

Greater Golden Hill Planning Committee
Meeting Minutes: October 8, 2014

MEMBERS PRESENT - 12 of 15

Alvarez, Ruchell
Brierton, Cheryl
Bugbee, Susan (Absent)
Burkart, Mike
Christensen, Ashley (Absent)
Davis, Janice
Kroll, John
Sanderson, Kelly
Santini, Richard
Shields, Pat
Sims, Thomas (Absent)
Skillman, David
Strickland, David
Swarens, David
Vasconcellos, Angela

A quorum being present, the meeting was called to order at 6:30 pm.

ADDITIONS/DELETIONS TO AGENDA: none.

APPROVAL OF MEETING MINUTES - September 10, 2014:

Motion to approve by Brierton; 2nd by Strickland. Favor: 11; Opposed: 0; Abstain: 1 Kroll.

GOVERNMENTAL REPORTS

53rd Congressional District – Gavin Deeb {619.280.5353 or gavin.deeb@mail.house.gov}

Council District 3 – Molly Chase {619.236.6633 or mchase@sandiego.gov}

- Target: City still hasn't received anything from Target regarding their plans for Gala Foods; she learned about project in UT Article. Gloria's office is working to gather community input. They have received opposition and support on both sides of the issue.
- Golden Hill Signs: Chase walked sites with CDC and traffic, ran locations back through Chair Alvarez. Sites will be a nice addition and won't conflict with existing art signs. Should take about a month to install.
- 25th Street Renaissance: construction got pushed back due to another urgent project causing low water pressure. Chase is working with Public Works to clean up construction areas and reduce No Parking signs.
- Council President Gloria created a climate action plan eliminating half of City's greenhouse gas emissions and moving toward 100% renewable electricity use by 2035.
- Suspected North Park attacker was arrested. Still working to get additional lighting in the area.
- Homeless service providers are going to coordinate efforts through shared information platform.
- Committee asked about homeowners painting curbs red to limit parking in front of residences: please send photos or call Chase with ranges of blocks, and she'll forward to City staff.

- Committee asked status of utility undergrounding: City has to wait for all utilities to cut over before they can remove the poles. Will check on status.

NON-AGENDA PUBLIC COMMENT

David Caldwell - on the fence about Target. Wants to ask Committee to use this opportunity to revisit traffic and parking issues, and plan for revitalization of 30th Street.

Octavio Gonzalez, Save South Park - very concerned about plans of Gala Foods and Target. Save South Park has petition of 700 signatures expressing desire to retain community character and keep chains out of South Park. They are asking: 1) property owner and Target to comply with [committee secretary couldn't hear what was said] 2) that any Discretionary Review include community input. A car-oriented business with a large parking lot is not in community character; also not part of City's plan for pedestrian oriented neighborhoods. We need a grocery store. Don't want Target. (~25 members in attendance).

Joe Grant & Kim Grant - have been working on plan to restore Golden Hill fountain and grotto for several years. They are part of privately organized volunteer restoration project including a volunteer group of workers and craftspeople. They have received a blessing from Balboa Park, Gloria's office, SOHO, and more. CDC is aware of the project. Goal is to complete the restoration before the 100 year anniversary of Balboa Park.

Dana Timms - just found out about Save South Park and is upset about Target Express. Bought her house in 1998, and mom lived in South Park previously. Has watched the neighborhood grow since the 80's. There are three Targets within seven miles; we already have pharmacies and Costco. We do not need or want a mini-Target. She drives to shop at Target, but will not shop at Target if it's down the street from her house. Has watched neighbors build their businesses; Target does not fit here. We do not want you in our community. You're going to see boycott petitions rather than "Please Don't Come Here."

Kate Callen of Care About North Park - their group is the suing Jack In The Box and the City of San Diego over a project that began as a simple remodel with a ministerial permit--similar to what Target is proposing--and turned into a massive eleventh hour reconstruction that completely violated the terms of the permit. When that happened, Jack In The Box said "learn to live with it," but the worst part was that City Hall would not enforce our laws. Instead of telling them to tear it down or remove the drive through, the City's Development Services Department issued a special permit through the back door to Jack In The Box. Then our elected officials said that mistakes were made and it wouldn't happen again. We are here to tell you it will happen again. Please don't be naive and trusting like we were. Trust but verify. Make it clear to City Hall that you will be vigilant, proactive, that you are going to learn what the law will allow them to do--and what the law won't allow them to do. If you don't do that and you make the mistakes we made, you will have to do what we did--pool together thousands of dollars to hire a lawyer and fight and an uphill court battle. We're here to help, and we wish you the best of luck.

