

## Midway Pacific Highway Community Planning Group Regular Meeting

**Date:** Wednesday, October 15, 2025

**Location:** 2911 Sports Arena Blvd, Suite A San Diego CA 92110

**Call to Order:** 3:07 PM. Quorum achieved.

### Approval of Minutes

The minutes for the following five past meetings were circulated prior to today's meeting: Special Meeting April 2, 2025; Regular Meeting April 16, 2025; Subcommittee April 23, 2025; Subcommittee April 30, 2025; Special Meeting May 7, 2025.

Cathy moved to approve all five minutes as drafted. Karen seconded. Motion passed unanimously.

### Government Office Reports

#### Council Office D2- Margaret Doyle

- **Mayor's Office Updates:** Updates received included grand openings for affordable housing (Pacific Village in Midway), the passage of the Midway Rising project by the Planning Commission, and the distribution of lithium-ion battery safety tips.
- **Staffing Change:** Margaret announced this would be her last meeting as the Midway representative; Seamus Kennedy, the Housing Policy Advisor, will be the new representative starting next month.
- **Banner District and North Bay Association:** Discussion arose over unauthorized "Victory USA" banners on Midway Drive. The organization legally in charge of the banner district, the North Bay Association, is defunct.
  - **Action Item:** The Council Office will research if the Planning Group's Charter permits them to assume control of the Banner District.
- **North Bay Redevelopment Funds:** Concerns were raised that a significant amount of money (estimated over \$100,000?) from the defunct Redevelopment District is still held by the City.
  - **Action Item:** The Board requested that the Economic Development department be contacted to provide an update on the exact amount of the funds and permissible uses for the money.

#### Concerns and Discussion Items

- **Rosecrans Smart Traffic Lights:** Reported to be malfunctioning and out of sync, causing freeway backup and severe traffic congestion. The City needs to reprogram the signals.
- **Lack of Government Attendance:** Strong disappointment was expressed about the poor attendance of representatives from various government offices, particularly noting the lack of notification to the community about the Pacific Village housing opening.
- **Short-Term Rental Tax Idea:** An early-stage idea by Councilmember Ella Rivera to propose a per-bedroom tax on certain whole-home short-term vacation rentals was noted, with the intent to promote home ownership.

#### Police Department- Officer Harris

- **Overall Crime:** Stats are pretty much the same across the board for the last five years in the Western division. San Diego still gets about a million calls for service annually.
- **Oversized Vehicle Ordinance (OVO):** This is still a hot topic and they're enforcing it in Western, mainly in the Midway District and Ocean Beach.
  - They only have a tiny 2 AM to 6 AM window for enforcement.
  - It takes about six officers, but they are issuing double-digit, sometimes up to 50, \$100 OVO citations a night. Seems like the word is getting out.

- **H Barracks Parking Lot:** This lot is "underutilized." People aren't accepting the offer to move their oversized vehicles there. They're barely seeing double-digit utilization (90 out of 190 vehicles were enrolled as of last Friday, but not necessarily showing up every night).
  - The lot is run by Jewish Family Services, and they vet the population (e.g., no registered sex offenders, must be sober). It's also closed during the day, which complicates things.
  - There's frustration that they can't simply tow vehicles parked illegally, even though people are "breaking the law."
- **Coastal Park Closures:** There's a plan in the works to put gates on 36 coastal parks, primarily to deal with OVO issues and crime.
  - Coastal Commission is holding things up because they don't want to prohibit access, especially where there are no other parking options.
  - They are trying to get a tubular gate on Dog Beach, hoping it will happen within the next year.
- **Midway Blitz Operation (Shoplifting):** They recently did a fun undercover "Blitz operation" in the afternoons (2-6 PM) in Midway, working with asset protection from stores like Marshalls, Home Goods, Home Depot, Dick's, and Target. They took a lot of people into custody. They plan to do this once a quarter to help local businesses dealing with the "no hands-on policy" that prevents store employees from stopping shoplifters.
- **Street Vending:** It's not a crime to vend in San Diego, which makes enforcement tough due to lawsuits downtown.
  - It's mainly an "administrative" issue, so police can write citations, but if people don't pay, there's no recourse.
  - The officer personally deals with it by performing a traffic stop (since the drivers don't have licenses) and impounding their vehicles for 30 days.
  - The vending seems to be organized by "coyotes" who run operations across multiple areas (Claremont, Mira Mesa, Poway, Escondido).

#### **State Senator Weber's Office Update:**

- **Info Tidbits:** October is National Community Planning Month and Breast Cancer Awareness Month.
- **Legislation:** Eight of their nine bills passed through the governor's desk; one bill regarding nutrition standards for kids' meals was vetoed.
- **Opportunities:** They are reviewing bill ideas submitted by individuals and organizations.
- **Events/Programs:** They held a Sickle Cell awareness webinar, are hosting a budget town hall tomorrow (6-7:30 PM at Crawford), and are starting their Young Legislators Program for high school juniors and seniors.

#### **Information Items**

##### **Midway Rising Update (from Jeff Meyer):**

- **Planning Commission Approval:** The Midway Rising team successfully secured a recommendation for project approval from the Planning Commission on September 25th, advancing the project to the full City Council.
- **Next Approval Steps:** The project requires two final steps for approval: a committee meeting and a subsequent full City Council hearing.
- **Timeline:** The timeline for the two final Council hearings remains "To Be Determined," but the team is confident in reaching both milestones before the end of the calendar year (November or December).
- **Modification to Recommendation:** The sole significant modification requested by the Planning Commission was the expediting of dedicated bus lanes, proposed to run from Old Town to the sports arena. The recommendation was to shift the implementation of these lanes from the originally planned Phase 2 to Phase 1.
- **Project Phases:** The overall construction is projected to span approximately 10 years, with Phase 1 representing the first five years and Phase 2 representing the second five years. The push to move the bus lanes into Phase 1 is to ensure they are operational when the new arena/entertainment center opens.

## Action Items

### Regional Infrastructure Working Group

- **Objective:** To establish a formal, high-level working group to address regional infrastructure and traffic concerns, particularly those impacting the Midway area due to major redevelopment projects.
- **Rationale:** The issue of traffic is a regional one—not solely confined to Midway—and requires a comprehensive strategy to manage non-local vehicle traffic passing through the area en route to the freeway.
- **Proposed Stakeholders:** The group must include key government agencies and community representatives, such as SANDAG, Caltrans, the City of San Diego (including the Traffic Department), the County, MTS, and the Navy.
- **Initial Engagement:** A Senior Mobility Planner from SANDAG has already been identified and has expressed interest in this agenda item.
- **Motion:** Jason made a motion to authorize Cathy as Vice Chair to represent the group in pursuing the potential creation and initial organization of this regional infrastructure working group. Bill seconded. Motion passed unanimously.

### Appointing a New Board Member

- **Nomination:** Mr. Whitney Scala was nominated by the local business, Dirt Cheap Rental, to serve as a Business Representative.
- **Candidate Profile:** Mr. Scala is a San Diego-based business and real estate attorney with extensive community involvement, including service on the Board of Trustees for the San Diego Museum of Art and prior involvement with the Chamber of Commerce.
- **Motion:** Jason made a motion to appoint Mr. Scala to a business rep seat expiring in 2027. Cathy seconded. Motion passed unanimously. This brings the total number of members to 13.

**Adjournment:** 4:19 PM. The next meeting will be November 19, 2025.