

**CROSSROADS REDEVELOPMENT PROJECT AREA  
PROJECT AREA COMMITTEE (PAC)  
- REGULAR MEETING -  
FINAL - MINUTES OF THURSDAY, JANUARY 28, 2010**

The members of the Crossroads Project Area Committee (PAC) held their regular meeting at the College Avenue Baptist Church, Visitor Center Building, 4747 College Avenue, San Diego, California, from 6:35 p.m. to 8:20 p.m.

Members present at Roll Call: Cynthia Lewis, Diana Manion, William (Bill) Albrektsen, John Mireles, Herald Lau, David Nelson, Jennifer Finnegan, Charles Maze, Daniele Lamon, Kasra Movahedi, and Anna Orzel-Arnita [11]

Members that arrived after Roll Call: Mario Ingrassi (7:05) [1]

Members Not Present: None

Staff in Attendance: Cynthia Harris, District 7, and Ulysses Panganiban & Tracy Reed, Redevelopment

Public in Attendance: Twenty Eight (28) signed attendance sheet

Documents Distributed: 1) January 28, 2010, Code Enforcement Report, 2) January 27, 2010, HELP quarterly report, Housing Commission, 3) College Avenue traffic signal letter/petition, January 4, 2010, 4) College Avenue traffic signal background summary, 5) El Cerrito Community Council traffic signal letter, December 17, 2009, 6) Letter from Egyptian Tea Room, January 7, 2009, and 7) several e-mails regarding College Avenue traffic signals

**CALL TO ORDER:** Called to order at approximately 6:35 p.m. by Charles Maze, Chair.

1. **ROLL CALL:** A quorum was established when 11 of the 12 PAC members were present. Currently three positions are vacant: 1) Residential Tenant, College Area/City Heights, 2) Residential Tenant, Eastern Area; and 3) Business/Property Owner, Southern Area
2. **APPROVAL OF AGENDA:** for January 28, 2010

Charles: Due to the number of speakers I recommend that we revise the agenda and proceed to the College Avenue traffic signal discussion/action (Item 6-b) after approving minutes.

**MOTION** – **Charles:** Approve revised agenda as proposed; passes (10-0-1c)

3. **APPROVAL OF MINUTES:** For December 10, 2009

**MOTION** – **Jennifer/John:** Approve minutes as prepared and distributed; passes (10-0-1c)

6. **OLD BUSINESS:** (synopsis of discussions)

**b. Discussion & Possible Action:** Funding for College Avenue Traffic Signals

Tracy: City Engineers have determined that College Ave. and Arosa St. and Adams Ave. qualify for traffic signals. Engineering obtained funding to design the Arosa signal, and the design is complete. Council District 7 has identified funding for the design of the Adams Ave. signal. The community, residents, and City Engineering are seeking funding through the Agency for the installation of both signals. Estimated installation cost is \$400k. Improving traffic flow and enhancing pedestrian mobility are objectives in the Crossroads Implementation Plan. There are

community members, residents, and community organization representatives in attendance that want to talk about the request and community process.

Charles: Public comment:

Carl Luster: There is a need for the Adams traffic signal. Adams is the main entrance for the El Cerrito Neighborhood. The dual signals are a comprehensive approach and will reduce the impact traffic impact on Soria.

Jennifer: City Engineering has agreed on simultaneously installing both traffic lights.

Charles: Planning is the purview of CACC, and CACC has several meetings regarding this proposal. They recommend installing both signals simultaneously and for CACC to review the traffic impact on Soria six months after the installation.

Tracy: The project area has funding available. This and other proposed public improvements have come from community complaints. This proposal meets the State criteria for signalization.

Daniele: Are these intersections within the project area?

Herald: Is there enough distance between the lights per requirements or standards?

Charles: This area has been studied over the years regarding traffic standards. Planning is under the authority of CACC.

Rand Levin: I am with Beth Jacob. We have three types of facilities: a senior center, a synagogue, and 50 residential apartment units. We have over 1,000 visitors each week. This signal is a community priority, and if the Agency has the funding, this is an opportunity to improve safety and pedestrian and vehicle mobility.

John Willis: I am with the Bethel Seminary. We have classes from 4 pm to 10 pm and we encourage public use.

Jan Riley: I am on ECCC, CACC project review, and CACC. I am a resident on north 6<sup>th</sup> Street. Accessing College Avenue by Adams Avenue is very dangerous. There are numerous accidents that are not reported. South bound traffic that is at the El Cajon signal blocks the view from Adams.

