

**Mira Mesa Community Planning Group
Draft Agenda & Public Notice**

-----**LOCATION CHANGE: Please note the changed location.**-----

Date/Time: Monday, October 21, 2013 7:00pm

Location: Qualcomm, Inc. Building Q Auditorium, 6455 Lusk Blvd., San Diego CA 92121

Action/Information: All items noted as (Action) items may be moved/seconded as a Question for discussion and vote. All items not so noted will be information items.

Order of Consideration: Items on this agenda may be discussed in an order different than shown here for the convenience of elected officials, representatives of government agencies or other participants. The Chair will present such changes in the order of consideration for unanimous consent if there are no objections, or subject them to a motion/second and 2/3 vote as indicated by Robert's Rules (11th Ed., pg. 363).

Call to Order – In attendance:

1. Non-Agenda Public Comments: 3 Minutes per speaker. No discussion will be entertained nor action taken at this meeting on matters raised in Non-Agenda Public Comments, but a matter may be referred for further study and possible action at a future meeting.
2. Adopt Draft Agenda (Action)
3. Adopt Previous Meeting Minutes (Action). The minutes will be circulated among the members of the Executive Committee as a PDF document prior to the meeting via email. An opportunity to request corrections will be made at this point in the meeting. Should no such requests be made, the Chair will deem the minutes adopted by unanimous consent.
4. Old Business
 - a. Sorrento Valley Boundary Subcommittee Report (Action). See attached report. The Chair will make the following motion based on the conclusion in the report: "The Planning Group notes the report of the Chair for the Sorrento Valley Boundary Ad Hoc Subcommittee, and does not believe a consensus was achieved on an action suitable for the Planning Group to take." Speaker slips will be made available for members of the public wishing to speak on this item.
 - b. Business Owner Seat Vacancy (Action): The Sorrento Valley Town Council has expressed an interest in holding the vacant Business Owner seat. Development Services has not presented any objections to SVTC being considered.

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5. New Business
 - a. City of San Diego Public Utilities – Water Rate Increase Presentation
 - b. Asian Pacific American Public Affairs Association: City Council District 6 Candidates’ Forum announcement.
 - c. “24 Hour Dog Daycare” is applying for a Neighborhood Use Permit for their location at 6660 Miramar Road, Suite B, San Diego, CA 92121

6. Elected Officials/Government Agencies
 - a. United States Congress – California 52nd District
 - b. California Senate – District 39
 - c. California Assembly – District 77
 - d. San Diego County – Board of Supervisors District 3
 - e. San Diego – Mayor’s Office
 - f. San Diego – City Council District 6
 - g. San Diego Unified School District
 - h. MCAS Miramar
 - i. CalTrans

7. Announcements: 2 Minutes per speaker. Community groups are encouraged to promote awareness of their events at this point in the meeting.

8. Reports
 - a. Report of the Chair
 - i. A Notice of Application has been filed by AT&T for a faux tree cell phone antenna at Maddox Park. A previous iteration of this project had been approved along with Sprint’s plan to have light standards for antennae at the dog park. Sprint has abandoned their plan. AT&T’s notice is attached. AT&T plans to present at the November meeting.
 - ii. Notice of Right to Appeal Environmental Determination for the upgrade of the cell phone antennae at the AT&T building by the post office is attached.
 - iii. Local police station tour opportunities: See attached notice.
 - iv. SD Ice Arena Cell Phone Antennae subcommittee is being dropped from the agenda as a regular report. T-Mobile’s screening will be replicated by the other carriers as they apply to renew their CUPs.

**Mira Mesa Community Planning Group
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- b. Transportation Subcommittee
- c. Stone Creek Subcommittee
- d. Community Planners Committee
- e. Los Peñasquitos Canyon Citizen's Advisory Committee

Adjourn: 8:30pm – 9:00pm

SORRENTO VALLEY BOUNDARY SUBCOMMITTEE
MIRA MESA COMMUNITY PLANNING GROUP
Report of the Chair

THE ISSUE:

The Streets Division of the City of San Diego, in consultation with the Calle Cristobal and Mira Mesa Landscape Maintenance Assessment Districts, placed small blue and white “Welcome to Mira Mesa” signs along various thoroughfares in the larger Mira Mesa community as defined by the Mira Mesa Community Plan. The residents of homes along Sorrento Valley Blvd., in a development known as ‘Pacific Ridge’, objected to the placement of these signs along Sorrento Valley Blvd. as it entered the community and along Camino Santa Fe, the two main entry points to their neighborhood. The City of San Diego directed these residents to the Mira Mesa Community Planning Group (MMCPG) to voice their concerns.

Some of these signs were removed by unknown persons and in the instances of the signs immediately near the neighborhood of these residents, the Maintenance Assessment Districts requested they not be replaced. Over the course of the discussions as have been facilitated by the MMCPG, a controversy has emerged over an alleged attempt on the part of the ‘Mira Mesa Town Council’ to ‘annex’ the neighborhood of Sorrento Valley.

(The ‘Mira Mesa Town Council’ is a separate non-profit community service organization. While the Board of Directors for the Mira Mesa Town Council and the Mira Mesa Community Planning Group have members in common, the Mira Mesa Town Council has not been formally involved in this issue.)

BACKGROUND:

The homes of the residents in question were built in the mid-1990s. The developers presented the plans for these homes to the MMCPG for review and a recommendation as to whether the development as planned was consistent with the Mira Mesa Community Plan. Upon completion of the homes, they were marketed as being in ‘Sorrento Valley’ with the idea of marketing a coastal-oriented development. While the plans for the homes were reviewed by the MMCPG in light of the Mira Mesa Community Plan, the homeowners were apparently not informed of the Community Plan, its boundaries or the work of the Mira Mesa Community Planning Group. Many of the homeowners in this neighborhood note that they have ‘Sorrento Valley’ on their closing documents.

POLICE DEPARTMENT, DEVELOPMENT SERVICES & DISPARATE MAP OVERLAYS:

In 1997 the San Diego Police Department adopted a map of neighborhoods for the purposes of administering neighborhood policing. The Union-Tribune published this map on October 7, 1997. This map has commonly been called the ‘Police Beat Map’ or ‘map of neighborhoods’. SanGIS – a ‘joint powers authority’ of the City of San Diego and County of San Diego – has maintained an ‘overlay’ of this map which shows a neighborhood of Mira Mesa as being bound to the west mainly by Camino Santa Fe Blvd. This same overlay shows the neighborhood of ‘Sorrento Valley’ as having Camino Santa Fe as its

eastern boundary. The residents along Sorrento Valley Blvd. identify these neighborhoods accordingly, and are asserting that Mira Mesa is attempting to annex Sorrento Valley.

However, when looking at the map of communities in the City of San Diego's General Plan, the boundaries of the community of Mira Mesa extend roughly from the I-15 to the I-805 looking east to west, and the Los Peñasquitos Canyon Preserve and MCAS Miramar looking north to south. The oldest available map showing these boundaries is dated July 1965 (included as Map #1 below), making the original boundaries of the Mira Mesa Community at least 48 years old. The Mira Mesa Community Plan was updated most recently in late 1992. (Subsequent amendments as required by specific projects have been adopted as recently as 2011.) While the area along Sorrento Valley Blvd. is not named or identified in the current Community Plan (see Map #2 below), the industrial area to the south of these homes and bisected by Mira Mesa Blvd. is identified as the 'Sorrento Mesa' subarea. The commercial/industrial area north of Miramar Rd. is also identified as the 'Miramar' subarea.

SanGIS has historically maintained separate overlays for 'community' boundaries and 'neighborhood' boundaries. Recently, however, SanGIS has published an overlay (included as Map #3 below) using color coding to represent the neighborhood construct originating in the police beat map and the community concept as understood by the General Plan and several Community Plans. This combined overlay shows the neighborhoods as maintained by the police department as being in the larger community of Mira Mesa.

In November 2001 the Planning Department (since renamed Development Services) published a memo (included below), and incorporated it into department policy, explaining the relationship between communities and neighborhoods. In particular, the memo notes how 'community' boundaries are fixed by the General Plan, yet 'neighborhood' boundaries are more fluid. Development Services is the 'keeper' of community boundaries while the Police Department is the 'keeper' of neighborhood boundaries.

LANDSCAPE MAINTENANCE ASSESSMENT DISTRICTS (LMADs):

In the larger community of Mira Mesa there are two 'Landscape Maintenance Assessment Districts': the Calle Cristobal Landscape Maintenance Assessment District (CCLMAD) and the Mira Mesa Landscape Maintenance Assessment District (MMLMAD). These LMADs are administered under the Department of Park & Recreation and are governed by City Council Policy 100-21 (also included below). Periodically an engineering assessment will be published by the City, the last being in 2012 for these two LMADs. The maps of both LMADs, as published in the 2012 engineering assessment, are included below as Maps #4 and #5, respectively. The CCLMAD extends along Calle Cristobal from Camino Ruiz to Camino Santa Fe, and further along Sorrento Valley Blvd. until the westernmost end of the Pacific Ridge neighborhood of homes.

The 'monument signs' on Mira Mesa Blvd. near I-805 and I-15 were funded by the Mira Mesa LMAD. Smaller blue and white 'Welcome to Mira Mesa' signs were erected in consultation with both LMADs as noted above in the introduction to the issue.

MIRA MESA COMMUNITY PLANNING GROUP INVOLVEMENT:

Upon expressing their opposition to the placing of these smaller 'Welcome to Mira Mesa' signs along thoroughfares into their neighborhood, the City referred the residents to the Mira Mesa Community

Planning Group. In the April 2013 meeting some residents expressed their concerns during non-agenda public comments. The matter was taken up at the May 2013 meeting and the Planning Group agreed to recognize the existence of the neighborhood of 'Sorrento Valley' as a result of homeowners having been sold homes as being in Sorrento Valley with some having that designation on their closing documents. The matter of boundaries was referred to an ad hoc subcommittee.

SORRENTO VALLEY BOUNDARY AD HOC SUBCOMMITTEE

"Ad hoc" subcommittees of the Planning Group are governed by City Council Policy 600-24, Article VI, Section 2 (b). In accordance with subsection (2) the voting membership of the Sorrento Valley Boundary Subcommittee included seven (7) members of the Planning Group Executive Committee and six (6) members of the Pacific Ridge neighborhood.

The MMCPG has used ad hoc subcommittees in accordance with City Council policy as a means to take a more detailed, deliberative approach to an issue than would otherwise be possible in the midst of other normal business during regular Planning Group meetings. The goal of an ad hoc subcommittee is to come to a consensus for an action on an issue which is consistent with the Community Plan in particular and the role of the Planning Group in general.

The Sorrento Valley Boundary Ad Hoc Subcommittee met at 6pm, August 19, 2013 at the conference room of Vulcan Materials, the regular location of MMCPG meetings. The regular MMCPG monthly meeting followed immediately after the subcommittee meeting.

