

Greater Golden Hill Community Plan Update

CPUAC Meeting #1, 11/4/09

Meeting Summary (DRAFT)

Overview

On Wednesday, November 4, 2009, the Community Plan Update Advisory Committee (CPUAC) held its first meeting. The CPUAC consists of fifteen seats (7 seats from the Greater Golden Hill Planning Committee and 8 non-committee member seats representing various interests in the community). There is currently one vacant seat. The purpose of the meeting was to facilitate a discussion of community values by sharing ideas and identifying issues that will need to be addressed during the community plan update process. The following information summarizes the:

1. meeting process
2. meeting agenda
3. meeting comments

1. Meeting Process

Per the Brown Act (open meetings), the meeting was publicly noticed and open to public attendance and comment. All fourteen CPUAC members attended. Nine people attended from the community at-large. The room was arranged so that the CPUAC members were seated at rows of tables. The community at-large was seated in rows of chairs. The room arrangement recognized the formal role of the CPUAC to sustain the public discussion throughout the community plan update process.

City Staff facilitated the meeting and gave a presentation that included an overview of the General Plan Principles, a proposal to photo document the community, and an overview of each element of the existing Golden Hill Community Plan. The presentation was followed by a debrief process for the CPUAC members to comment on: what they liked about the process; what they would suggest to improve the process; what they learned; and, what they would like to know more about. After the debrief, comments were provided by the community at-large. Throughout the meeting, all comments were charted on large sheets of paper that were displayed on easels. These charted comments documented the ideas that were shared during the meeting and are summarized within the third section of this document.

2. Meeting Agenda:

The meeting was organized into five parts:

- Introduction
- Overview of General Plan Principles
- Proposal for photo documentation
- Slideshow of the existing North Park Community Plan's Elements
- A Debrief for the CPUAC

A large part of the meeting's time was dedicated to the slideshow and discussion of the existing Golden Hill Community Plan Elements. This discussion provided a beginning point for participants to familiarize themselves with the goals of each Community Plan element and to provide comments on those elements

3. Meeting Comments:

Throughout the meeting, participants were able to comment on the meeting's agenda topics. Their comments were charted by two outreach team members. The following pages provide a summary of the comments received as well as the requests or action items. City Staff will review each comment and prepare a list of action items that will be added at a later date. Comments are summarized in the following order:

- a. General Plan Principles
- b. Existing North Park Community Plan Elements
- c. Debrief
- d. Additional Comments

Section d. contains comments received outside the meeting. The charted comments are summarized below.

a. General Plan Principles

No comment

b. Existing Greater Golden Hill Community Plan Elements

b1. Residential:

- Higher density areas are only 50-60% built out based upon existing zoning. Is it within the purview of this Community Plan Update to change zoning (up-zone or down-zone)?
 - City Staff (Bernie Turgeon): Yes, this issue can be evaluated during the community plan update.
 - City Staff (Mary Wright): General Plan housing projections also could be effected. So if density is reduced here, we have to increase somewhere else.
- Is there a city desire to increase, or push, for greater densities in Greater Golden Hill?
 - City response (Bernie Turgeon): No. We have no preconceived idea about adding housing units beyond what the existing community plan allows.
- The physical reality could look different if these areas are totally built out.
- Do we really want to encourage higher densities? And if so, where.
- Zoning is not an existing condition, it's an arbitrary construct, a cultural and historical event that happened by people like us at a previous time.
 - Ex: lower zoning to match community criteria and existing conditions
 - Parking requirements put a squeeze on raising density
 - Don't be assured that parking requirements will be your friend; they can work against you (e.g. Imperial Ave- ¼ block of homes in historic district)

were removed because the parking requirements allowed and encouraged the removal of ¼ block for a surface parking lot).

