

**NORTH PARK REDEVELOPMENT
PROJECT AREA COMMITTEE (PAC)
REGULAR MEETING MINUTES**

Tuesday, January 12, 2010

San Diego National Bank (6th Floor), 3180 University Avenue, San Diego, CA
92104

Comments and PAC actions relating to items on today's agenda are noted herein.

I. ROLL CALL & INTRODUCTIONS

Meeting convened at 6:02 p.m. A quorum was established.

Robert Bauer	Present	Judi O'Boyle	Present
Stephanie Cass	Present	Lachlan Oliver	Present
Kirsten Clemons	Present	Travis Sizer	Present
Patrick Edwards	Present	Robert Steppke	Present
Don Leichtling	Present	Mark Stern	Present
Roger Lewis	Present	James Tinsky	Present

II. ADOPTION OF AGENDA

Motion (Leichtling/Cass): *Adopt agenda as presented while postponing Action Item C until February.*

Passed (12-0-0)

III. APPROVAL OF MINUTES

Motion (Leichtling/Cass): *Approve November minutes with no revisions.*

Passed (11-0-1) Abstaining: Stern

IV. ELECTED OFFICIALS REPORT

Travis Knowles, CD3, announced that agency board approved Lafayette Loan and announced the State of the District speech will take place at the Old Globe Theater on February 1st at 6:30.

V. PUBLIC COMMENT

Lynn Elliot, NPCA member, announced the 2010 Summer Concert Season and asked for input on potential danceable family friendly bands to perform and also announced the NPCA was having a mixer Wednesday night January 13th at Ritual Tavern.

Kathy Morrison informed the PAC that the owners of True North have applied for liquor license for the "Pacific Drapery" property at 30th and North Park Way. She voiced concern that the increase in local alcohol based establishments may bring back the blighted nature of the community of the past.

Robert Nagle, local veterinary clinic owner, announced his acquisition of a property at University and Mississippi with intent to open a new veterinary hospital clinic with a “green project” focus using solar panels & solar heating. He noted the city was asking for off-site improvements such as repaving the adjacent alley & renovation of deteriorated ramps, curb cuts and aprons as a condition of the building permit. He noted they might be coming back to PAC to request financial assistance.

VI. CHAIR’S REPORT

Chair Clemons announced the Mayor’s State of the City address is taking place tomorrow, January 13th at 6:00pm at Balboa Theater. She also encouraged all PAC members attend Council Member Gloria’s State of the District address.

VII. ACTION/DISCUSSION ITEMS

A. 2009 Election Information

Lengyel (agency) announced the 2010 PAC election will take place between 6:00 and 8:30 pm on the 9th of February in the lobby of the SD National Bank building. He listed the names of the expiring PAC board members and encouraged those members considering running again acquire and send the proper documentation to Michelle Rosenthal at the Redevelopment Agency.

B. North Park Parking Garage Occupancy Report and Extension of Discount Monthly Rates for Main Street Members

Michael Lengyel, (agency), introduced Nathan Krone, structure manager for Five Star. Mr. Krone provided the PAC a handout detailing number totals of parking permits and transient business tickets comparing 2008 and 2009. Lengyel noted the negative budget, (cost to the agency), is about \$5K a month which was less than the expected previously experienced average deficit of \$10K a month. O’Boyle asked if garage spaces fill up from the bottom levels upward and noted if that was the case, she would like to explore other uses of the upper level of the structure. She stated she believes there are other potential revenue generators potentially during the day. Krone responded that it does fill from the bottom up and noted that some engineers had calculated that activities involving certain volumes of people could not be handled safely. Leichtling stated his belief that an additional amount in rate reduction might increase parking use and noted he would rather see the lot full incurring the \$5k monthly negative rather than half full at same cost. Krone noted that because there are no competing meters on the street, it is unlikely that further rate reductions would increase interest in parking in the garage. Stern noted he’d like Five-Star to provide an idea of what businesses are using the structure for employees. Oliver said he was pleased to see numbers going up and noted he would like to see holiday event numbers. Krone responded that the garage was full for the December Nights free parking nights. Stern asked if the numbers provided included the free tickets collected and asked if it was possible to see the number for tickets actually sold. He also asked if it would be possible to print off coupons on tickets or receipts for patrons. Krone indicated the reported numbers did include the free tickets in the overall 40% capacity estimate. He noted that tickets printed on exiting would require new machines and that would be very expensive. Steppke asked when the merchant inducement for reduced rates come into play. Krone responded the merchant discount occurs after 1 ticket is sold. Edwards noted he opposes reducing rates and wants to see Main Street merchants contributing more to use of the structure for owners and employees and further stated he liked to see better signage on rates and the missing awning replaced. Krone indicated that the commercial owner is responsible for the awning; the owner has indicated it will be replaced this coming week. He also confirmed that there is support for putting out ‘A’ frame signs. Clemons stated she had

calculated that 1,283 more tickets were collected in 2009 than in 2008. Lewis expressed his interest in having a report that shows average hourly paid uses such as the number of spaces occupied during non-subsidized events during standard business hours to more fully understand if use is increasing. Knowles of Council District 3 staff asked Five Star if an hourly profile could be provided so that the residential community might be able to compare use against what they are experiencing. Stern indicated his interest in further exploring business consumer packages. Krone referred him to the existing discounted employee rates and other programs.