Elissa Landsman: I am with the Older Adult Center. I am speaking for the seniors that do not get out much especially in the evening. I have seen numerous seniors trying to cross College and look like deer in headlights. It is a 25 mph zone but that does not work.

Kevin Haughton: I live on Soria Drive. I urge to fund the two traffic signals. There are 16 children living on Soria and several blind residents. Existing and entering Soria from Adams or Arosa is extremely dangerous. I don't even try to cross College to take my child to the Language Academy.

Allen Gruber: I am a Beth Jacob member. It is dangerous for us to turn onto Arosa while driving with our grandchildren our way to synagogue. I would like to thank Scott Reich for bringing the community together.

Charles: Scott Reich brought this issue to the PAC in October and brought the community into the process.

Scott Reich: The PAC has an opportunity to save lives and provide leadership for the disabled. These improvements will last years and help in the long term and help people you will never meet. Ester Rose was killed in 1997 crossing College at Arosa.

Joel Anderson: I live in El Cerrito and go to the Older Adult Center. I use Adams to access College and I cannot even describe what maneuvers I must make to get onto College each day.

Lee Rittner: I am on the Eastern Planning Committee. I live in Rolando Park and my parents live in El Cerrito. We are going to see an effect on the surrounding residential area by installing these signals. We need to produce a map that shows the impacts. This will divert traffic onto other residential streets. Drivers will find workarounds because of these signals.

Scott Lewis: I live on 60<sup>th</sup> Street. The development proposed for the Aztec Inn site was required to install the Arosa signal. Since that development has been delayed or cancelled the community needs these improvements as recommended. The PAC should be responsible for these proposed improvements, which will support future development.

Marti Emerald: I encouraged the community to come together for this proposal, which is a health and safety issue. Cynthia from my office has received numerous calls, letters, and emails about this improvement, and she has attended numerous community meetings on this matter. This issue has been going on for more than 10 years. We cannot wait until redevelopment occurs. I understand there may be other potential traffic issues, and we will address those.

**MOTION** – **Jennifer/Danielle**: Recommend the Agency provide up to \$400,000 to install two Traffic Signals along College Avenue at Arosa and Adams;

Charles: Board comments:

John: I do not support this request. We should be using redevelopment funds for big things. The accidents numbers are consistent with such an intersection.

David N: Isn't it the City's responsibility to fund traffic signals? I cannot justify relieving the City of its responsibility. Redevelopment funds should go towards redevelopment. This isn't a legitimate use of redevelopment funds.

Mario: I would support one traffic signal. Adams is too close to the El Cajon Blvd signal. This type of improvement is the City's responsibility. I support Arosa with our limited funds.

Daniele: *Will the 25 mph limit and flashing light along College Avenue go away?*

Charles: We have been told that these signals will not slow traffic. CACC wants to review the traffic impacts on Soria six months after installation.

Kasra: What about a mobility study for El Cajon Blvd? To me this is a safety issue for vehicles and pedestrians. This isn't outside the redevelopment guidelines. I am impressed with the community turnout.

Jennifer: I am a resident of Soria. A signal is needed at Adams for the access to College from the west. I don't think we should deny funding now because of future projects when we have the funds now and the signals are needed now.

Bill: It is very hard for law enforcement to enforce traffic controls along College. Traffic signals are easier to enforce.

Cynthia: What would the timing be for the installation?

Anna: Haven't some City funds been used and proposed to fund the design?

Tracy: This improvement is consistent with the goals and objectives of the Crossroads Implementation Plan and Redevelopment Plan.

**MOTION** – **Jennifer/Daniele**: Recommend the Agency provide up to \$400,000 to install two Traffic Signals along College Avenue at Arosa and Adams; passes (8-3 (David N., John & Mario) -1c)

#### **4. COMMENTS ON NON-AGENDA ITEMS: (synopsis of comments)**

##### **Committee:**

John: I would like the PAC to be proactive and not reactive. We should work on bold improvements and development—not small things. We should do something with CentrePoint.

Charles: Our next PAC meeting is not going to be until March 25<sup>th</sup> but we could have a subcommittee meeting on February 25<sup>th</sup> to discuss larger planning, improvements, and development issues.

**Public:** None

Jody Talbot: We are preparing a community cook book.

**5. REPORTS:** Elected Officials, Chair, Subcommittee(s) & Agency/City Staff (synopsis of comments)

**District 7 Representative:** None

**PAC Chair:**

Charles: The next regular PAC meeting will be March 25<sup>th</sup>. I am working with Tracy to update the community contact list that Redevelopment provides to potential developers. At a Christmas party I was introduced to the owners of the property, which used to be the Plasma Center, now closed. They informed me that they are planning to move forward with developing the property. I will work with Tracy to provide the property owners information regarding Redevelopment.

