



Date: April 22, 2011
To: Michael Prinz
From: Dennis J. Wahl
Subject: Notes from Working Group Meeting, March 29, 2011

ATTENDANCE

Michael Prinz, City of San Diego
Christine Rothman, City of San Diego
Theresa Millette, City of San Diego
Jim Davies, San Diego Redevelopment
Randy Van Vleck, CHCDC
Steve Russell, CHCDC
Steve Aldana, ECB BIA
Beryl Forman, ECB BIA
Hong Tran, Int'l Rescue Committee
Deborah Bmolenda
Jay Powell, CHCDC

Kathleen Ferrier, Walk San Diego
Samantha Olligner, CHAPC
Maria Cortez, Teralta West Nhbd Alliance
Gary Weber, ECB BIA
Jay Levine, ECB BIA/PIP Printing
Jim Varnadore, CHAPC
Gary Andrishak, IBI Group
Dennis J. Wahl, IBI Group
Julie Wang, CH2M HILL
Dave Potter, Potter & Associates

See attached sign in sheet for contact information.

HIGHLIGHTS

Highlights of the discussion items are provided below.

1. Introductions

- The attendees introduced themselves and noted the organizations they represent.

2. Overview of Study Purpose and Role of Working Group

- Michael Prinz welcomed the group and reviewed the purpose of the study. He noted the goal to take advantage of the coming BRT facility and service on SR-15 to plan for growth and redevelopment. Gary Andrishak discussed trends in transit oriented development (TOD) and the importance of the outreach effort.

3. Scope of Work & Schedule

- The schedule for the study was reviewed, showing the walk audit in April, with community workshops planned for June, September, and November. The study is to be completed by the end of 2011.

- The desire to avoid this study being yet another study that does not lead to change was expressed by several attendees. The Pilot Village study was mentioned as an example of an effort that seemed to have promise but did not progress. It is important to avoid developing a plan that includes things that have failed in the past.
- A viable implementation approach will be important. There is a need to provide incremental benefits, as well as larger long range projects. The potential for streamlining the permitting process was mentioned.
- The need to coordinate with the school district was mentioned. Wilson Middle School has a sizeable allocation of bond funds for improvements. City staff is in regular contact with the school district.
- The scope of work includes a series of technical reports and products that will be shared with the group before they are finalized..

4. Community Outreach & Participation Activities – Walk Audit, Workshops, Survey

- The elements of the outreach effort were presented, including website materials, surveys, the walk audit, and community meetings.
- Many of the working group members expect to attend the walk audit.
- It will be important to be sure the study process responds to the input and ideas of the working group and the community.
- We should consider meeting with the Working Group before the community meetings.

5. Key Issues and Opportunities

- It will be important to develop projects that have an impact in the community. Projects should serve both community residents and people from outside the community. The area does not need any more L-shaped strip malls.
- Concern needs to be exercised with any residential density increases. Parking has been a serious issue. Transit service may be able to reduce the need for parking. Parking was an issue with the Pilot Village proposal. Increases in density will receive push back. The community is not like Downtown or the area around University Towne Centre.
- We should consider the commercial corridors beyond the study area. The El Cajon Boulevard corridor has not been growing recently as much as the University Avenue corridor.
- The residential vacancy rate is around five percent, although there is a lot of turnover. The land economics analysis will be important. We won't be able to count on funding from redevelopment agencies.
- Several areas along El Cajon Boulevard between I-805 and SR-15 are underutilized. The past highway orientation of El Cajon Boulevard was noted. We should consider

large scale uses such as a casino, hotel, or movie theatre. We should consider office buildings with large scale tenants to bring workers into the area. Retail opportunities will be important.

- The changes in transit service could lead to the area becoming a bedroom community for downtown. Connections to LRT and BRT services will be important. We need to consider the destinations that will be directly available. Connections to downtown and Mission Valley would make hotels and other uses in the study area more viable.
- There are many deficient buildings that should be brought up to code.
- The existing transit plazas are isolated from the community. There needs to be better connectivity. Getting the kiosk buildings open on the bridge is important. Pedestrian crossing of the freeway ramps is an issue.
- Providing safe bikeways for travel and fitness is important.
- The area needs both market and subsidized housing.
- Schools are important gathering places in the community. Urban design treatments are needed to provide small, safe gathering places.
- Need to enhance links to Teralta Park, which is an asset to the community.
- Public art should be incorporated into the proposals.

6. Other Business

- The logistics of the walk audit were discussed. Participants will meet in the ECB BIA office. We need to be sure the walk isn't too long. Polk Avenue was noted as a good walking area.

7. Next Meeting

- The next meeting will be scheduled after the walk audit on April 16.

Attachment: Sign In Sheet