Two alternatives were presented: The first alternative was to recognize the residential area bisected by Sorrento Valley Blvd. as the 'residential subarea' of Sorrento Valley, to be so incorporated into the Community Plan when the Plan is next amended or updated. The southern boundary was to be the boundary of the 'Sorrento Mesa' subarea as shown in the Community Plan. The second alternative asked the Planning Group to recognize the police beat map overlay, which includes boundaries outside the Planning Area as shown in the Community Plan. (See Map #3 for a clear representation of the differences. The full presentations as presented at the Subcommittee meeting are also included here.)

A motion was made and seconded to adopt the second proposal consisting of boundaries as defined in the Police Department beat map overlay, which reach outside the community boundaries as shown in the Community Plan. The vote for this motion was 9-4-0. A subsequent motion was made and seconded to adopt the first option, with boundaries consistent with community boundaries as shown in the Community Plan. This vote for this motion was 4-8-1.

Upon taking up the matter at the regular Planning Group meeting, a request was made to allow the members of the Planning Group to review the proposals and to act on the matter at a subsequent meeting. It was originally intended to have the matter taken up at the September meeting, but due to the inability of a number of members to attend the September meeting due to work obligations, the Chair chose to hold the matter over until the October meeting.

CONCLUSION OF THE CHAIR

The Chair believes a workable solution which both honors the reality of home owners having been sold homes as being in 'Sorrento Valley' and the integrity of the Community Plan as a basis for community input into urban planning and resource allocation was available to the Subcommittee. The votes demonstrate, however, that the Subcommittee was unable to attain *consensus on an action suitable for*

the Planning Group to take as the boundaries proposed from the Police beat map are inconsistent with the boundaries in the Community Plan. The criteria for a 'suitable' action is essentially consistency with the Community Plan, which forms the foundation for the purpose of the Mira Mesa Community Planning Group.

As an example of the work of the Mira Mesa Community Planning Group, development within the community boundaries, including that of the homes along Sorrento Valley Blvd., generates developer contributions to a City-managed fund known as the Facilities Benefit Assessment (FBA). All communities in San Diego with planned new developments have FBA funds associated with them. The recognized Planning Groups for each of these communities, Mira Mesa included, then work with City staff to identify public facility construction and improvements (such as street widening, traffic engineering, park construction or rehabilitation, etc.) which ensure adequate public facilities are available to the residents and businesses in the community as it grows. To date, \$25 million has been spent from the Mira Mesa FBA on public facilities to the west of Camino Santa Fe Blvd., and another \$10.6 million has been planned for this part of the larger Mira Mesa community. It is precisely this kind of urban planning and resource allocation which requires consensus on boundaries which are consistent with the same Community Plan under which development projects are reviewed by the Planning Group and recommended for approval.

The Chair thus concludes and reports to the Planning Group that the Sorrento Valley Boundary Ad Hoc Subcommittee was not able to form a consensus on an action suitable for the Planning Group to take.

FOR MORE INFORMATION:

The City of San Diego maintains a website dedicated to making Community Plans and Community Planning Group meeting agenda available to the general public. The page maintained for the Mira Mesa Community Planning Group can be found at the following address:

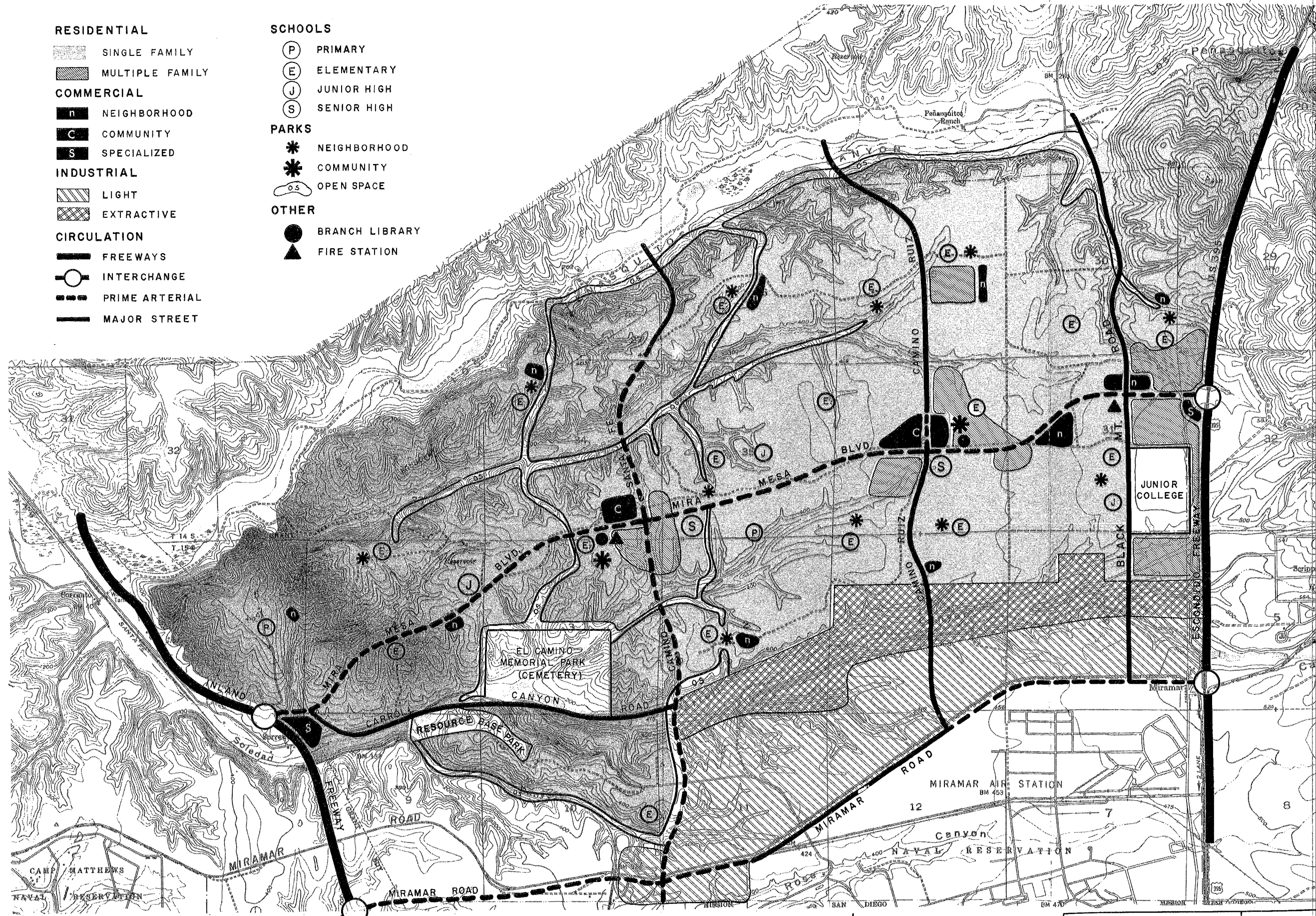
<http://www.sandiego.gov/planning/community/profiles/miramesa/agendas.shtml>

The agenda for the October meeting will be published at least 72 hours ahead of the meeting as required by the Brown Act. This web page contains instructions on how to enroll in a distribution list to receive agendas via email as they are published.

MAP #1

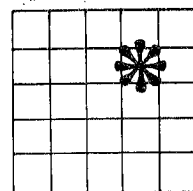
- RESIDENTIAL**
- SINGLE FAMILY
 - MULTIPLE FAMILY
- COMMERCIAL**
- NEIGHBORHOOD
 - COMMUNITY
 - SPECIALIZED
- INDUSTRIAL**
- LIGHT
 - EXTRACTIVE
- CIRCULATION**
- FREEWAYS
 - INTERCHANGE
 - PRIME ARTERIAL
 - MAJOR STREET

- SCHOOLS**
- PRIMARY
 - ELEMENTARY
 - JUNIOR HIGH
 - SENIOR HIGH
- PARKS**
- NEIGHBORHOOD
 - COMMUNITY
 - OPEN SPACE
- OTHER**
- BRANCH LIBRARY
 - FIRE STATION