Lori Jones, Senior Development Manager, Target Real Estate (Minneapolis MN): is the face of Target for the evening. Also in attendance is Katie Daneker, Kimly Horn in San Diego, local liaison with City staff and regulatory agencies. Greg Michelson of GM Realty is the liaison for non-regulatory groups. They have entered in a building lease with the Gala Foods owner, Mr. Saad. Target Express is smaller--18,000 sq ft compared to Mission Valley 126,000 sq ft--and tailored to neighborhood. Contrasted with the larger regional draw stores, Target Express

comes into existing box, respects the character of neighborhood, and seeks to understand needs of community. They aren't going to increase the square footage, but will seek a tenant improvement the interior. There will be no architectural or structural redo of building. They will make it unique to neighborhood and freshen it up. The arched roof, exposed beams will be respected and maintained. They think it is important to respect the community they come into. Wants to clarify that Target will not be improving the whole site. The landlord will be doing a project that might impact the north side, but is separate from Target's project. They are only doing interior tenant improvement. The Mariscos food truck, Captain Kirks coffee, and the recycling center will stay. She is available for questions and comments.

Kacey Caputo - six year resident, has really fallen in love with the neighborhood. One of the things he loves most is the uniqueness of the businesses and shops, and the charm. He has two young children and is really happy to raise them here, and proud that they will group up in South Park. He is really concerned. He respects the [Gala Foods] business owner, but sees this as something that will hurt us as a community. Target has the advantage of economies of scale and can buy things at much cheaper prices than local businesses. He is envisioning that 5-7 years down the line, he sees that the local businesses that make the neighborhood so great will not be able to compete. Hopes that what has been said is put in writing, that parking lot businesses will not be pushed out if Target comes in. He has some angst when when Target says that the local landowner can do what he wants with the rest of the property; he would think that that Target is doing their research and knows what is going to happen on that project before they invest their money. He is very opposed to this project, doesn't want to see it in his neighborhood.

Shirley Fenile - lived in neighborhood for 57 years. Agrees with everything the prior speaker said. South Park deserves a real supermarket. Her concern is that we'll lose this one opportunity, because there is such a premium on real estate here. And if we close that gap right now with something we don't want, we may never be able to undo it. Every neighborhood needs a supermarket Normal Heights has them; City Heights has them; Hillcrest has five. Why are we relegated to a mini- or express-something? Think of our future. She doesn't have an exact solution today, but served on a North Park board when they did walkability studies to free the neighborhood of cars, and that's what we have now. We have quality of life, and we're going to lose it if we do this.

Committee Member Cheryl Brierton - lived in Golden Hill for 40 years. Audience may be interested in knowing that we've been working on a community plan update, and you'll want to provide input into the community plan. City of San Diego Dev Services wants input by Nov 5 on rules and regulations include processing permits, land use types, parking, etc. The proposed revisions are all online. Everybody should be proactive about providing comments and input. The other thing everyone should know about walkability is that the Committee has been working hard on getting a bicycle/pedestrian path on Golf Course Drive, but the City Attorney has taken the position that they won't build it all they way through unless it will be used for people to play golf. Give your input to Molly Chase in Councilman Gloria's office. The other thing we put forth in the Community Plan update is how important the canyons are to our neighborhood. You should know that sewer work is going on in the 32nd Street canyon. Chase coordinated a community members walked canyon with staff and contractors last Thursday, so we need eyes and ears on that as well.

