

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

Tuesday, August 11, 2009

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 6:06 p.m. Quorum was established.

Robert Bauer	Present	Judi O'Boyle	Present
Stephanie Cass	Absent	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 (Clemons/Steppke): *Approve a revised agenda moving action item 'C' up to 'A', removing action item 'E', and moving the Brown Act presentation to action item 'C'.*

Passed (11-0-0)

III. APPROVAL OF MINUTES

Motion (Leichtling/Stern): *Accept July minutes with the following revisions: Include new member Lachlan Oliver's name in the roll call matrix, change '\$82' to '\$82M' under elected officials report, and change the date from July 29th to June 29th in the chairs report for the initial ALBA Stakeholder meeting. Also include a Leichtling comment under the Boundary Project update that the PAC consider making all future sub-committees 'standing sub-committees'.*

Passed (11-0-0)

IV. ELECTED OFFICIALS REPORT

Travis Knowles, CD3 representative, talked about public safety. He mentioned a national effort called "Night-out" relating to neighborhood watch activities. Council member Gloria and he attended local meetings in the past week and he encouraged community members to create and/or join a neighborhood watch organization. He noted there are resources available to establish Neighborhood Watch groups stating they are important given shortages at the police department. He emphasized, however, he was not inferring that the community should expect any lack in police services. Finally he expressed the importance of not censoring or second-guessing whether to go ahead and make the call.

V. PUBLIC COMMENT

Eric Lingenelder, co-owner of True North, indicated he was here at the meeting to show his interest in developing greater use of the parking garage as well as cleaning up patron related issues occurring in the surface loft behind the theater.

Liz Studebaker, director of NP Main Street, announced the "Taste of North Park" taking place Saturday, Oct 3rd from 1-5pm as well as the next NP Commercial Historic District tour being held at 8:30 on October 18th meeting at the North Park Theater.

Omar Passons, President of NPCA, spoke about the NPCA's involvement in the SD School District ALBA project utilizing the North Park school and as well as it's integration with the surrounding park. He noted NPCA members had walked the neighborhood to announce a town hall meeting with Council Member Gloria focusing on related issues being held at the school, (4441 Oregon St.), Sept 26th from 6-9 pm. Among subjects being discussed will be possible funding sources.

Rene' Vidales spoke regarding recent events around the NP Parking garage art project and noted his perceived lack of interest on the part of the redevelopment agency. Asked PAC to consider elevating the issue to possibly, council office, to get it finished.

Catherine Morrison voiced concerns again about changes in commercial district affecting the surrounding neighborhoods. Supports commercial district but not at expense of neighborhood. Harry Morrison also spoke noting his appreciation with True North's ownership being responsive to recent concerns. He also asked if local community groups, like the PAC, are thinking about the future direction (plan) for North Park.

Brandon Cohen, also noted he was pleased with how things are progressing with police, True North and other owners, and expressed his concern over the remedy for the surface lot behind theater.

Steppeke noted North Park post office is, again, being slated for closure. Congresswoman Davis' representative Nick Norvell will attend, listen and respond to citizen's comments at then next NP Planning Committee meeting at 6:30 pm, Aug. 18th at 2901 North Park Way. Also reported the planning committee had voted to invoke the "committee as a whole" action to act as full voting body for community plan update.

Oliver reported that on Sept. 24th Heaven Sent Deserts would be building the worlds largest "Ho-Ho" on the USN Reagan for the troops and their families. This is in conjunction with a fund raiser the same day at Heaven Sent where a portion of all sales will assist a North Park War veteran in need of major house improvements to accommodate severe war related disabilities.

VI. CHAIR'S REPORT

Chair Clemons noted nothing to report.

VII. ACTION/DISCUSSION ITEMS

A. Use of Surface Lot Behind NP Theater

Michael Lengyel, Redevelopment Agency, gave background on the recent issues with the surface lot and provided a memorandum to those attending on a proposed resolution prepared by the agency. Noted that currently garage is open until 10pm Sunday-Thursday and 1pm Friday and Saturday nights. Proposal is to keep garage open now until 3am on Thursday-Saturday nights, provide brochures about the garage to surrounding clubs and restaurants promoting garage usage, and adding another full staff security guard on those late nights who will also patrol the surface lot. Finally the garage rate will be raised from \$3 to \$5 at night and a \$2K security camera will be placed on the garage focusing upon the lot along with signs posted noting the use of security cameras.

Public comment: Eric Lingenelder, co-owner of True North, indicated his support for the agency proposal. He also noted that even comments from patrons regarding why they might not be using the garage are being gathered. Also noted working on better cleanup of the streets and will do publicity blitz for customers to re-consider using garage. David Cohen, Hawthorn's, noted his patrons do use surface lot, so supports security plan. Noted there is only lighting on the 29th street sign announcing parking, of all the signs. Brandon Cohen, resident, asked that a phone number be provided to neighbors to contact security. Lengyel noted gate will now stay raised until three am.

