

**CROSSROADS REDEVELOPMENT PROJECT AREA
PROJECT AREA COMMITTEE
- REGULAR MEETING -
FINAL MINUTES OF THURSDAY, September 28, 2006**

The members of the Crossroads Project Area Committee (PAC) held their Annual Meeting at College Avenue Baptist Church, 3rd Floor Meeting Room in Visitor Center Building, 4747 College Avenue, San Diego, California, from 6:34 p.m. to 8:10 p.m.

Members present at Roll Call:

Kevin Carter, Alison J. Grant-Carlos, Jose Lopez, Charles Maze, David Nelson,
Christine Van Spornsen, Jody Talbott, and Michael Trunzo [8]

Arrived after Roll Call:

Daniele Laman (6:40), Anthony Lovio (6:35), and Lani Stacks (6:39) [3]

Not present: Thomas Du, Harry Kattoula, and Erik A. Weichelt [3]

Staff in attendance: James Davies, Melissa Garcia and Tracy Reed

Public in attendance: Fourteen people signed attendance sheet.

CALL TO ORDER: Called to order at approximately 6:34 p.m. by Charles Maze, Chair.

1. ROLL CALL: A quorum was established when 8 of the 14 PAC members were present at 6:34 p.m. 1 PAC position was vacant at the time of roll call.

2. APPROVAL OF AGENDA: for September 28, 2006.

MOTION – **Jose/Mike:** Approve agenda; passes (7-0-1).

3. APPROVAL OF MINUTES: for July 20, 2006.

MOTION – **Jose/David:** Approve minutes, as drafted: passes (6-0-1kc/1).

4. COMMENTS BY CITY OF SAN DIEGO DISTRICT 7 COUNCILMEMBER (synopsis of discussions)

I have provided \$50,000 of CDBG funds in order to prepare an engineering study for the formation of a MAD or BID or something similar for University Avenue. City and the County will be providing \$25,000 each to the Kroc center for a message sign. Funding for the North Chollas Park comfort station [later in meeting]

5. COMMENTS ON NON-AGENDA ITEMS: (synopsis of discussions)

Jody: Boo Parade is coming up, October 28th, applications for floats

Jose: I would like to have Lyle Knudson of the Housing Commission regarding on update of the HELP program.

David: The Joint Power Authority (JPA) for the Model School program has been disbanded. The original project subsidy would have been \$60 million the revised project subsidy would have been \$30 million. The JPA spent more than \$1 million.

PUBLIC COMMENT ON NON-AGENDA ITEMS: (synopsis of discussions)

Elyse Lowe: On October 12th there will be a clean-up for Streamview. On October 21st there will be a street clean-up of University Avenue.

Susan Baldwin: I am a parent of a student from the Language Academy. The Friends of the Language Academy are working on turfing the play ground and making the field joint use. The Language Academy is within the College Community Redevelopment Project Area and directly adjacent to Crossroads. [Later in meeting]

6. OLD BUSINESS: (synopsis of discussions)

▪ **Update:** Project Area –

Tracy: The property owner of the vacant lot at the northeast corner of 54th and ECB has submitted plans to construct a 9,000 sf commercial multi-tenant building. Bids to construct the ECB Medians are do Oct 10th construction could begin in late December. Agency mailed letter regarding redevelopment opportunities to 40 property owners in August. Two property owners have inquired (Center for the Blind & Walgreen's). I have been preparing an Agency Brownfields Loans application. Crossroads TI for 2006 was \$2.3 million, non-Housing \$1.48 mil, Housing \$.46 mil

▪ **Update:** Chollas Triangle –

Melissa: Deadline for submittals was September 18th. We received 9 submittals. Submittals were from property owners, market rate & affordable housing developers. We are reviewing the submittals and short listing the respondents. RFP will be issued on October 9th with a deadline of January 16, 2007

▪ **Action:** Appointment – Community Organization At-Large Representative

Charles: Darnall Community Council candidate James R Simon has been appointed.

7. NEW BUSINESS: (synopsis of discussions)

▪ **Information/Action:** Regional Enterprise Zone – Expansion Application

Tracy: Application to renew the City's existing Enterprise Zone (after 25-years). The application is regional because it includes National City and Chula Vista. A consultant determined what census tracts met the State criteria. University Avenue east of College Avenue is not included in this application. Expansion could include the missing portion. Tax Credits: Equipment; computers, etc, with regard to sales tax paid. Employees; 12 categories, which includes students and veterans. Roll over provision; year to year. College BID; voted last week to support the application. We are seeking support from the PAC for the application.

David: ~~Because of the enterprise zone along Market Street industrial businesses have been established there rather than retail uses. I don't like almost the entire area being covered it could depress the area.~~ *I do not like the program because it is welfare for businesses.*

MOTION – Jose/Mike: Support regional enterprise zone application and future expansion; passes (9-1-2).

▪ **Information:** Enhanced Storefront Improvement Program

Tracy: Agency currently has 3 such programs. There is currently city-wide Storefront Improvement Program. This program provides architectural assistance, 3/1 funding match, \$5,000 rebate for \$15,000 of improvements. An enhanced program provides, in addition to the city-wide program, a 1/1 funding match in the range of \$15,000 to \$25,000 rebates. Does the PAC want to pursue such a program for Crossroads?

Program would implement recommendations in the Redevelopment Plan and is consistent with the 5-year implementation plan. The College BID supports establishing an enhanced program. Staff from Economic Development would be glad to fully explain the current program and an enhanced program at the PAC's October subcommittee meeting?

Lani: Stretch of University needs improvement as soon as possible.

Mike: The BID supports anything that will help businesses.

Jose: Every little bit helps, the purpose of this committee is to provide seed money.

Committee: Consensus on October subcommittee meeting agenda item.

▪ **Information/Action**: Transportation Planning Grant for El Cajon Blvd.

Tracy: Melissa has been preparing this application. The maximum grant amount is \$300K and requires a 10% cash match. Grant is to prepare a pedestrian & transportation concept plan for El Cajon Blvd, from 54th to 73rd Street. Explore ways to create a more efficient flow of traffic through the area that encourages pedestrian and transit uses while minimizing the conflicts between automobiles, pedestrians, and transit. Produce a concept plan with the assistance of community members, neighborhood groups, planning groups, and the College BID. Hire a consultant to work with the Agency & Planning to facilitate workshops, create a plan from community input, and assess the cost and feasibility of the concepts. The City will be submitting approximately seven applications, only one application from Agency. The deadline is October 13th College BID is a co-applicant. We are seeking letters of support from community and planning groups.

Marshall: Stop signals need to be re-timed.

Carl: Need traffic study regarding current four lane configuration. No turn pockets, there is always accidents.

Scott: Scope of study needs include the depth of the community.

Alison: Medians are not being added they are being rebuilt.

Newell: We need creative solutions, especially for the Boulevard from 5^{54th} to College. We need this study prior to new development happening on the Boulevard.

MOTION – **Jose/Mike**: Support transportation planning grant application up to a maximum of \$ ~~30,000~~ 300,000; passes (7-3-1).

8. NEXT MEETING DATES AND PRELIMINARY AGENDA ITEMS:

- October 26, 2006: Subcommittee Meeting, Enhanced Storefront Program

9. ADJOURNMENT

MOTION – **Mike/Jody**: Adjourn; passes (10-0-1c) @ 8:10 p.m.

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

Prepared: 10/02/06 twr

Revised: 12/15/06 twr

Draft (Final) Approved: November 9, 2006
Motion was by: Mike/Daniele

Revisions are in: *Double Underlined and Italic*
PAC vote was: 9-0-1c