MIRA MESA COMMUNITY PLAN

CITY PLANNING DEPARTMENT SAN DIEGO, CALIFORNIA **JULY, 1965**



AREA PLANNING DIVISION
COMMUNITY PLANNING SECTION

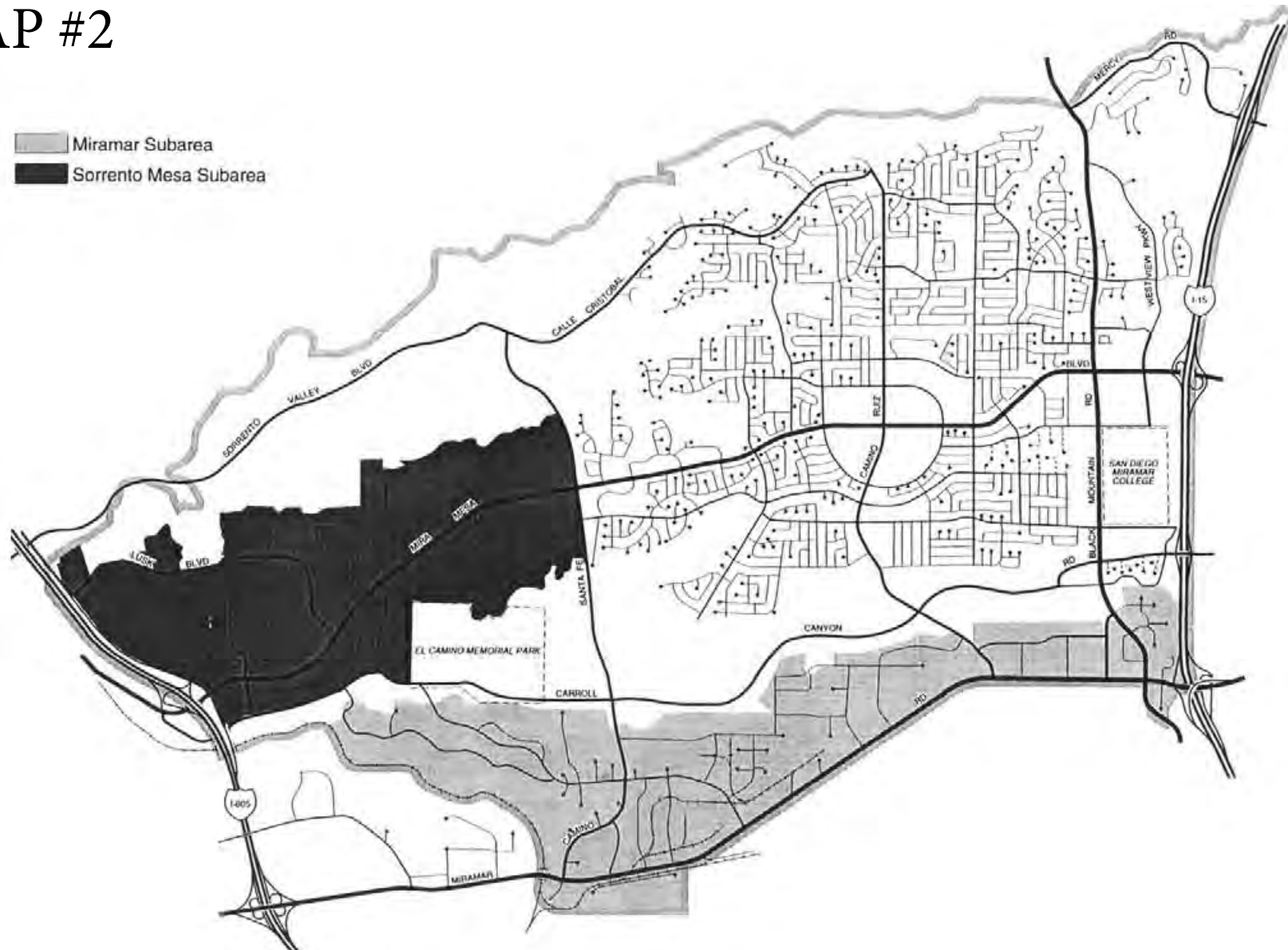
COMMUNITY PLAN

A

EXHIBIT














MAP #2

■ Miramar Subarea
■ Sorrento Mesa Subarea

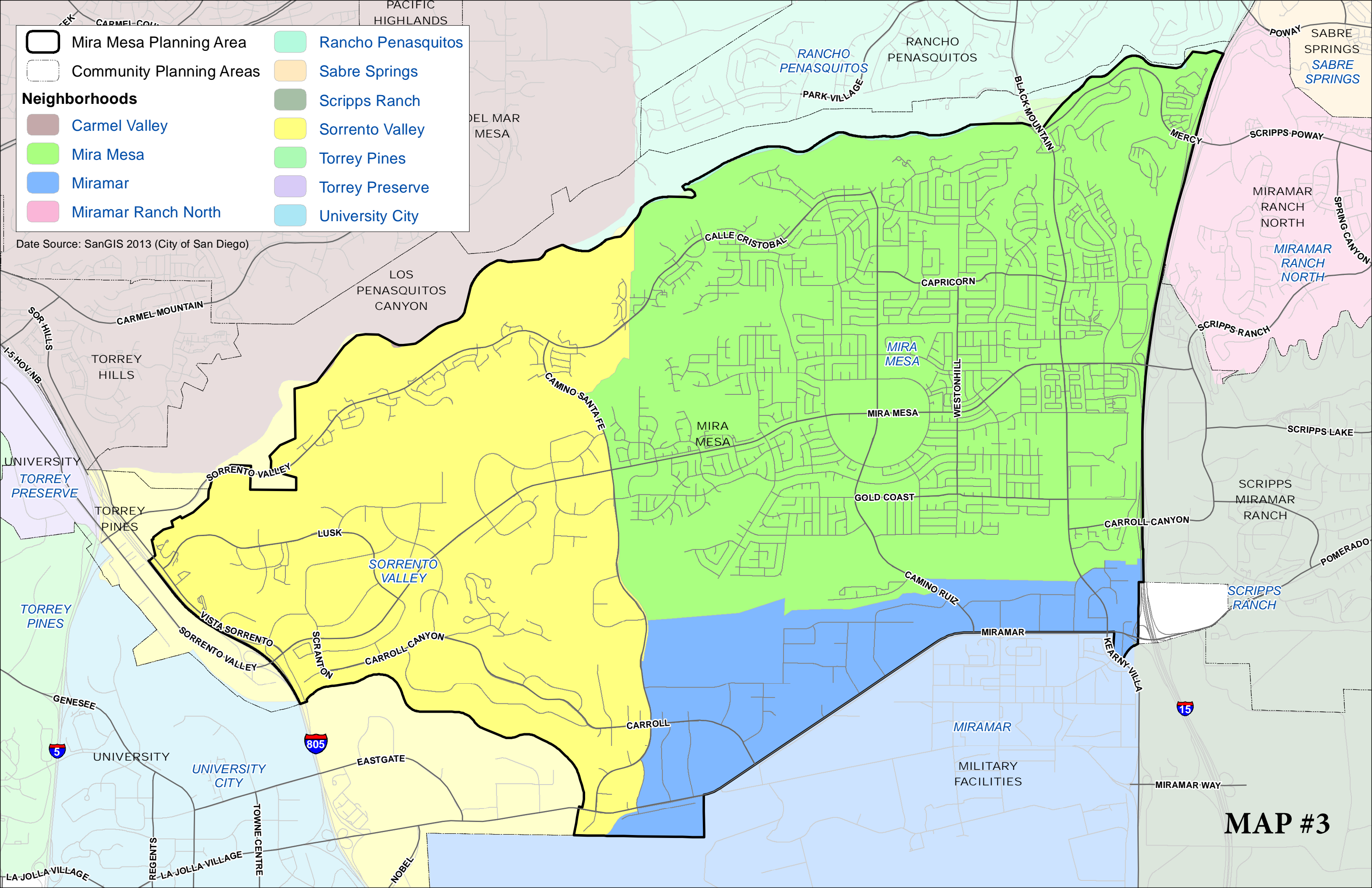


Industrial Subareas
Mira Mesa Community Plan

19
FIGURE

	Mira Mesa Planning Area		Rancho Penasquitos
	Community Planning Areas		Sabre Springs
Neighborhoods			
	Carmel Valley		Scripps Ranch
	Mira Mesa		Sorrento Valley
	Miramar		Torrey Pines
	Miramar Ranch North		Torrey Preserve
			University City

Date Source: SanGIS 2013 (City of San Diego)



CITY OF SAN DIEGO
M E M O R A N D U M

DATE: November 16, 2001

TO: Gabriela Coverdale, GIS Manager, IT&C

FROM: Betsy McCullough, Deputy Planning Director

SUBJECT: Official Boundaries of "Communities" and "Neighborhoods"

Periodically, questions have been directed towards Planning Department staff regarding the identification and maintenance of official "community" and "neighborhood" boundaries. The purpose of this memo is to document Planning Department and Police Department processes associated with the aforementioned boundaries.

Community boundaries are mapped in association with a wide variety of land use planning documents. The City's General Plan and community plans all have the community boundaries in them. These plans are adopted by Council resolution, therefore so are their boundaries. Also, City Council Policy 600-24 authorizes one "recognized" community planning group for a community area. The boundaries of authority for each planning group are mapped in their bylaws that are approved by the City. The City and other jurisdictions such as the San Diego Association of Governments [SANDAG] tabulate land use and population data based on the areas identified in the community plans. Given that consistent, adjoining boundaries are critical for work to be conducted within planning areas as the City uses the boundaries adopted in the community plans - the long-term planning documents for the City. Therefore, the Planning Department is the City's "keeper" of these boundaries.

Neighborhoods are boundaries reflecting the perception of residents within a particular area, but they are built upon the pseudo census blocks maintained by Planning Department staff. Neighborhoods often are contained within communities, although they may not be entirely within one community. In some community plans, neighborhoods are mapped in the plan as of the date of plan adoption. Because perception of neighborhood boundaries is more fluid than that of community boundaries, the Police Department conducts a periodic outreach to residents to identify any perceived shift in boundaries. Adjustments to neighborhood boundaries are made by the Police Department over time based on input provided by citizens and Police Department needs. Therefore, the Police Department is the City's "keeper" of neighborhood boundaries.

As a policy, the Police Department and Planning Department will keep in contact regarding changes in boundaries in the community areas, pseudo census blocks, and the neighborhood areas as identified in official City documents.








cc: Deena Bowman-Jamieson, GIS Analyst, Police Department
Andrew Abouna, MIS Manager, Planning Department
Planning Department Managers
Development Services Department Deputy Directors
Bob Parrott, San Diego Association of Governments
Department Directors via email

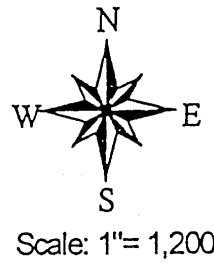
THIS MEMO WILL BECOME PART OF THE DEPARTMENT'S POLICIES AND PROCEDURES MANUAL.

Calle Cristobal

Landscape Maintenance District

June 8, 1997

- Legend**
-  New Zone Boundary
 -  Landscaped R/W
 -  Gutter Maintenance
 -  Decorative Median
 -  Landscaped Median
 -  Calle Cristobal District Boundary
 -  RUIS Base Map



Notes:

1. Each lot or parcel has been identified by the County Assessors Parcel Number and the Assessment Roll contained in the Engineers Report.
2. For a detailed description of the lines and dimensions of the lots or parcels shown on this Assessment Diagram, refer to the County Assessor's Maps, which shall govern with respect to all details concerning the lines and dimensions of such lots or parcels.