Committee discussion:

Leichtling: Supported signage, and support of cost inducements. Also suggested adding camera boxes to give effect of additional security. Oliver: Supports increased security but raised point of not being able to support the proposal until Five Star management is held more publically to account for their responsibilities and suggested this could be done through avenues such as getting their concession out to bid. Wants new contract to hold manger more fully accountable. Indicated he would help promote by advertising free desert for patrons parking in the lot but can't do that under current Five Star mangers. Lengyel: Noted the parking concession will go out to bid late next year when contract is up. Tinsky: Asked again about timeline for signage and security. Lengyel: Replied timeline is next week for cameras. Rosenthal: Noted two weeks for signage. O'Boyle: Asked what the True North occupancy limit was and said there needs to be a way to incentivize garage use. Lingenelder: Informed PAC that 481-482 is the limit and noted they will be purchasing up to \$750 a month in parking vouchers. Edwards: Noted he is now on LOSD building comm. as well as the board of directors. He reported theater has no problem with camera being mounted on theater. Stern: Noted his sympathy with Oliver's position but noted his support of proposal to get this security upgrade moving and asked that the Five Star management at least feel pressure in the short term to be more proactive. Also thanked True North for their idea to blitz the area and its customers to really push use of the garage forward. Also noted that besides validation, printing coupons on validation tickets for inducements is another idea. Steppke: Noted intent of structure was to get parking off street so supports increased security proposal as well. Clemons: Asked staff to consider both suggestions for camera on theater and coupons on the tickets and asked if for report back next month. Rosenthal: Noted they could be and also suggested reconsideration of past practice of attaching small cards with garage information to receipts, etc.

Motion: (Leichtling/Stern): *Adopt staff recommendation and implement as soon as possible.*

Passed (11-0-0)

B. NP Garage Art Project / Parking Signage

Rosenthal reported on "Signage" being added above garage entry and a large lit sign as well. Rates will be posted outside on column to right. Noted the long banner promoting parking with lighting will be installed on the 'art panel' with the windows in it and additionally signs with universal parking "P" will be place on the streets. Noted garage ledges and architectural details makes signage problematic so will be looking into how best to accomplish this.

Public comment:

Rene' Vidales noted that in European cities and other many countries, sign's on surrounding street will note current lot vacancy rates.

Committee comments:

Edwards: Asked what options, locations, quantity are possible for the "universal sign" to be posted. Lengyel: Noted the previously considered lit 'P' ball on the SW corner of University & 30th and will report back on that and other locations Sizer: Noted as he was

driving down North Park Way late at night the west side only 29th St. is not the side people approach from in comparison to 30th St and North Park ways, suggesting that those streets are where the signage needs to be. Leichtling: Suggested a large balloon floating above garage and/or a projection unit from an east side building projecting 'parking' on the building as advertising

Rosenthal began addressing the "Art Project" by noting this project is the highest priority endeavor of the agency but because of state budget issue regarding agency money this project is on hold. City attorney reviewed and reported that since no agency policy existed on awarding of this contract it has to follow city procedures. In order to pay the artist the RFQ will have to be re-published. Best streamline option to avoid re-issuing an RFP would be to approach original artists and ask them to submit cost estimates under a \$50K cap. Any higher price would trigger new RFQ.

Committee discussion:

Edwards: Asked if price stated for hanging art was in this cost and if multiple artists could be selected. Also asked if there is legal reason the limit could not be disclosed
Rosenthal: Noted the hanging art is separate cost and total art payout is \$50k so multiple artist could do portions or work together. Lengyel: Stated he will check with attorney on legal question posed. Artist will still retain art ownership but city will have rights to reproduce for promotion purposes. Lengyel: Suggested artist could be asked to submit cost estimates for one, two, three or all sides. Oliver: Asked for clarification on artist rights and how the limit is set. Rosenthal: \$50k is the limit to trigger competitive bidding process. By capping it we can move forward without delaying process. Lewis: Asked if this approach to funding is subject to hold because of state budget funding. Lengyel: No, it is from tax-exempt bonds. O'Boyle: Asked for more info on process, as it will occur, will they be approached in priority order. Also reiterated that community selection comm. was supportive of two artists in the recommendations. Noted hope the motion will reflect support for that. Rosenthal: No, to be fair they have to be approached all at same time. Will contact first to see if they still have interest and that city has correct contact info. Noted that since community is familiar with artist and process they will consider that but asked if community is open to other suggestions now before process starts. Noted city looking more at the overall idea with intention of it not being permanent but rather dynamic. Stern: Asked about consistency with original RFP and if there was anyway to simply re-vote removing the person that declined after selection Rosenthal: Noted city would pay for system to mount art but not for art. Artist would have right to auction off art and city would retain rights to use for 5 years after first posting. Also thought there would be less interest in a re-vote effort and city would have to replicate process to be legal. Oliver: From business point, if public putting \$50k every 3-5 years into art, is there an business plan in place to consider marketing options to recoup some public cost. Rosenthal: Stated that is an option if the committee was interested in undertaking that. Noted it was unlikely city would follow this same process for future selection process. Lengyel: Noted that could be addressed in the legal fee structure. Bauer: Noted as it has taken 4 years to get to this point, his concern with how long will it take to implement the next art project especially if we're talking about another set of art palates three years after this goes public.