**Agency:**

Tracy: 1) The Agency budget for this year needs to be amended due to ERAF payments and CDBG loan repayments, and the hearing will be February 23<sup>rd</sup>. Crossroads ERAF payment is \$1.34 mil and CDBG payment is \$734k. 2) North Chollas Multi-Purpose Building: Engineering has requested additional funding to complete the Design, and the I-Bank has requested additional findings. I will be going to the Agency on February 23<sup>rd</sup> to provide \$65k for design and approve additional findings. 3) Chollas Triangle Master Plan: City Planning & Community Investment Department will be releasing a Request for Proposals for Planning Services in February. 4) College Avenue Streetlight Project: Agency staff did a field visit and discovered missing sidewalks. We are recommending a revision to the project scope. Replace some existing streetlights, install sidewalks and retaining walls. We are seeking input from the Eastern Planning Group regarding the scope. We will return to the PAC on this project in March. 5) 67<sup>th</sup> Street Sidewalk Project: City Engineers have completed the design and bid documents. I will proceed to the Agency in March to provide \$100k for construction. 6) Jewish Family Services are searching to relocate the Older Adult Center and inquired about Redevelopment assistance.

**Code Enforcement:**

Leslie Sennett: My monthly report has been distributed to the PAC, and copies are available on the back table. I have turned three cases over to the City Attorney with criminal issues. I have turned over several graffiti and illegal dumping cases to other City departments.

David N: In your own words what to you do on a normal basis?

Leslie: I am in the field two days each week. When I am in the field I am investigating complaints and I can also open cases on my own. Currently in other parts of the City, investigators cannot open their own cases. For the other three days each week I am in the office researching open cases and visiting Development Services to review their records and permits regarding open cases. Twice a month, on Thursdays, I am in the College BID offices and available to meet with and answer accept complaints and answer zoning inquires. I also attend the monthly College BID meeting and answer questions, which tend to be about signage.

David N: How do you receive complaints?

Leslie: From police, Tracy, College BID, and driving the area. Under this program I can be proactive and bypass our normal intake process.

John: There is a standing water issue regarding CentrePoint.

Leslie: That is a County vector control issue. I will report the issue to them. The CentrePoint property has been kept secure and in compliance with order.

**6. OLD BUSINESS:** (synopsis of discussions)

**a. Discussion & Possible Action:** Renew Code Enforcement MOU for 2-years.

Ulysses: I'm here to request the PAC to recommend renewing the Memorandum of Understanding for two years with the City's Neighborhood Code Compliance Division to provide enhanced code enforcement services in the Crossroads Redevelopment Project Area. The current MOU will expire June 30, 2010. The scope of work in the MOU would remain the same, which is to proactively enforce the City's Land Development Code, monitor multi-family housing conditions, and monitor retail/commercial areas for violations as to unpermitted or substandard parking lots, unpermitted tenant improvements, and other unpermitted construction work.

Committee: How much would the cost be?

Ulysses: The annual cost would be around \$131,000.

**MOTION** – **Jennifer/Danielle:** Recommend the Agency renew the MOU for Crossroads code-enforcement for 2-years; passes (11-0-1c)

**7. NEW BUSINESS:** (synopsis of discussions)

- **Discussion & Action:** None

**8. NEXT MEETING DATES & TENTATIVE AGENDA ITEMS:**

- **February 25, 2010**

Charles: Does the PAC want to have a subcommittee meeting to discuss mobility studies and bold projects? The meeting would be less structured and could start at 6 pm?

John: We could also discuss project and funding priorities.

Jody: What about installing bus shelters along University Avenue?

Committee: General agreement from committee.

Charles: Tracy, please email the current Implementation Plan to all PAC members. There will be a PAC subcommittee meeting at 6pm on February 25<sup>th</sup> with an open agenda directed towards funding bold projects and setting some funding priorities.

- **March 25, 2010:**

Tracy: Re-evaluating the south College Avenue streetlight improvements to include sidewalks and fund design separate for construction.

**9. ADJOURNMENT: at 7:45**

Prepared: 01-11-10 twr

Revisions: 03-02-10 twr

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Draft (Final) Approved: February 25, 2010

Motion was by: Daniele/Charles

Revisions are in: *Double Underlined and Italic*

PAC vote was: 7-0-1c