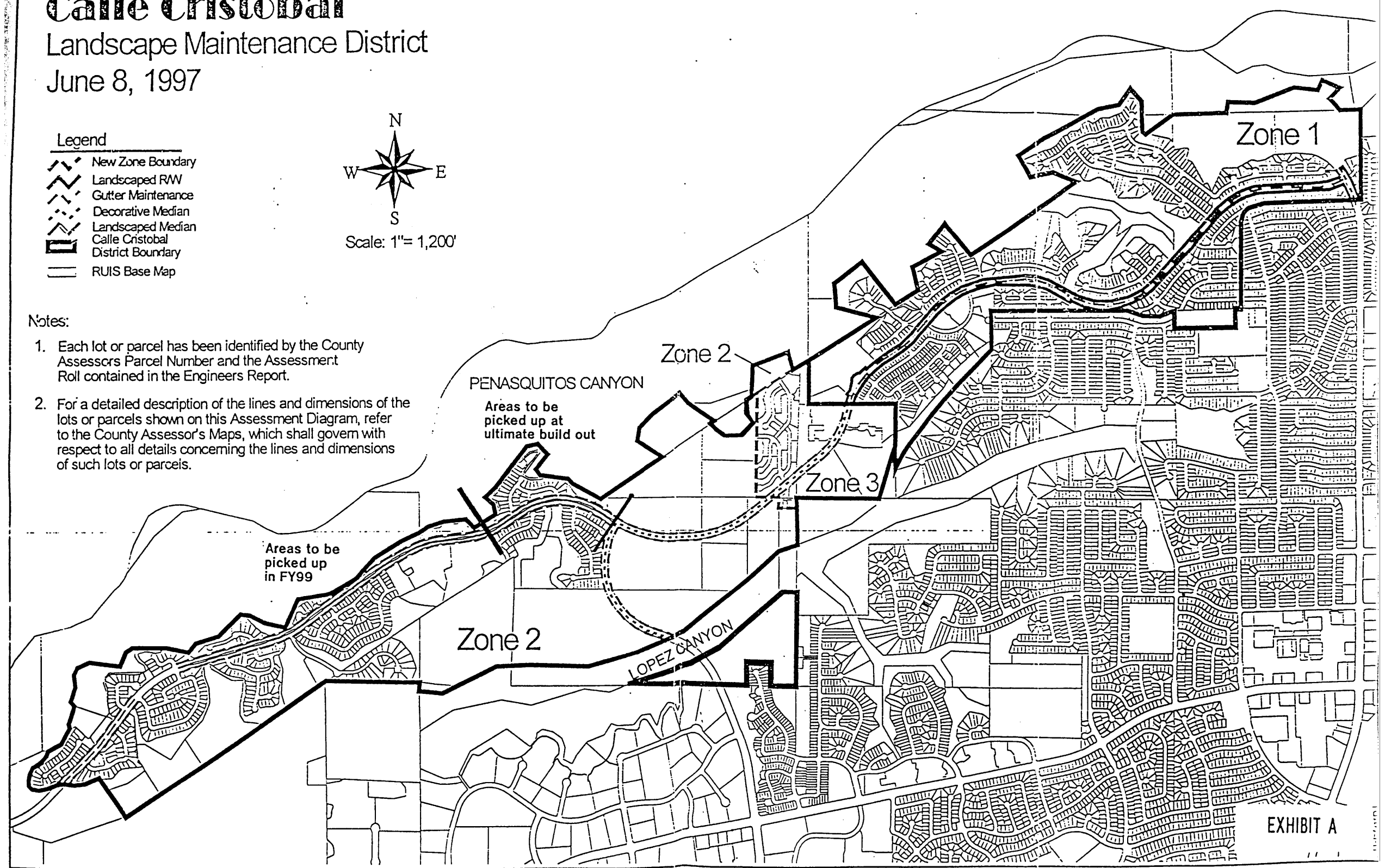
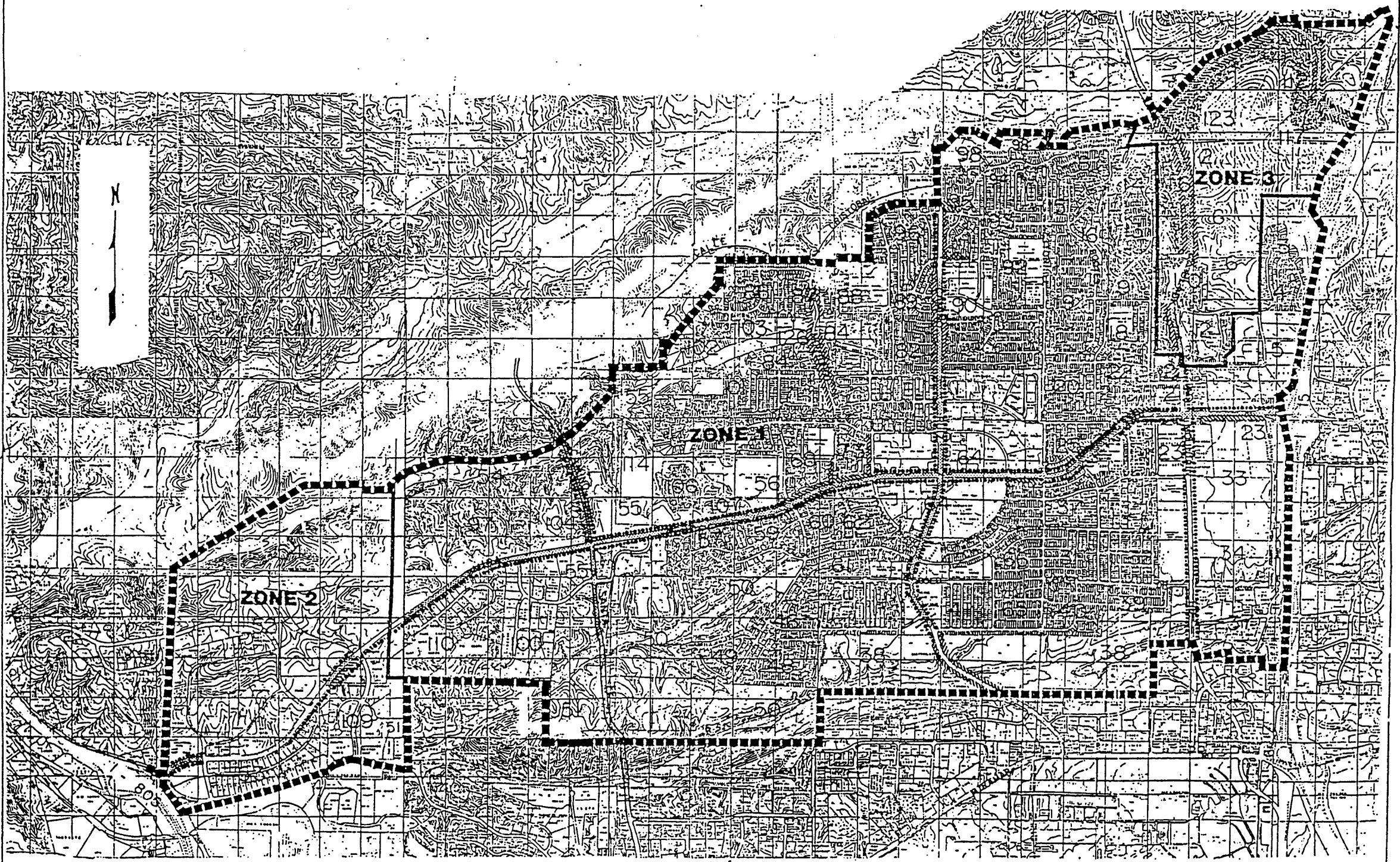


EXHIBIT A

MIRA MESA
Maintenance Assessment District



W.O. 133206

DATE: 10/'95

CITY OF SAN DIEGO

MIRA MESA LANDSCAPE
MAINTENANCE DISTRICT

	LANDSCAPED MEDIANS		SLOPES LANDSCAPED
	RIGHT OF WAYS		SIDEWALKS AND CURBS
	LANDSCAPING AT PEDESTRIAN BRIDGE		

NOTE:

1. Each lot or parcel has been identified by the County Assessor's Parcel Number on this Map and the Assessment Roll contained in the Engineer's Report.
2. For a detailed description of the lines and dimensions of the lots or parcels shown on this Assessment Diagram, refer to the County Assessor's Maps, which shall govern with respect to all details concerning the lines and dimensions of such lots or parcels.

Subcommittee Presentation: Community Plan Map Option



Mira Mesa Community Planning Group

Community Boundaries

Honoring Neighborhood Identity &
Supporting Urban Planning & Land Use Decision-Making



The 'End in Mind'

- ▶ The Mira Mesa Community Planning Group wishes to respond constructively to concerns raised by our neighbors in 'Sorrento Valley' such that the outcome...
 - ▶ ...honors the value of having strong neighborhood identities and civic pride.
 - ▶ ...honors the need for intelligent urban planning, land use and zoning advisory to the City Council.
 - ▶ ...honors the history of the Mira Mesa Community Plan and the decades of volunteer work which have been invested in it.



The Present Issue

- ▶ The Mira Mesa Maintenance Assessment District (MMMAD) and the Calle Cristobal Maintenance Assessment District (CCMAD) requested the City put up 'Welcome to Mira Mesa' signs along main thoroughfares.
- ▶ Upon notice of these signs, residents of the Pacific Ridge Neighborhood Homeowner's Association objected to the placement of the signs.
- ▶ Many of these residents have 'Sorrento Valley' on their closing documents. Other names are also used in promotional material and news stories.
- ▶ At some point a San Diego Police Department beat map was used by SanGIS as the 'official' map of 'neighborhoods' in San Diego, identifying the western portion of Mira Mesa as 'Sorrento Valley'.
- ▶ This map differs from the Mira Mesa Community Planning Area map used by Development Services. This difference causes a great deal of confusion and affects the Planning Group's ability to provide community input to the City Council.



Community Consideration

- ▶ In the May 2013 meeting of the Mira Mesa Community Planning Group a large number of 'Sorrento Valley' residents objected to the signs and what they considered to be an attempt to 'annex' their neighborhood into Mira Mesa.
- ▶ The Planning Group recognized the confusion caused by residents' closing documents having 'Sorrento Valley' on them.
- ▶ The Planning Group also recognized the emergence of this neighborhood identity and believes this to benefit the larger community by nurturing a sense of civic pride and engagement.
- ▶ A motion was made, seconded and carried to acknowledge the emergence of this neighborhood identity, with boundaries to be determined in consultation with the residents. An ad hoc Sorrento Valley Boundary Subcommittee was formed for this purpose.