C. Brown Act Presentation

Kevin Reisch and Kendall Berkey from city attorney's office provided power point summary on the Brown Act. The presentation is available to committee members and the public upon request. Noted purpose of Brown Act is to avoid secret legislation being enacted out of view or comment of the public. Any question from committee or public can be directed to Michael Lengyel of the agency for forwarding to the attorney's office.

D. Policy on Green Initiatives

Clemons moved to form sub-committee to consider and recommend a PAC policy.

Motion: (Stern/Tinsky): *Create an ad-hoc committee to recommend criteria by which the PAC will consider funding for “green initiatives”.* Committee Discussion: Leichtling requested all sub-committees be standing committees. Clemons: Noted this committee will remain an ad-hoc committee given specific directed nature of its focus Stern: Suggested PAC discuss before public the decision to make at standing or add-hoc committees. Committee comprised of Stern/Oliver/Tinsky/O’Boyle/Lewis. Stern/Tinsky co-chairs.

Passed (10-1-0) Against: Leichtling

E. Free Parking in NP Garage for Taste of North Park

Lengyel reported that as the “Taste of North Park” was a fee-based event it could not receive agency subsidized parking.

VIII. SUB-COMMITTEE/LIAISON REPORTS

A. Maintenance Assessment District

Steppeke reported city staff put out report on “Stage 1/2/3” prioritizations for tree watering and maintenance. Additionally noted MAD will take over maintenance of 16 trees (Grim to Herman between University and North Park Way).

B. Project Area Improvements

Sizer reported sub-comm. had idea of providing large rock as visual landscape amenities that wouldn’t invite use by homeless people. Stated committee will be meeting tomorrow morning with Cal Trans, Council office rep, and city.

C. Birch NP Theater Improvements

Lewis reported funding request awaiting Redevelopment Approval. Noted newspaper published article that LOSD is holding a fundraiser under which the original developer has indicated he will match \$200K in kind if that threshold is raised. Noted feeling that although this doesn’t affect the basis upon which the funding for the theater was approved this fact should have been disclosed and that it does have impact on their request for Phase II related request. Clemons: Agreed with feeling that LOSD should have disclosed this.

D. North Park Community Plan Update

Steppeke address this under public comment.

IX. STAFF REPORTS/PROJECT UPDATES

A. Lengyel noted there would be effects on Project Area Budget and Implementation Plan from Revenue Shift to School Districts Resulting From State Budget Actions indicating there will be \$55M taken from city as a whole, a minimum of \$2M this fiscal year from NP PAC and an additional \$350K in FY 2010. He also indicated the Lafayette loan was being restructured to deal with this impact. PAC will eventually need to re-prioritize implementation plan and hopes to provide better idea in an update next month. Concern is that it will likely be harder to do taxable issue bonds in the future. North Park Project Area is currently bringing in \$5M a year in Tax Increment.

B. Tax Exempt Bond Financing: Lengyel stated agency had closed the tax-exempt bond issue and we had \$3M in tax exempt funding remaining.

C. North Park Mini-Park Streetscape Improvements: Lengyel reminded the PAC that Sept 8th had been the original day for mini-park funding initiative consideration before the agency but now the funding request is going before the council on Sept. 22nd.

D. Community Plan Update Blight Analysis: Lengyel noted the agency is waiting to get the additional survey contract signed.

E. 3029 University Avenue RFP: Lengyel stated the RFQ had produced two proposal for mixed use lofts and a 3rd proposal which called out for a few number of lofts as a part of a fashion institute concept.

F. Other: Lengyel provided the agency NP PAC project monthly status spread sheet to the PAC. (It is included as an addendum to these minutes).

X. REQUESTS FOR NEXT AGENDA

A. Agency Store Front Improvement Program ready for presentation and approval

B. Policy review on what projects to consider for “streetscape improvement” projects

XI. ADJOURNMENT

Motion (Sizer/Edwards): *To adjourn at 8:45 pm.*

Passed (10-0-0) Not voting: Leichtling had left