- Link infrastructure with development.
- Buses have difficulty here. Traffic already backs up to the 94. It all feeds together.
 - Staff response (Bernie Turgeon): These are important issues. We will be looking at transportation and urban design, especially with the concern over higher density.
- Some areas could be better developed (e.g. IGA shopping center is underutilized much of the time; building at 32nd/Fern was zoned only for a Green Grocer and is now abandoned).
- Is the city able to provide a study on the density change between then and now? How much has the population grown?
 - Staff response (Bernie Turgeon): Yes, we can do that.
- In the General Plan, the City is aiming towards smart growth, which means instead of sprawling out, we can look at some of the existing communities and perhaps limited areas of increased densities.
- Need to look into how to introduce higher densities and how it can improve the community. There are transportation issues. However, if it's done in a good way, it ought to be considered.
- Parking challenges: development has met standards but residents have guests/more demand.
- There are certain corridors where new development could be beneficial such as 25th Street. It's only 10 blocks from downtown. We need design criteria when discussing densities to make these buildings beautiful beyond zoning, not just cram as many humans as possible.
 - Staff response (Bernie Turgeon): That is a key part of the urban design work program.
- Everyone needs to be reassured that all these little wonderful community places are not really going to be disturbed (e.g. 28th St). It's the areas that are not developed or are not developing well that we need to address.
- The existing Residential Element doesn't have certain contingencies/emphasis about the environment, water, energy, being green. How do we address this component with density? We have to plan in a way that isn't going to further burden us.
- Review the areas that were down-zoned from R2 to R1 in 1986. Certain corridors were down-zoned, even though they have very large lots. There are opportunities for 2 units/granny flats on large lots with Conditional Use Permits
- There is a disconnect between one element to the next. Granny flats can be good (e.g. 25th St. and F).
- With group homes and treatment facilities, past a certain point you become a community of facilities.
- Need survey of existing sober living homes. Inventory conditional use permits. This is a citywide issue.

b. 2: Urban Design

- Preserve existing street trees. Address problem of trees pushing up sidewalks.
- There is a thin layer of topsoil so trees can't send their roots down
- Perhaps the City's Urban Forester can come out and evaluate

- Do we have a street tree plan?
 - Staff response (Bernie Turgeon): No, but there is a policy in the General Plan. We can look into street tree Master Plan.
- “Interact”- add this concept to last objective to encourage interaction with park.
- Is there anything within the city’s ability to provide parking in a developing business area?
 - Staff Response (Bernie Turgeon): We will look at this with our transportation study, which allows the consultants to survey parking demand.
- Address visual clutter, particularly non-conforming signs and cell phone towers. Provide guidelines.
- Need to address conflicts with parking and pedestrian/auto accidents.
 - Staff response: The transportation consultant is going to look at safety as part of their analysis.
- Are you aware of the City’s Pedestrian and Bicycle Master Plan?
 - City Response: Yes, it is in process and will be incorporated into the community plan update.
- Need more emphasis on jogging/bicycle trails.
- Need to wordsmith objectives. Incorporate quality, livability - a community that we love to go home to. Not so much defensive language.
- Open space needs to be part of Urban Design.
- Need to keep front yard space (e.g. 25th St. is pretty chaotic in terms of having a split personality when it comes to design).
- Need language about lot consolidations that can really change the character and scale of the community -- look at discouraging in some areas.

b.3 Planned District Ordinance

- Would like to learn more about conservation areas discussed at the Historical Review Workshop as an option to preserve the character and feel of a neighborhood character that is less restrictive than a historic district.
- Perhaps enlarge the PDO with a conservation component.
- In a community that is already developed an issue is how to do development sensibly without spot zoning? How else can we do it? It’s not like we’re starting with a blank piece of paper.
 - Staff response (Bernie Turgeon): This will be informed by Urban Design and Historical surveys.
- Only portions of the community are in the PDO -- consider expanding.
- Is this general or detailed slide for PDO? Are there objectives that go with this goal?
 - Staff response (Bernie Turgeon): There are few -- this element was added to reference the PDO. The actual ordinance is the main focus.

b. 4: Historical/Architectural Preservation

- Clairemont was built in the 1950s -- Is there any push there to talk about Historic Preservation/Districts?
 - Staff Response (Jennifer Hirsch): No, other than the standard review of modifications to buildings 45 years or older.
- What does the Clairemont community feel about preserving historic character? In this community, there is a strong feeling about preservation.