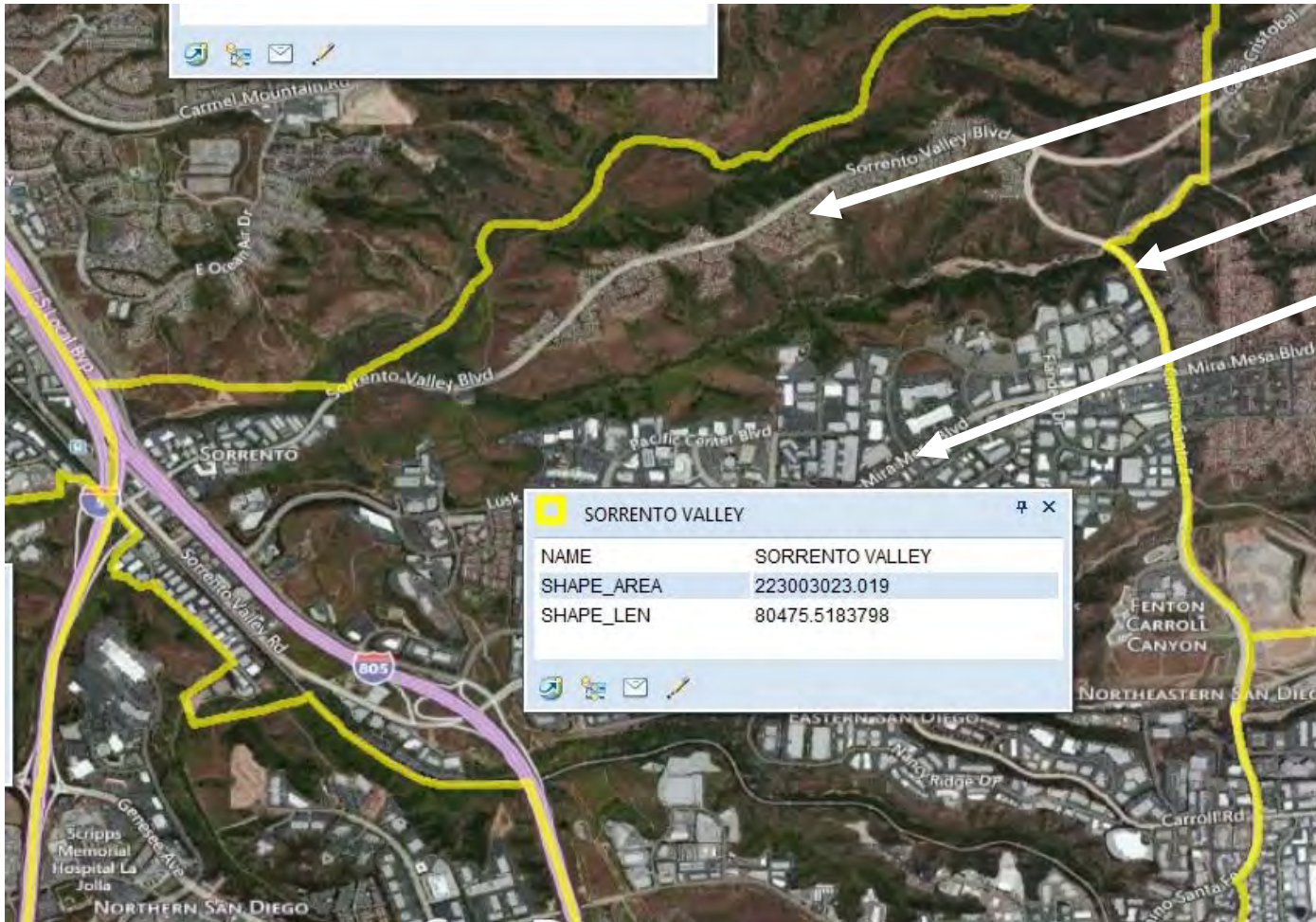


Competing Maps

- ▶ The boundary discussion boils down to two competing maps:
 - ▶ A map overlay currently used by SanGIS originates in a San Diego Police Department beat map. This map was developed for the administrative convenience of the Police Department in facilitating public safety.
 - ▶ The map currently maintained by Development Services, on the other hand, shows subareas as defined by the Mira Mesa Community Plan. Most of the area identified as 'Sorrento Valley' on the SanGIS map is in the 'Sorrento Mesa' industrial subarea.
 - ▶ The area known as 'Pacific Ridge' - on what is known geographically as 'Lopez Ridge' - is zoned as residential in the Mira Mesa Community Plan, which was last updated about the same time these houses came onto the market, but not otherwise identified.



Competing Maps: SanGIS



'Sorrento Valley' residential area.

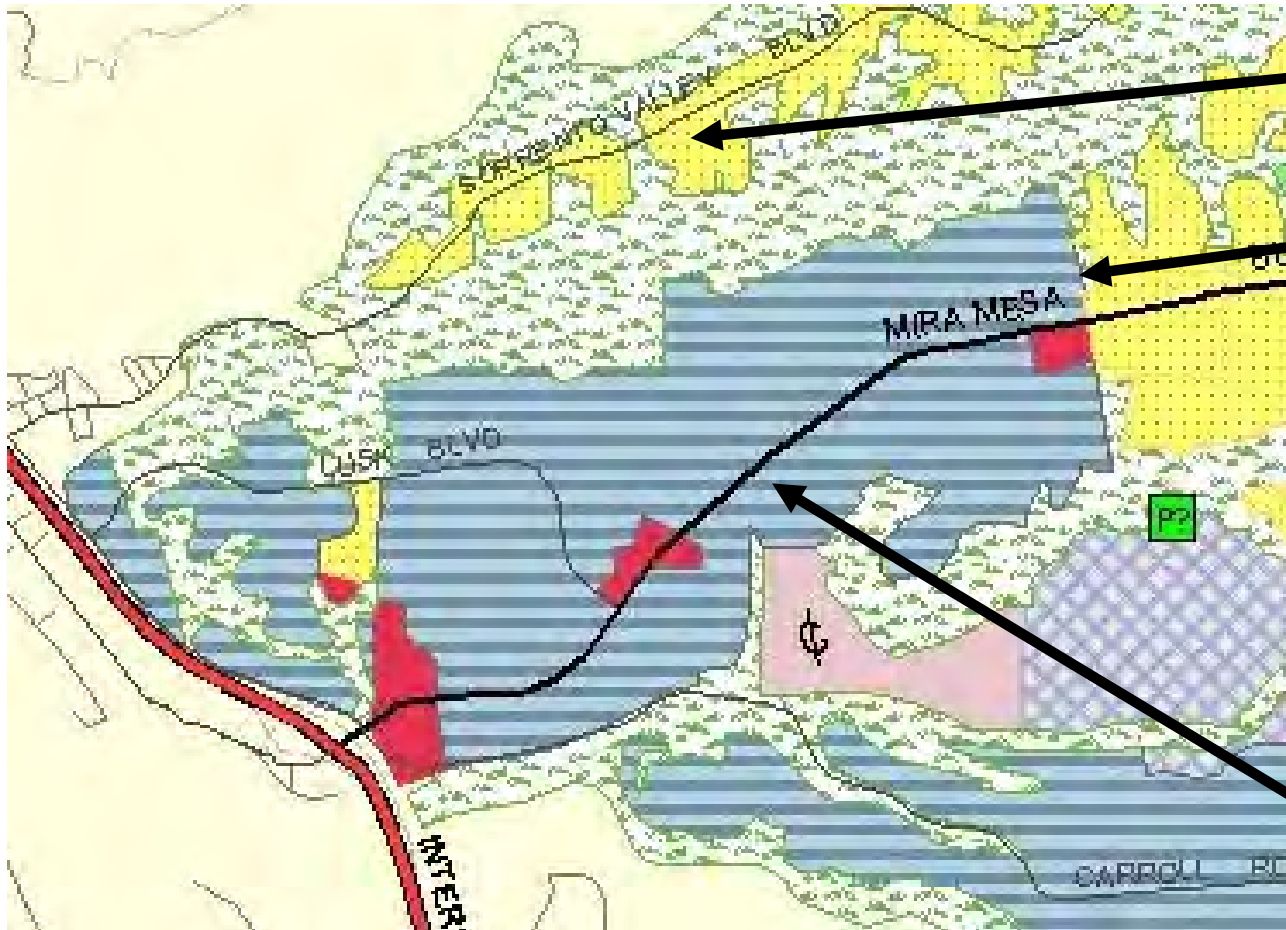
Camino Santa Fe Blvd.

Sorrento Mesa Subarea

Southern and western boundaries are outside the Mira Mesa planning area.



Competing Maps: Community Plan



'Sorrento Valley' residential area

Camino Santa Fe Blvd.



Sorrento Mesa Subarea



Urban Planning, Land Use & Zoning

- ▶ Urban planning, as conceived by the City Charter, requires a sense of community in which resources and facilities can be intelligently planned.
- ▶ This planning ensures areas are set aside for residences, employment (industrial), shopping (commercial), school and parks to meet the needs of the larger community.
- ▶ The advisory role of the Planning Group for land use and zoning decisions, under the City Charter requires a foundation for soliciting and facilitating community input.
- ▶ A single, authoritative map is essential to this process of involving the community in decision making.
- ▶ Having two competing maps is causing tremendous confusion.



Suggested Solutions

- ▶ Some residents in the 'Sorrento Valley' residential area want to use ZIP codes as the boundaries. Most of the area in question is in the 92121 ZIP code, with the eastern half of the community in the 92126 ZIP code. Camino Santa Fe Blvd. is the main boundary between the two.
- ▶ Others have drawn a distinction between a 'community' and a 'planning area'.
- ▶ The Planning Group believes this distinction renders intelligent urban planning, land use & zoning advisory to the City Council all but impossible.
- ▶ The Planning Group believes ZIP codes to be ill-advised for this purpose. They are created and maintained strictly for the administrative purposes of the U.S. Postal Service and can and do change from time to time.



Honoring History and Volunteer Work

- ▶ The Mira Mesa Community Planning group consists of volunteers, many of whom have given over 30 years of their lives to the work of community planning and advice to the City Council.
- ▶ The Mira Mesa Community Plan is the result of this hard work and recovered the community from a spectacular lack of planning which resulted in Pete Wilson running for re-election as Mayor on the promise of “no more Mira Mesas.”
- ▶ Together with other community groups like the Mira Mesa Town Council, the Planning Group is seeking to establish a positive brand by highlighting
 - ▶ *Excellence in Education*: Mira Mesa’s schools are some of the best in SDUSD.
 - ▶ *Richness in Culture*: Mira Mesa is one of the most diverse of all San Diego communities.
 - ▶ *Innovation in Industry*: The Sorrento Mesa subarea hosts Qualcomm, Hologic GenProbe, Texas Instruments and many other leaders in industry.
- ▶ Maintaining the integrity of the Community Plan map honors this history and volunteer work.



Suggested Planning Group Position

- ▶ The Mira Mesa Community Planning Group has acted to acknowledge a residential area in the planning area as 'Sorrento Valley'. We support the residents in their desire to maintain and nurture a sense of pride in their neighborhood.
- ▶ As Community Plans are amended or updated, the Planning Group will seek the formal identification of the 'Sorrento Valley' residential subarea as that area immediately north of the Sorrento Mesa subarea along Sorrento Valley Blvd., retaining the Sorrento Mesa subarea boundaries as shown in the current Community Plan.
- ▶ The Planning Group will work to have 'Sorrento Valley' represented on the map ahead of a Community Plan update as these can take a long time to develop and be completed.



The 'End in Mind'