Lengyel then addressed the issue of the structure's electrical energy use numbers and asked the PAC to refer alternative energy option to green subcommittee for consideration. O'Boyle opined that the sustainability committee should finish developing its criteria in order to equitably assess any and all proposals. Steppke suggested that upper floors could be roped off and light reduced in those areas. Bauer, referring to energy use numbers said he would have expected to see lower energy consumption during summer months, yet the spike in July contradicts this common sense assumption. Krone couldn't offer an explanation although subsequent discussion pointed to the fact that the ticket booth whose door is often open is air conditioned during hot summer months.

Public comment:

Public comment was heard that often the \$5 event rate sign is displayed, but even that is done in an inconsistent manner. Krone said that during events, a \$10 sign is placed on the surface lot and the \$5 sign is displayed in front of the garage to discourage people from parking on the surface lot. He noted that larger lettering on all signage would help. Lengyel asked if PAC was opposed to having the agency place 'A' frame signs on sidewalk announcing rates and the PAC indicated support. Studebaker representing Main Street noted that signs on sidewalk would require PROW permit.

Motion: (Cass/Edwards): *PAC advised the agency to continue with existing rate structure for a six month period.*

Passed (10-1-1) Leichtling: Opposed Oliver: Abstained due to proximity.

C. Consideration of Engaging a Sustainability Consultant to Assist in Developing Criteria for the PAC to Use to Assess Projects.

Postponed to February (see 'Adoption of Agenda').

VIII. SUB-COMMITTEE/LIAISON REPORTS

A. Maintenance Assessment District (MAD)

Steppke reported on the Switzer Canyon 30th Street landscaping request for \$35K noting the "Friends of Switzer Canyon" will confer with city on landscaping options and city regulations. MAD approved two trash cans on the Switzer bridge not to exceed \$3K. For FY 2010-11, tree grates and trash cans allocations were approved for a combination of 12 total, 11 locations to be determined with one location to be at the northeast corner of Kansas and El Cajon Blvd. A tree trimming request costing an additional \$9K was deferred until the next budget cycle. The 2011 Budget was approved with a proposed reserve of \$112,482.

B. Project Area Streetscape Improvements

Sizer reported the committee would be meeting to further review and refine a request of the MAD for maintenance funding that would need to be approved before funding for construction can go forward.

C. North Park Community Plan Update

Lewis indicated there was no formal meeting planned until February and that committee members would be doing individual walk-through tours of the district based upon a structure provided by the city.

D. Green/Sustainability Initiatives

Tinsky reported the subcommittee had received a quote from the proposed consultant that incorporated a reduced price but one component had been left out. The subcommittee was asking that it be reinstated and for more specificity on the consultant contract and associated fees.

IX. STAFF REPORTS/PROJECT UPDATES

A. Project Area 2011 Budget Forecast

Lengyel **distributed documents summarizing** 2011 expected revenues, from Tax Increment (TI) noting that currently \$5M is available in the 80% funding pool of which \$870K is specifically available in tax-exempt funds. He detailed that \$1.4 M is still reserved for mini park & 29th St project, \$400K for the Elder Help improvements and \$350K for Boundary Street streetscape project. He noted that \$2M still owed to the city to reimburse block grants has not yet been reimbursed. He noted that the Redevelopment Agency's bond rating has been upgraded by Wall Street. Lengyel noted he was asking Todd Schmidt to address PAC on Community design process for the three components, (mini park, 29th Street, and North Park Way) of the enhancement project sponsored by the \$125K to design 29th improvements. Lengyel noted again we will come back to agency board for construction funding approval but will need the design completed first to be able to estimate maintenance costs. Lengyel noted the project area formation criteria stipulated the agency could never have more than \$50M in debt, but because the district is doing so well in raising TI, it is looking to increase this limit as part of process that is re-establishing eminent domain. Finally, he reiterated that the Lafayette Hotel funding passed.

B. Garage Art Project

Lengyel reported that a contract finalized between the agency and the artist and was awaiting the Mayor's approval.

C. NP Theater Rehabilitation Loan

Lengyel indicated that the loan had been executed by LOSD and was awaiting final city legal review for implementation.

D. Community Plan Update Blight Analysis

Lengyel noted the agency still needed to bring in an additional consultant to do the traffic study now required as a condition of the eminent domain reauthorization and that five consultants have applied. O'Boyle asked when the community meeting space will be available. Lengyel answered that the architect has completed design and the agency is now anticipating June for build-out and that Mental Health America will handle meeting room scheduling, (at no cost), with Community groups receiving highest priority.

E. Other: Bauer asked about status of JC Penny building. Lengyel only could say he understood the owners were close to signing a lease and noted he had no news on Woolworth building. Lengyel reiterated the PAC could consider purchasing the building and putting out RFP for projects.

X. REQUESTS FOR NEXT AGENDA

- A.** Information and subsequent discussion regarding bond funds, types and restriction on use.
- B.** Request for funding to hire a consultant to assist sustainability subcommittee
- C.** Main Street request for PAC to fund free parking for the Festival of the Arts
- D.** Discussion of whether to pursue to purchase Woolworth building.

XI. ADJOURNMENT

Motion (Cass/Stern): *To adjourn at 7:15 pm.*
Passed (12-0-0)