- The historic context is city-wide, it is important for people in one community to be aware of another.
- AAA Magazine listed Pasadena and South Park as nationally significant and worth seeing.
- I don't see this element for this community changing. We're just as committed to preservation as we were 20 years ago.
- The last historic survey identified architectural character of 25th St. as explicitly defined -- worth revisiting in this plan.
- That's a good point. It's incumbent on us in the slideshow that we are putting together, the assignment, to show this.
- Need to be aware of the 25th St. Renaissance Project's plan for infrastructure, transportation and parking. I don't think there is a final plan for the design yet.
 - Staff response (Bernie Turgeon): The Engineering and Capital Projects Department is going through the consultant contracting process. This is a design and build project.
- I like the first objective. People try to find out more about the history of their house, it would be nice to have a resource in the plan for people.
- The age of a structure does not define whether it's worth preserving; it's the style and structure.
- I hope we don't make requirements so stringent that someone can't take a building that is deteriorating and improve it. There are different levels of buildings that were built. We need to be aware that age alone does not cause a building to be historic.
- Use language that is enthusiastic - "encourage" rather than "requiring", "discouraging", or "limit." More affirmative. Some places have different ways to encourage and incentivize. and enhance the character.
- It appears that a majority of people here are from South Park. We need to look at the greater scope and "Greater Golden Hill" area. The area South of A Street really needs planning attention.
- It would be so wonderful to have a builder on this board. We need to make the plan viable.
- There have been many plans for 25th Street. How do you make plans happen? We have to also make it profitable.
- A good example is at 22nd and F Streets. Tim Rudolph: he picked high visibility properties, corner lots and improved them. This is a good example of getting a little more residential capacity.
- Golden Hill has been about to "turn around" since the 1960's. It's good to bring a builder, but this is something to talk to experts about making the community a special area in need of direction and control not just money.
- Try to bring some wisdom and support. Maybe the experts can come up with other examples of solving this problem.
- There are 2 different levels of change to address. South Park needs to be periodically refurbished, but Golden Hill needs to be revitalized.
 - Staff response (Bernie Turgeon): The standard tool is a Redevelopment Area. But we will provide an array of revitalization options.
- Treatment center issues: 5 people or less is State Law, not City law. Need to get State law changed. Community only reviews facilities for 6+ people.
- 26th & B, Segal building: I don't ever want to see anything like that. It doesn't fit. It's a row home.

- We likely agree about aesthetics, but on 25th Street what kind of incentive are you going to give a pawn shop or auto shop to make their space pedestrian friendly?
- How do we get from theoretical to practical?
- There needs to be more outreach. Do we have enough people from Golden Hill? What do people there want Golden Hill to be?
- Some parts of the community are being cooperated upon instead of cooperated with.

b. 5: Commercial

- Tried to get South Park businesses and 25th St. representative on the committee and couldn't get interest.
- Is the community plan a guideline or does it have teeth? I can think of 4 developments, three of which went through, that don't have the feel of the neighborhood. Fire station is of the neighborhood (unique look) and also next door is good example. The approved KFC drive thru does not fit in; also 28th and B.
 - Staff Response (Bernie Turgeon): This would be a good example for the photo exercise. Take photos of buildings and tell us what you think – good or bad. We will look at what kind of process they went through, how much of the community plan was applied to a property, the PDO, or city-wide zoning
- Need to look at development process to see if it meets the plan's objectives.
- We are constrained by PDO. We can only make suggestions. We're just advisory.
- Regarding the KFC, I'm not making a comment on design, but the all night drive thru was against the PDO, and so the drive through was not allowed and they decided not to do the building.
- Don't set too many restrictions. There is a way to design something that is contemporary but the right scale.
- Can develop something contemporary but still maintain community feel
- Santa Barbara has multiple and conflicting areas, but still one of the nicest places to live and is highly valued. There are layers of constraints and reflective of the community and identify what the community wants. They can be reflected in all kinds of positives.
- The community is eclectic. If a building is well designed, it's good. If it's a tract home that is just dropped in, it's a real disconnect.
- Buildings need to be well designed.
- Can expand PDO in some instances.
- South Park and Greater Golden Hill cluster of areas in residential = beautiful craftsman, Victorian, bungalow – those areas are tied together, certain architectural style. When you drive down commercially zoned streets like 30th and 25th the character is completely different. As we look to zoning and talking about character and quality, commercially zoned corridors don't necessarily have to match what is going on in the residential areas. Having diversity could add to the appeal of the neighborhood.
- There are things people don't need in their neighborhood and don't want. There are also things they need but they don't want in their neighborhood. You don't need everything in your neighborhood.