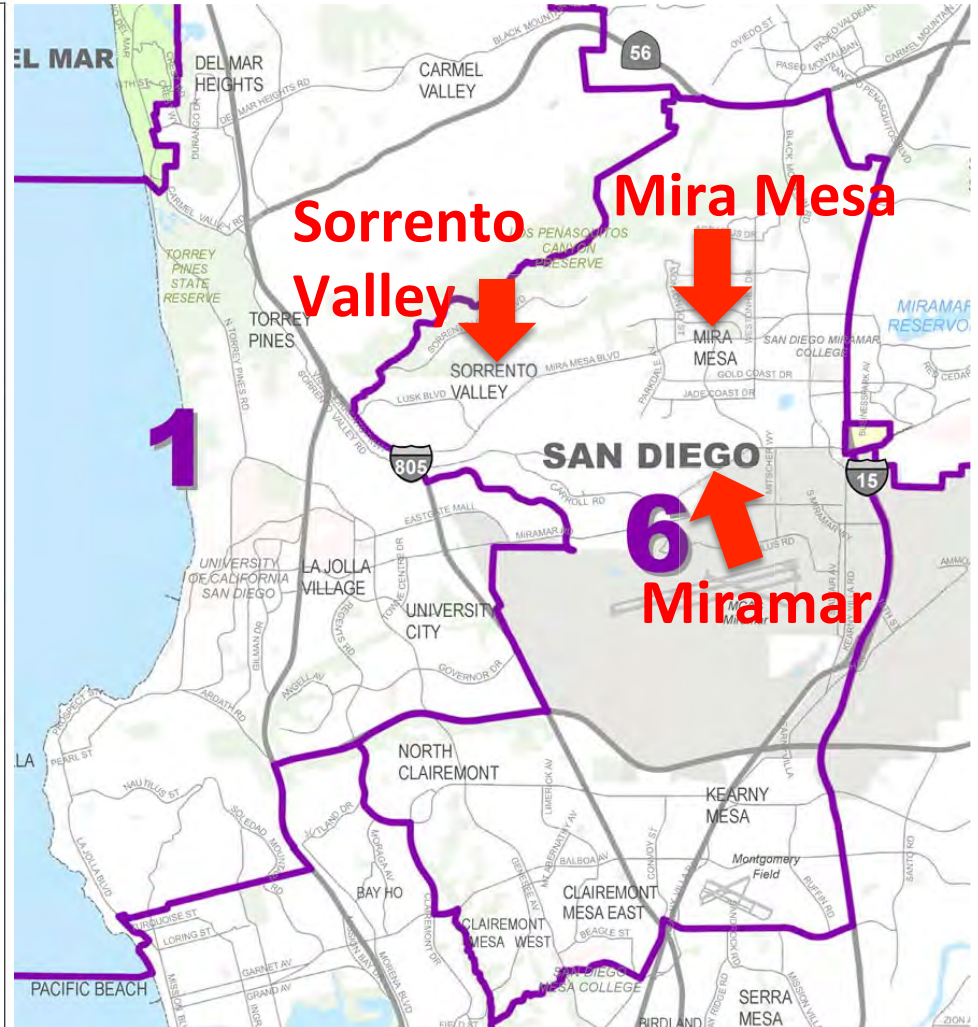
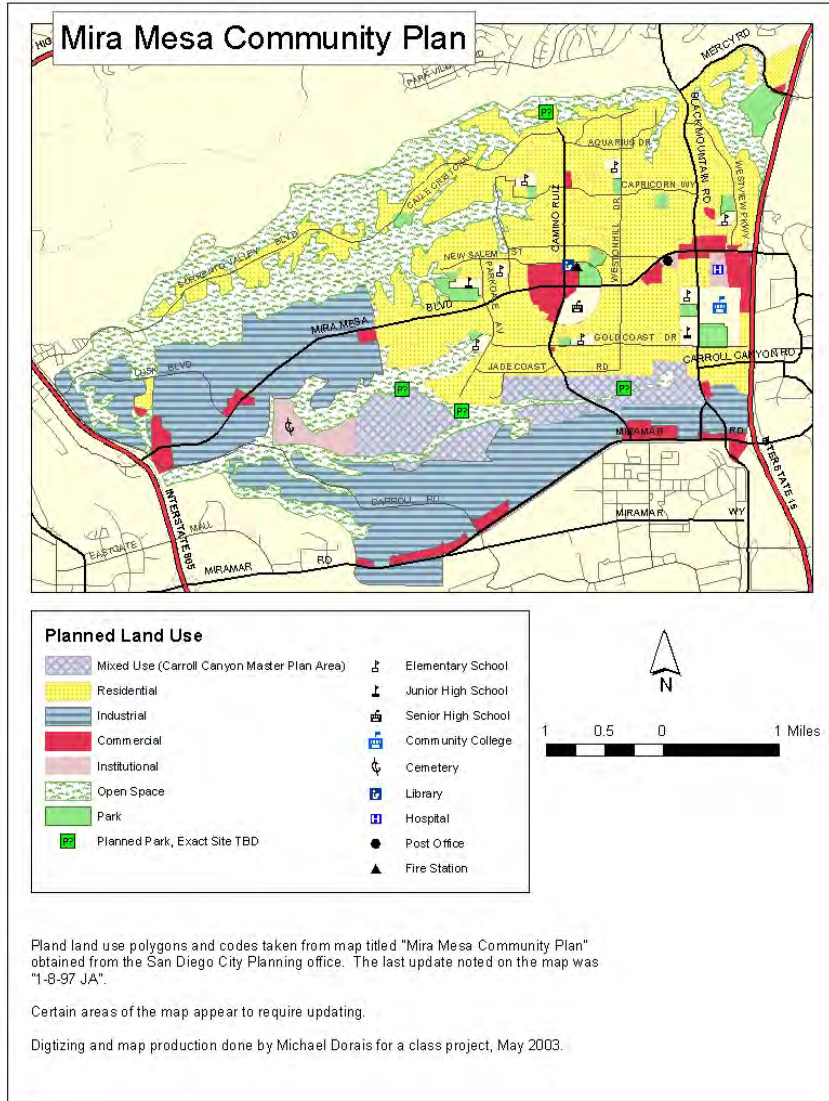
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 - ▶ ...honors the need for intelligent urban planning, land use and zoning advisory to the City Council.
 - ▶ ...honors the history of the Mira Mesa Community Plan and the decades of volunteer work which have been invested in it.

**Subcommittee Presentation:
Police Beat/'Neighborhood' Map Option**

Signs and Solutions

Identifying Neighborhood boundaries
within the Mira Mesa Community

Community Plan and District Neighborhoods



District 6 Neighborhoods

DISTRICT 6

• Community Planning Areas

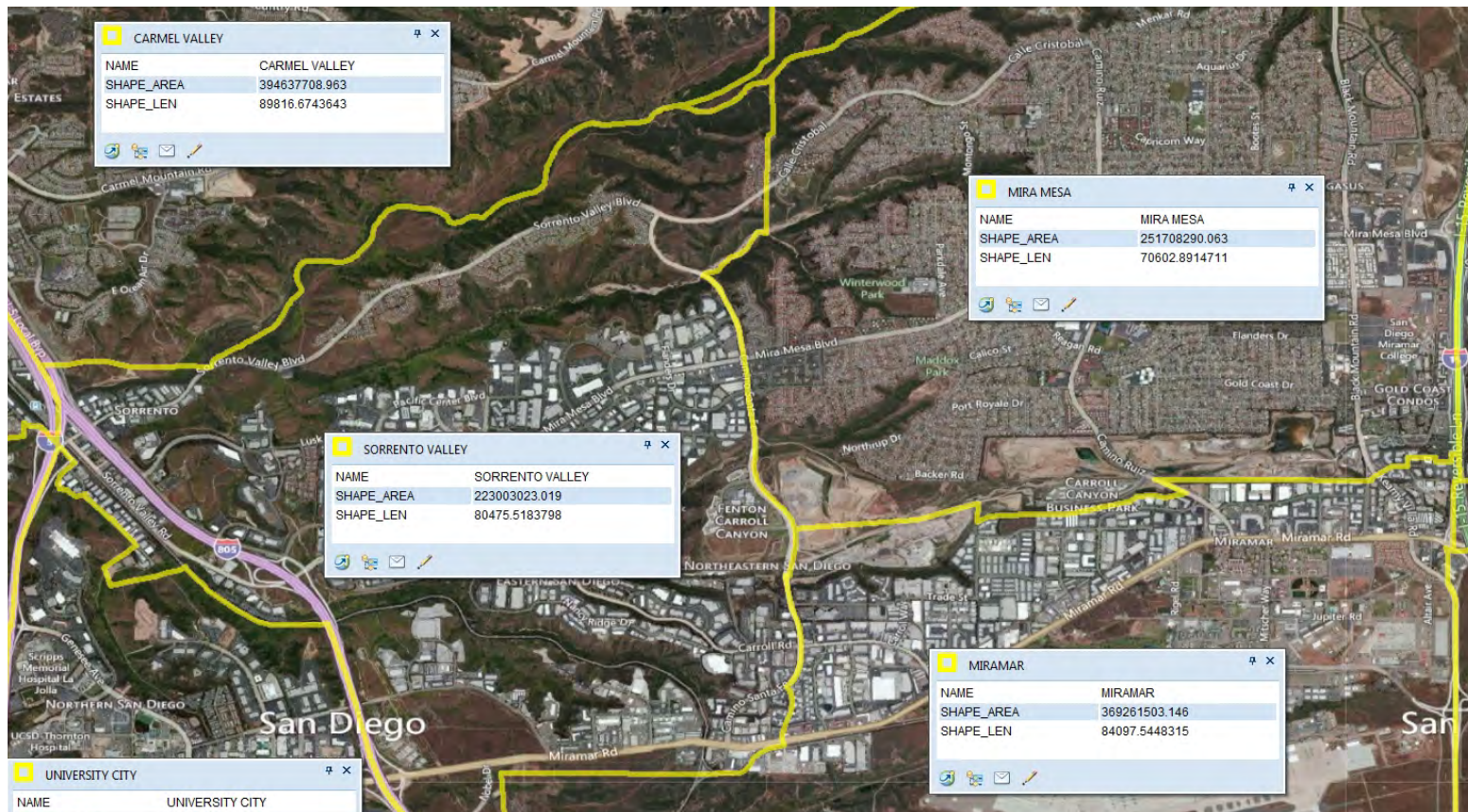
- Clairemont Mesa (partial—area east of Tecolote Canyon)
- Kearny Mesa (partial—area north of Aero Drive)
- Los Peñasquitos Canyon Preserve (partial—area between Carson's Crossing bridge and the San Diego Aqueduct)
- MCAS Miramar (partial—area west of Interstate 15)
- Mira Mesa
- Rancho Peñasquitos (partial—area south of State Route 56 and west of the San Diego Aqueduct)

• Neighborhoods

- Clairemont Mesa East
- Clairemont Mesa West
- Kearny Mesa
- MCAS Miramar (partial—area west of Interstate 15)
- Mira Mesa
- North Clairemont
- Rancho Peñasquitos (partial—area south of State Route 56 and west of the San Diego Aqueduct)
- Sorrento Valley (partial—area in Mira Mesa Community Planning Area)

Planning Area Neighborhoods

- The Mira Mesa Community Planning area partially or entirely covers at least three neighborhoods.
- Mira Mesa, Sorrento Valley, and Miramar neighborhood boundaries are defined by the city of San Diego (boundary lines from SanGIS)



Neighborhood Identity

- Sorrento Valley, Miramar, and Mira Mesa are neighborhoods at least partially within the Mira Mesa Community Planning area
- Homeowners and businesses move to a neighborhood based in part on its identity
- Residents expect the neighborhood they live to be appropriately identified
 - Signs, Monuments, Banners, etc.

