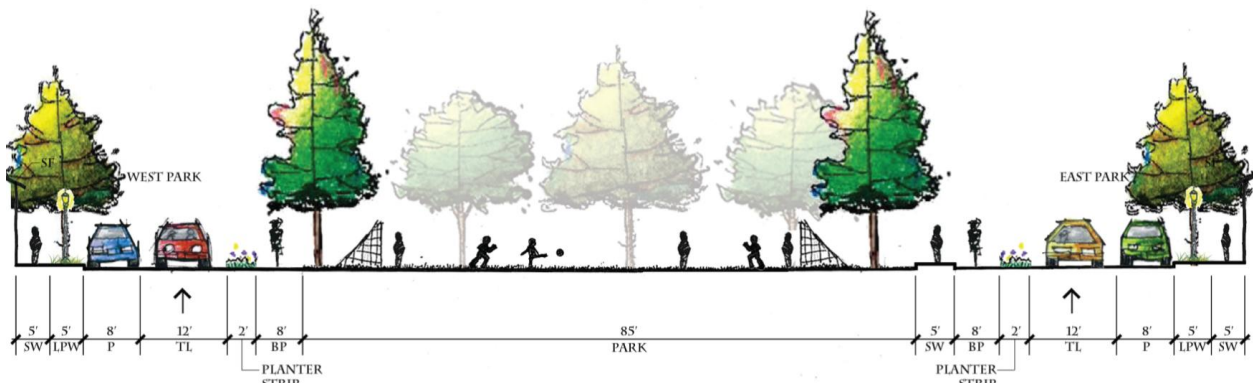
Commercial Land Use Designation Recommendations

- Was there any consideration of Neighborhood Commercial or Office? *Response – there is not a lot of office potential and the group was interested a land use that offered the most flexibility.*
- What land uses were considered? *Response - All land uses were considered but the land uses the group selected for the various commercial areas include Community Commercial, Regional Commercial, Heavy Commercial. A zoning discussion will follow this effort.*
- Casa Familiar is hosting a meeting on April 12th to discuss land uses and parking
- Parking is an issue and we need to find solutions
- Consider district parking in high need areas

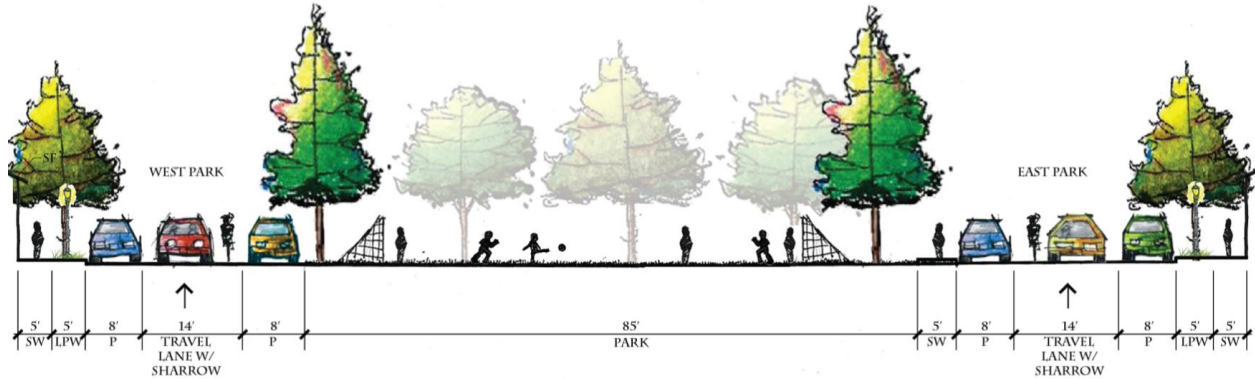
Refined Land Use Designations, Intensities and Preliminary Mobility Concepts

East and West Park options:

East and West Park Option 2: Received the most votes



East and West Park Option 3: Runner up with second most votes

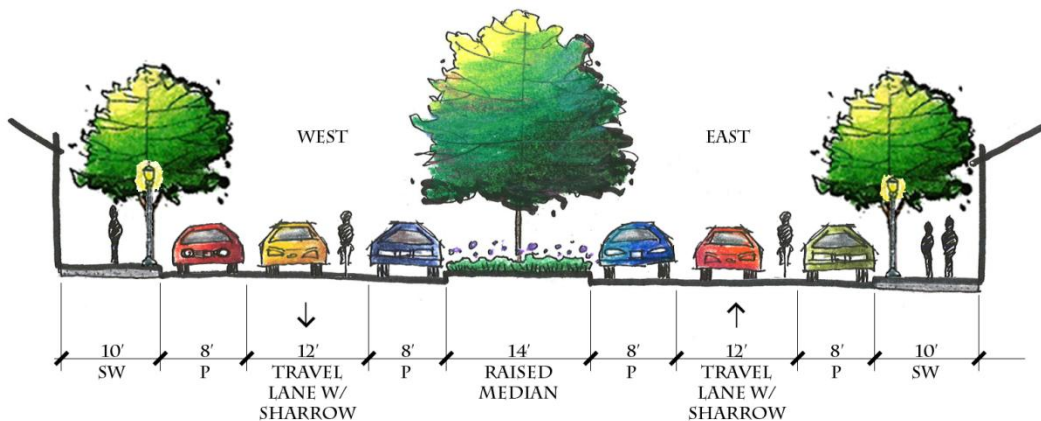


Comments:

- Keep the streets the way they are
- Don't like any of the options
- Angled parking at the street could damage cars.
- Look at moving angled parking to residential side
- Lots of people use the park, speed is a problem and can be dangerous, and there is a need for a path on the side of the park
- Add buffer from parking and street
- Look at other options
- Traffic calming, bikes, paths, are all important
- Civic center events don't have enough parking
- Consider speed bumps.

Olive Drive Concept

Olive Drive Concept Option 3 was the most popular

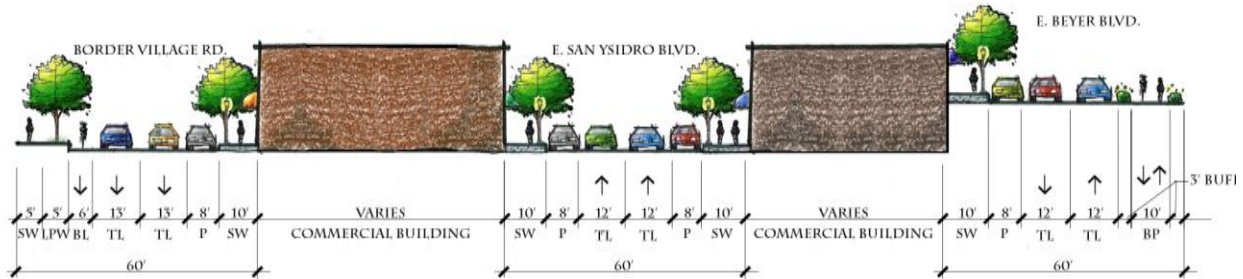


Comments include:

- Maximize parking
- Room for a farmers market

Border Village Concepts

Border Village Concept 1 was the most popular



Comments included:

I like this because -

- 10' sidewalk
- Best flow of traffic
- It is the best option to deal with traffic flow
- Simplest solution to difficult problem
- It looks like it makes traffic move faster

I don't like it because:

- One-way streets

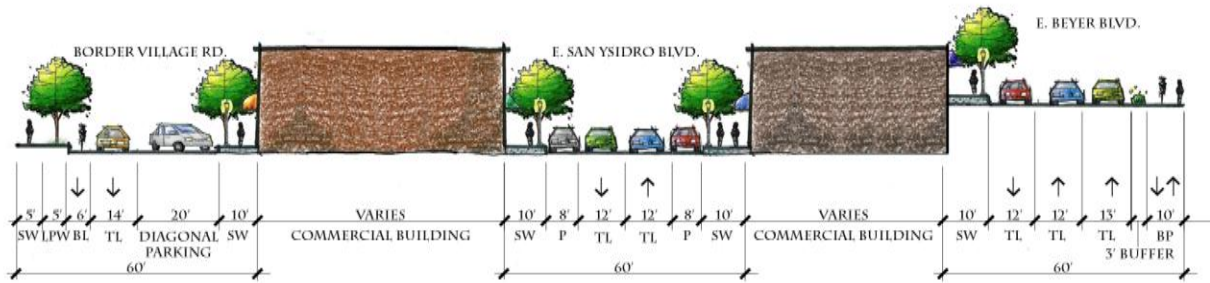
This concept could be improved by:

- Us
- Having available parking for businesses on one-way streets
- Better directional changes and access to Virginia

A preferred concept should include the following:

- Sidewalk, bike lane, more parking.
- Pedestrian access - walkways between the alt streets.
- Widen Border Village to Center St to 4 lanes.
- Farmers market good for the community. Instead of focusing on how much more to build, we can focus the future on what people in the community need.
- I care about safety and good sidewalks, parking and saving time
- All 4 concepts have value, yet how will the extreme "choke" point between 805 to Border Village Road north be resolved? This is the case with all 4 options.

Border Village Concept 2 - Runner up concept



I like this because -

- Increases traffic lanes and allows flow away from congested border. It also increases parking spaces (angles at Border Village) closer to core area where most needed.
- No one-way on East San Ysidro Blvd.
- Maintains 2-way on E. Beyer
- Provides more options for traffic both ways. Not many people use Border Village Road going west anyways. 3 lanes on E. Beyer will reduce vandalism.

The part of this concept that I don't like it is:

- We lose parking
- Keep parking on E. Beyer near residences
- One-way on E. San Ysidro Blvd.

This concept could be improved by:

- Parking structures in areas most needed, i.e. border and core
- East Beyer is used by community so one-way would be disruptive

A preferred concept should include the following:

- Concentrated parking areas in core and border (200 block)
- No one-way on East San Ysidro Blvd.