- Comment on density of bars: I'm not against them, but do we want them all in one block?
- Difficult to control as bars have to be so many feet away from schools, children, etc. and the bar is left to with only so many places it can go, a certain area.

b. 6: Transportation

- It is horrible in Golden Hill for transit.
- #2 bus you have to walk twice the distance to get to the bus stop.
- Bus service is supposed to be every 10-15 minutes, but not in reality.
- What is our main transit corridor? The #2 bus route is horrible. Everywhere else buses go straight up a corridor. Here, we are dog-legging everywhere.
- Reason for buses along C St was to catch the ridership a little north of there. This reason may have changed.
- The center section of Fern Street is physically too narrow for existing traffic.
- Broadway to 28th to right on Beech to Joe's market to left on 30th is the normal bus route through Golden Hill.
- A lot of traffic cutting from 94 down through the valley. We need to verify.
- Bus Route #6 was discontinued.
- There is only one way through the community -- and that is 30th Street unless 32nd Street is considered.
- The only way east is Broadway, or Juniper.
- Something should be done to the 28th Street and highway 94 ramps.
- When 94 gets backed up in the morning, people get off and pass through the community.
- Opportunity: there are a high number of people who bicycle. Create less conflict with cars in order to emphasize trails.
- Up and down 30th Street in existing community plan, diagonal parking hasn't been implemented. Why not?
- Opportunity to look at bike routes- into or through Balboa Park. There is a strange disconnect with the Park.
- Golf Course Drive and 25th Street Corridor, access to Zoo and possibly downtown. How do you address it in Community Plan?
- The VeloCult bicycle shop on Fern is clearly doing this. The owner's name is Skye. Go talk with him, he's got maps. He's trying to get parking spaces for bicycles in front of local businesses.

b.7: Parks and Recreation

- Can anyone identify land not used for open space that can be a park? South of the school?
- City-owned property inventory is small unless someone is willing to donate land.
- There are no parks in Golden Hill and there probably won't be.
- Public property is not leveraged enough...consider multiple use, be creative.
- Utilize and enhance the sidewalk. Have more plazas or usable space.
- Need information as 20th/B Street dedicated for park awhile back but it never happened.
 - City Response (Bernie Turgeon): I think there's been some movement with CCDC on that. We'll interface with them.
- 25th Street park up to canyon edge could happen again with better use = 17.4 acres

- That area is actually part of Balboa Park.
- Edges of canyons of east the park can be used for parks.
- Some of these areas are flood plains.
- Need trails, areas for walking.
- Cap freeway and put a park at 22nd to 25th Street bridge area. Like in City Heights.
- Add historical element to parks.
- Enhance, reclaim existing parks.
- Pocket parks, sometimes could be incorporated (e.g. Sherman Heights)

b. 8: Open Space

- Many of the objectives sound like a plan for an undeveloped community. These don't seem pertinent to our community.
- We have open space in canyons, but the City doesn't maintain them - couches dumped, trees not trimmed, very unkempt.
- Chris Kehoe put a bill through that dedicated designated open space areas.
- A problem, most canyons have "paper streets" with utility easements and streets.
- The city could abandon these, right?
- We need to not just preserve, but revitalize - taking garbage out. The City doesn't want us to do clean-up, neither Park & Rec nor public utilities. They make this really hard.
- They used to bring "community service" people to clean canyons. I wonder what happened to that program.
- What about the MAD, have they taken over the canyons?
- Canyon maintenance is a lot of work.
- Azalea Park: They have neighborhood days. They get the whole neighborhood out. There was like 10,000 people there pulling trash out of canyon. Investigate how they do this.
- A lot of activity on sides of canyon this summer for fire prevention. Brush management is the focus. That is all the City is funded to do. While they are removing 'blight', they are creating blight.