Problem

- Community Planning boundary identified instead of neighborhoods
- Banners, Signs, and Monuments do not distinguish Mira Mesa, Sorrento Valley and Miramar Neighborhoods
- Loss of neighborhood identity = disenfranchised residents and businesses



Monument East of I-805 at MMB



Sign on Lusk East of I-805*

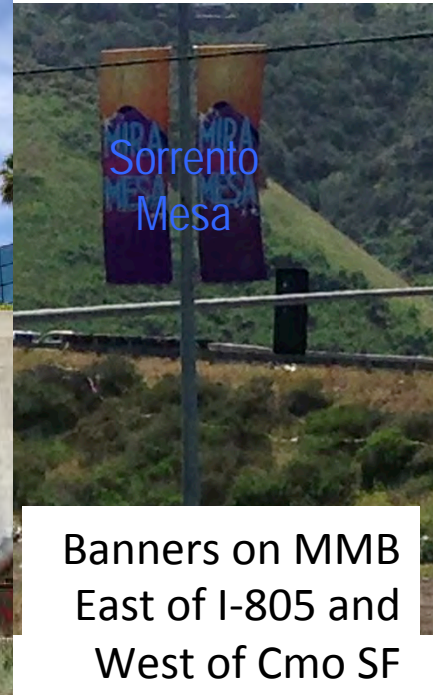
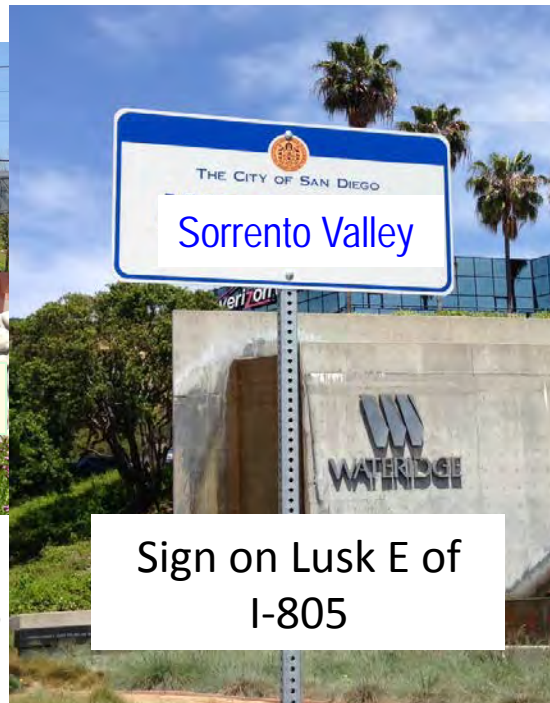


Banners East of I-805 at MMB

*Signs on SVB, Cmo SF, BMR removed

Solution

- Adopt Mira Mesa, Sorrento Valley, and Miramar neighborhood boundaries already defined by city (no changes needed)
- Embrace diversity of neighborhoods within our community by placing identifying Signs, Banners, and Monuments, etc.



CITY OF SAN DIEGO, CALIFORNIA
COUNCIL POLICY

CURRENT

SUBJECT:	FUNDING FOR MAINTENANCE ASSESSMENT DISTRICT FORMATION
POLICY NO.:	100-21
EFFECTIVE DATE:	September 07, 2004

BACKGROUND

Maintenance Assessment Districts (*MADs*) are established by the City of San Diego as a means of providing property owners with the opportunity to assess themselves to pay for enhanced *improvements, maintenance, services and activities*, known as *Special Benefits*, in their neighborhood or community beyond those generally provided by the City, known as *General Benefits*. *MADs* are authorized by the State of California in the Landscape and Lighting Act of 1972 (Part 2, Division 15, California Streets and Highways Code, Sections 22500 et seq.) and through provisions of Article XIID of the California Constitution (Proposition 218); and by the City of San Diego through provisions of the San Diego Maintenance Assessment District Ordinance (Division 2, Article 5, Chapter VI, Sections 65.0201 et seq.). Provided that a *MAD* meets these governing provisions of State and local law, a *MAD* may: 1) maintain a variety of *improvements* within public rights-of-way and other publicly-owned land; 2) provide a variety of enhanced *maintenance* and services; and, 3) be used on a more limited basis to fund acquisition of parkland or open space, for park and recreation *improvements and maintenance*, and for construction and installation of public *improvements*.

MAD formation is often initiated by a developer during the development of a new community, or by property owners within an already-developed community who desire *Special Benefits*. The formation process requires close coordination with Park and Recreation Department staff for residential or mixed-use *MADs*, or Community and Economic Development Department staff for commercial districts to be managed by a non-profit organization pursuant to San Diego Municipal Code Sections 65.0201 et seq, and generally requires that the initiating party pay for the preparation of an *Assessment Engineer's Report*, the cost of balloting, administrative costs, and other incidental expenses. In *Developing Communities*, this cost may be funded by a developer or other private contribution. However, because this cost may be prohibitive for property owners in some already-developed areas, the San Diego City Council has created a *MAD Formation Fund* of \$150,000 to assist in financing these start-up costs.

PURPOSE

The intent of this policy is to set forth the criteria for establishing new *MADs* either through the use of the *MAD Formation Fund* by *Developed Communities*, or through developer deposits for *Developing Communities*.

CITY OF SAN DIEGO, CALIFORNIA
COUNCIL POLICY

DEFINITIONS

CURRENT

1. *Assessment Engineer's Report* refers to a report prepared by an assessment engineer pursuant to California Streets and Highways Code Sections 22500 et seq., California Constitution Article XIID, and San Diego Municipal Code Sections 65.0201 et seq., as may be amended from time to time. This report typically contains the plans and specifications for the *improvement* of a specified *MAD*, an estimate of the costs of the *improvements* and *maintenance* of the *improvements*, a diagram of the specified *MAD*, the assessments proposed to be levied in each parcel within the *MAD*, and any other information required by law or determined by the engineer or the City to be relevant with respect to the *MAD*.
2. *Developed Community* means a community that is built out, with all initial construction complete, and in which no developer-initiated *MAD* exists.
3. *Developing Community* means a community that is being constructed by a developer and is not built out.
4. *General Benefit* means baseline level of public land maintenance services, improvements, and activities provided by the City of San Diego throughout the City limits.
5. *Improvement* has the meaning contained in California Streets and Highways Code Section 22525, as amended from time to time. In addition, for purposes of this Council Policy, *improvement* also means the provision of security services; the installation or construction of ponds; the installation or construction of flood control or drainage facilities; or the installation or construction of any other facilities, or, the provisions of any other property-related services deemed by the City Council to provide a *Special Benefit* to real property within a *MAD*.
6. *MAD* means a Maintenance Assessment District formed pursuant to California Streets and Highways Code Sections 22500 et seq., California Constitution Article XIID, and San Diego Municipal Code Sections 65.0201 et seq., as may be amended from time to time.
7. *MAD Formation Fund* means the Formation Fund initially containing \$150,000 as established by the City Council through Ordinance No. O-19083 on July 30, 2002, to assist eligible *Developed Communities* seeking to form a *MAD* for the purpose of providing *Special Benefit* and which must be re-paid through the first year's assessment collected from property owners in the *MAD*.
8. *Maintain or Maintenance* has the meaning contained in California Streets and Highways Code Section 22531, as amended from time to time. In addition, for purposes of this Council Policy, *maintain* or *maintenance* also means the furnishing of property-related services and materials for the ordinary and usual *maintenance*, operation, and servicing of any *improvement*.

CITY OF SAN DIEGO, CALIFORNIA
COUNCIL POLICY

CURRENT

- 9 *Special Benefit* has the meaning contained in California Constitution, Article XIID, Section 2, as amended from time to time. In addition, for purposes of this Council Policy, *Special Benefit* also means the enhanced public lands maintenance services, improvements, and activities that are provided by a *MAD* over and above the general maintenance, improvements and activities the City provides to the general public.

POLICY

Developed Communities

It is the policy of the City of San Diego to assist eligible *Developed Communities* seeking to form a *MAD* for the purpose of providing *Special Benefit*. Through the \$150,000 in the *MAD Formation Fund* created by resolution of the City Council, the City may pay costs and related expenses, or a portion thereof, necessary for initial district formation, including *Assessment Engineer's Reports*, balloting, administrative costs, and other incidental expenses. It is the intent of this Council Policy that any formation advocacy costs, including fliers and handouts, are not reimbursable costs.

A maximum of \$50,000 may be used by the City from this *MAD Formation Fund* for the formation of any *MAD*. If the *MAD* is successfully formed, the total amount used by the City for *MAD* formation must be repaid in full by the community through the first year's assessments collected from property owners in the *MAD*. Since the *MAD Formation Fund* was established by the City Council with the anticipation that revenues would be replenished through assessment collections, it is important that any communities receiving these funds have a strong chance of completing district formation, otherwise, the funding may be lost.

A. Criteria for Funding

Funding requests will be evaluated by the City Park and Recreation Department staff for residential or mixed-use *MADs*, and by the Community and Economic Development Department staff for commercial *MADs*. All of the following criteria must be met before monies from the *MAD Formation Fund* may be used in the *MAD* formation process for a *Developed Community*:

1. A project description has been developed which includes:
 - a) the proposed *Improvements* to be maintained by the *MAD*;
 - b) the proposed *MAD* boundaries;
 - c) any proposed new *Improvements* to be installed, maintained and funded by the *MAD*;and

CITY OF SAN DIEGO, CALIFORNIA
COUNCIL POLICY

CURRENT

- d) a preliminary estimate of anticipated assessments to be levied on property owners within the proposed *MAD* boundaries. This estimate may be developed in conjunction with City of San Diego staff, based on the information provided by the community in Criteria 1a)–1c).
2. The amount of up-front funding needed from the *MAD Formation Fund* to pay for the *Assessment Engineer's Report* and other incidental costs has been determined, and does not exceed \$50,000.
3. Where the proposed *MAD* boundaries are substantially similar to those of the officially recognized community planning area boundaries, documentation in the form of minutes has been provided showing that the officially recognized community planning committee:
- a) Has held at least two (2) publicly-noticed meetings to discuss the proposed *MAD* concept, in compliance with that planning committee's public noticing requirements;
 - b) supports by majority vote the proposed *MAD* concept, including all aspects listed in Criteria 1 above;
 - c) is aware of the estimated formation costs and understands the requirement to repay the *MAD Formation Fund* with the first year's assessments after successful district formation; and
 - d) has formed a *MAD* advisory subcommittee;
4. Where the proposed *MAD* boundaries are not substantially similar to the officially recognized community planning area boundaries, documentation in the form of a letter has been provided showing that a self-designated *MAD* advisory committee has been formed, and that this committee:
- a) supports by majority vote the proposed *MAD* concept, including all aspects listed in Criteria 1 above;
 - b) has informed the officially recognized community planning committee for the area where the proposed *MAD* is located about the proposed *MAD* formation;
 - c) is aware of the estimated formation costs and understands the requirement to repay the *MAD Formation Fund* with the first year's assessments after successful district formation; and
 - d) has held at least two (2) meetings open to the public and has:
 - 1) published a notice of the meeting that accurately summarizes the proposed *MAD* concept and cost in a community newspaper, newsletter, or publication of similar distribution; and
 - 2) posted information about the proposed *MAD* at a community-accessible public building within the proposed *MAD* boundary.

CITY OF SAN DIEGO, CALIFORNIA
COUNCIL POLICY

CURRENT

5. A community-initiated petition containing valid, non-weighted signatures of at least 30% of the property owners within the proposed *MAD* area boundaries has been submitted. This petition must:
 - a) accurately describe the *MAD* proposal, including all aspects listed in Criteria 1 above;
 - b) disclose the estimated formation costs and disclose that any *MAD Formation Fund* monies must be repaid in full through assessments collected from *MAD* property owners within the first year following successful district formation; and
 - c) contain printed names, signatures, addresses and parcel numbers for each property owner signatory.

6. Any individual involved in the formation of the proposed *MAD* with an anticipated direct economic interest in the maintenance and/or management of the proposed *MAD* must disclose to the City and the community that potential economic interest.

The information necessary to meet the above criteria must be provided by the *Developed Community* and submitted to the appropriate City department by September 1 in order to form the district for the following fiscal year. For residential or mixed-use MADS, the information should be submitted to the Park and Recreation Department *MAD* Deputy Director. For commercial districts to be managed by a non-profit organization in accordance with the San Diego Municipal Code Sections 65.0201 et seq., this information should be submitted to the City Community and Economic Development Department Economic Development Deputy Director. City Park and Recreation Department *MAD* staff and City Community and Economic Development Department staff will assist any *Developed Communities* requesting funds in obtaining or developing the necessary information.

B. Ranking of *Developed Communities* Requesting Funding

In the event that the total amount of money in the *MAD Formation Fund* is less than the total amount needed to accommodate formation funding requests received from *Developed Communities* on September 1 of each year, funding requests will be jointly ranked by the City Park and Recreation and Community and Economic Development Departments based on the following criteria:

1. Amount of matching funds the *Developed Community* is able to provide to partially offset formation costs, thus either:
 - a) lowering the amount needed from the *MAD Formation Fund*; or,
 - b) providing additional funding to complete the formation process if the maximum amount of \$50,000 needed from the *MAD Formation Fund* is insufficient.

CITY OF SAN DIEGO, CALIFORNIA
COUNCIL POLICY

CURRENT

2. Percentage of additional valid property owner petition signatures the *Developed Community* is able to provide over and above the minimum required 30%, in increments of 5% (35%, 40%, 45%, etc).
3. Support from the officially recognized community planning committee for the proposed MAD area.
4. Location of the *Developed Community* relative to Council District boundaries. In order to permit equal MAD formation opportunities throughout the City, only one MAD per Council District will be considered for use of *MAD Formation Fund* monies in any one year, unless there are no other eligible proposals in other Council Districts.

Developing Communities

To establish a new MAD in a *Developing Community*, interested developers may deposit funds with the City to pay for the costs of formation, including the independent Assessment Engineer's Report, balloting costs, and City staff administrative costs. Any efforts to advocate the MAD formation are not considered part of the formation costs, and must be borne by the developer or the developer's agent. Developers must submit a project description as described above, and work closely with City staff in providing necessary information.

In general, the total cost of formation will vary depending on size, complexity, and scope of the proposed MAD. The developer would submit funds prior to the initiation of a new MAD formation study, with an expectation of full cost recovery for the City. The City Auditor and Comptroller is authorized, upon direction by the City Manager, to create special interest-bearing funds for the purpose of forming new MADs. These developer deposit funds are separate from the *MAD Formation Fund*, and would be identified in the annual Appropriation Ordinance.

If a surplus exists in the developer deposit fund for the particular MAD formation at the completion of the ballot process, the funds will be returned to the developer. If additional funds are required to complete the formation process, the developer will be charged for the cost of the remaining services.

Similarly to *Developed Communities*, upon a successful formation effort, the first year's assessments may be used to pay back the developer for formation costs associated with the Assessment Engineer's Report, balloting process, and City oversight costs. It is the intent of this Council Policy that any formation advocacy costs, including fliers and handouts, are not reimbursable costs.

HISTORY

Adopted by Resolution R-299589; 09/07/2004



THE CITY OF SAN DIEGO

DATE OF NOTICE: October 7, 2013

NOTICE OF APPLICATION

DEVELOPMENT SERVICES DEPARTMENT

As a property owner, tenant, or person who has requested notice, you should know an application has been filed with the City of San Diego for a (Process 4) Conditional Use Permit, Neighborhood Development Permit, and a Neighborhood Use Permit to allow AT&T to install monopine with twelve new antennas and new ground level equipment building at an existing park. The site is located at 7799 Flanders Drive in the OP-1-1 Zone, within Brush Management in the Mira Mesa Community Plan Area and Council District 6.

PROJECT NUMBER: 325073
PROJECT NAME: AT&T MADDOX PARK
CONTACT NAME: DANIELLE GOLDMAN
COMMUNITY PLAN AREA: MIRA MESA

CITY PROJECT MANAGER: KAREN LYNCH
MANAGER PHONE NUMBER/E-MAIL: (619) 446-5351/ klynchash@sandiego.gov

The decision to approve or deny this application will be made at a public hearing. You will receive another notice informing you of the date, time, and location of the public hearing. In addition, this item will be discussed by the Community Planning Group for the area in which the project is located. They will make an advisory recommendation to the City of San Diego.

You may contact John Horst of the Mira Mesa Community Planning Group at mmcpg.chair@gmail.com to inquire about the community planning group meeting dates, times, and location for community review of this project.

If you have any questions regarding this application after reviewing this information, you may contact the City of San Diego Project Manager listed above.

This information will be made available in alternative formats upon request.

Internal Order No.: 24003790



THE CITY OF SAN DIEGO

Date of Notice: October 17, 2013

NOTICE OF RIGHT TO APPEAL ENVIRONMENTAL DETERMINATION

DEVELOPMENT SERVICES DEPARTMENT

Internal Order No. 24003277

PROJECT NAME/NUMBER: Sprint Pacific Bell Mira Mesa/Project No. 297000

COMMUNITY PLAN AREA: Mira Mesa Community Planning Area

COUNCIL DISTRICT: 6

LOCATION: 9059 Mira Mesa Boulevard, San Diego, CA 92126

PROJECT DESCRIPTION: NEIGHBORHOOD USE PERMIT (NUP) to modify an existing wireless communication facility by replacing 9 existing panel antennas with 9 new panel antennas and replacing equipment cabinets within an existing equipment area. The project is located in the AR-1-2 zone and the Mira Mesa Community Plan area, within Council District 6.

ENTITY CONSIDERING PROJECT APPROVAL: City of San Diego Development Services Department Staff (Process 2).

ENVIRONMENTAL DETERMINATION: Categorically exempt from CEQA pursuant to CEQA Guidelines, Sections 15301 (Existing Facilities) and 15302 (Replacement or Reconstruction).

ENTITY MAKING ENVIRONMENTAL DETERMINATION: City of San Diego Development Services Department staff.

STATEMENT SUPPORTING REASON FOR ENVIRONMENTAL DETERMINATION: The project has been determined to be exempt from CEQA pursuant to Sections 15301 and 15302 of CEQA Guidelines. Section 15301 allows the alteration of an existing facility which involves negligible expansion of the existing use. Section 15302 allows the replacement or reconstruction of existing structures located on the same site with substantially the same purpose and capacity. None of the exceptions listed in CEQA Guidelines Section 15003.2 apply, therefore these exemptions are applicable to the proposed project.

CITY CONTACT: Alex Hempton, Development Project Manager
MAILING ADDRESS: 1222 First Avenue, MS 501, San Diego, CA 92101-4153
PHONE NUMBER: (619) 446-5349

On October 17, 2013, the City of San Diego made the above-referenced environmental determination pursuant to the California Environmental Quality Act (CEQA). This determination is appealable to

the City of San Diego City Council. If you have any questions about this determination, contact the Project Manager listed above.

Applications to appeal CEQA determination made by staff (including the City Manager) to the City Council must be filed in the office of the City Clerk within 10 business days from the date of the posting of this Notice (October 31, 2013). The appeal application can be obtained from the City Clerk, 202 'C' Street, Second Floor, San Diego, CA 92101.

This information will be made available in alternative formats upon request.



The Police Station Visitors Week (PSVW) is a unique global event organized by the Altus Global Alliance. This event provides a platform for participants to assess the quality of service delivered in participating police departments, identify some of the best practices in use by police, and strengthen the relationships between local police and the communities they serve. The overarching goal of this program is to measurably improve the quality of police services, using international standards as a guide for visitors from local communities. The intended outcome of Police Stations Visitors Week is to improve trust and cooperation between police and communities, leading to greater reliance on police by crime victims, stronger police-community relationships, and improved access to justice for all.

For more information, please contact Caitlin Gokey at cgokey@vera.org or visit www.altus.org

Police Station Visitors Week

November 3 – 9, 2013

The centerpiece of PSVW is a system of annual visits by groups of citizens to local police stations, designed to produce comparable annual scores on five dimensions of police service:

**Community Orientation
Physical Condition
Equal Treatment of the Public
Transparency and Accountability
Detention Conditions**

The annual scores allow Altus to identify examples of good practice nationally and globally, while allowing national NGOs and local citizens to engage police commanders in their own regions to improve services. These results can also inform technical assistance and donor response provided to police organizations and police oversight bodies, measurably improving responsiveness to local concerns.

The PSVW Kit

The PSVW Kit enables local participants to place their individual opinions about the quality of service at their own police stations into a national, regional and global context. PSVW participants use a special kit developed by Altus to guide their visit, following protocols that are the same around the world. Immediately after each visit, these visitors answer 20 questions about what they observed. Altus collects their responses, calculates and verifies scores over a secure web site. The final scores are shared with participating police organizations and are published in national, regional and global reports, which are posted on the Altus website.

History and Stakeholder Approach

Altus tested a first version of this tool in 2002 in Chandigarh, Johannesburg, Moscow, New York City, Pretoria, Rio de Janeiro, and Santiago. Altus then tested a revised instrument in 2006 in 23 countries, and repeated this test with a slightly realigned version in 2007 in 22 countries. In 2012, 5,842 people visited 997 police stations in 17 different countries. For many of the visitors, the experience provided their first real access to local law enforcement and a platform for expressing their views about how well or poorly the station is serving their community. In each country, Altus and its partners have secured the cooperation of police officials for PSVW, emphasizing that the kit is designed to identify good practices. Altus has also focused attention on police stations with the highest scores, presenting awards to the top station commanders and promoting their exemplary practices in global professional forums. These testing periods have helped establish the demand and the needed structure to support the strengthening of local community policing oversight.

UK Department for International Development (DFID)

Financial support for Altus and PSVW 2009-2013 has been provided by DFID. Altus will seek to coordinate PSVW activities with DFID country teams, the United Nations, multi-lateral organizations and bilateral organizations, and will use an inclusive participatory model that will strengthen current policing reform efforts.



Altus is a global alliance working across continents and from a multicultural perspective to improve public safety and justice. Altus places special emphasis on police accountability and on the quality of police oversight, acting as a source of knowledge and innovation for government officials, human rights activists, and citizens concerned about effective and fair policing. The global alliance unites six established nonprofit organizations in Brazil, Chile, India, Nigeria, Russia and the United States: the Center for Studies on Public Security and Citizenship (CESeC) in Rio de Janeiro; the Center for Studies on Public Safety (CESC) in Santiago; the Institute for Development and Communication (IDC) in Chandigarh; the CLEEN Foundation in Lagos; the INDEM Foundation in Moscow; and the Vera Institute of Justice in New York City. Together, more than 200 professionals in Altus are working in different languages, cultures, and legal traditions as a powerful global alliance for justice.

www.altus.org