b. 9: Community Facilities

- More meeting spaces in the community.

b. 10: Social Services

- I don't think we have a health clinic?
 - Staff response (Bernie Turgeon): This element looks at health and culture as well as social services.
- What does the goal statement mean? Who ensures that it happens? What does the plan allow? Encourage?
- Is that 'code' for take care of the poor as well?
 - Staff response (Bernie Turgeon): It is health and welfare. This is an uncommon element, but it is part of this plan.
- If you take out the ensure part (from the objective), it could be good.
- For example, at the Recreation Center:
 - Free lunch for kids, during summer
 - Folklorico Dance for Hispanic people,
 - Other activities that address ethnic/culture

- YET center
- Used to have a youth center at Fern and Juniper, but it is no longer there.
- Do we want to have places to expand culture, ethnic values, not just economics?
- I like that we have all the different economic strata's.
- That also gets to housing.
- I don't think affordable housing falls under social services.
- It would be nice to understand original intent.
- I'd like to keep the element but expand on it. It has a lot of potential.
- Somehow, there should be restrictions about one provider (e.g., Pathfinders) taking all of the area.
- Another aspect, we have galleries on Broadway. Are we promoting that, the arts?
- Maybe we need an Arts and Culture Element?
- What does it mean - statement of values?
- Read objectives: p. 99 and 100 - add in list of objectives.
- I'd like to include education in there and the schools.

b. 11: Environmental Quality and Conservation

- We touched on this in other discussions.
- This is a necessity in every element that needs to be implemented.
- Develop a mission statement to be used as a reminder.
 - Staff response (Bernie Turgeon): There is the option and opportunity to merge some of the community plan elements with the elements of the General Plan. The General Plan also titles subjects differently.
- This should be addressed and look to the General Plan for guidance.
- Environmental quality: address utility boxes and power lines.

c. Debrief

What I liked:

- Listening to depth and breadth of knowledge in our community
- Being encouraged to speak openly, not being directed by city staff
- Great to review all the Elements of the Community Plan

Would suggest:

- Have the list of 11 elements on the agenda so that we could think ahead and self regulate
- Would like to suggest more structure to the committee
 - Sub-committee reporting back to the full committee
- Homework between meetings
 - Less than a Quorum - 6 of us = No Brown Act issue

Learned:

- (No comments made.)

Would like to learn more about:

- What's the outreach plan to the community?
- How will technology be used?
- Conversation with community in between meetings

- Overview existing planning efforts and their timeline
 - Renaissance 25th
 - Pedestrian Master Plan Phase II
 - Bicycle Master Plan
 - Anything regarding historic district designation
- Are we going page by page of the existing planning docs?
- Will staff develop new draft?
- Understand how the 3 communities will be integrated into one document.
- Bernie answered: We are going to do 3 separate plans like what you have now. We are managing the three at the same time because there are a lot of shared issues. It's a goal of ours to try to leverage resources by doing one thing for all three communities where we can.

Did anything come out of Uptown meeting that can be shared with us?

City Response: We can do that. We are going to be putting together website as well.

If community members would like to be added to email list, is that possible?

City Response: Yes. Have them email me, (Bernie.)

Stakeholder organizations with mailing lists, phone trees, other avenues for outreach.

c. 1. Scheduling

- Use City's website - possible for people to comment who aren't able to attend.
 - Staff Response (Bernie Turgeon): We will be developing a separate website for the community plan updates. At this time, the information is available at the website for each community:
<http://www.sandiego.gov/planning/community/profiles/greatergoldenhill/index.shtml>
- Let's go for the 1st week of January. The 6th. We can't meet on the 2nd or 4th Wednesdays.
- Are you going to give us guidelines on the photos?
 - Staff response (Bernie Turgeon): Yes, there are maps in the back of the room, and the disposable cameras. Go over likes, dislikes, opportunities, things to protect or preserve, your wish list
- Locations to consider for future meetings:
 - YET Center
 - The Presbyterian Church
 - The two schools
 - The Recreation Center (235-1122)

d. Additional Comments

None