Saad Hirmez, Gala Foods - he is one of brothers who owns Gala Foods. They took over Gala Foods from Safeway in 1988, as well as Apple Tree supermarket in Ocean Beach. The current mariscos and coffee tenants were tenants in OB. The recycling center has been there for about

four years. When Apple Tree lost their lease in December 2012, they brought the tenants over to South Park to drum up activity in the center because the store has not met expectations in its current format for quite some time. He is sure that the majority of the people sitting here have not utilized this supermarket as their primary grocery store, and has heard community feedback that residents usually travel by car to Sprouts, Trader Joe's, or Whole Foods in Hillcrest. About 1.5 years ago, he hired Sudi and Associates--major store developers in San Francisco--with a plan to revitalize the store to make it into a Sprouts or Whole Foods type of operation. He visited many operations and spent extensive amounts of money to draw plans to revitalize the store. They received quotes of 4.2 million to redo the store and numbers that far exceed what they are doing, moving from 18-20 employees to 120 employees, working at 5 am to support the bakery and deli, etc. The reasons they decided not to pursue this are financial, also the two older brothers are in their mid-70s and want to scale back. They decided to put the store up for lease, not sell it. When they decided to make the store available for lease, it was offered to Trader Joe's, Sprouts, Windmill Farms, Frazier's, and Jimbo's. They did not give any reasons, but all declined. He thinks those businesses missed the boat and would have made a killing in South Park putting a Sprouts / Trader Joe's over here. Some people don't feel they are corporate, but they are corporate.

Katy Daneker, Kimley Horn (San Diego) - local liaison for Target tenant improvement. She wants to clearly communicate the considerations that are being taken for this neighborhood and the merchandising impact. It is important to reiterate the fact that this will be a convenience store for neighborhood, and it is not intended to be a regional draw. There are a number of full-sized stores in other areas. Supposed to be for quick trips that residents otherwise would have to get in the car and leave the neighborhood, but now they will have more convenient access to products that currently are not available. Regarding the schedule, the team is involved in preliminary plans now and plan to submit by end of year, open mid-to late 2015. There is a Guest Insights Team and in coming weeks and months Target will hold focus groups for members of the community to identify needs that currently are not met and to identify what is wanted. There will be a grocery section that will carry local, organic produce. And we recently received information that Target will be carrying local craft beer as well. It is intended to serve a missing element in the community.

Greg Mickelson, GM Realty Advisors (Irvine) - part of the Target team, represents Target in Orange County and San Diego County. Wants to cover what Target is doing. A big component of this store is groceries. This isn't a situation where they will transport an existing big Target store and grocery and bring it here. They really are trying to get into the community and locally source items that are here for groceries. It will be a quick grab and go, but won't be a supermarket. You'll still need to go to the regular grocery store; at 18,000 sq ft, this will always be a specialty store. It still is a major driving trip to go to a full-sized Target store. We don't think you need to leave your community to shop your basic goods and services that aren't being offered. We think this helps the local businesses and doesn't hurt them. You shouldn't have to get in your car and sit in traffic to go to the pharmacy to get medicine for your kid. We'll make it easy to stay in the neighborhood to go to the pharmacy, and we'll have accommodations to make it easy to walk or bike there. We'll have bike corrals things that make that an easy trip. Besides grocery and pharmacy, we'll have mobile electronics in a technology center, a health and beauty concierge, and some home essentials. We are trying to integrate into the community; we're not transplanting a prototype store from Minneapolis and dropping it in South Park. We're designing a new store for your community based on what you tell us. I'll be the first to admit that we haven't done a great job of getting information out about what we are doing. Part of that is because this concept is brand new. We only have one other Target Express, located in Minneapolis across from University. We can't transplant that store here, and we have

to create a new store that fits with the community. We understand that everyone is concerned and we want to get your feedback. And we commit to providing more communication back to you and keeping you informed on what we are doing.

Committee Member Pat Shields - Thanks for the turnout. We all care passionately about the character of our community. We have an opportunity once in 20 years to update the community. That's where we can address things like no drive-throughs, walkability. It's going to happen in next 6 months, we'll have meetings about it, and we hope to see you here for the next 6 months. City does listen to your feedback, and we hope to see you at those meetings.

Committee Chair Ruchelle Alvarez - I understand that everyone wants to have a discussion, but we were not able to do that tonight because we were not aware that Target was going to be here. We would like to facilitate a meeting that would allow for questions at the committee level. I will coordinate with Laurie to determine the best time to do that. The best place to find the agenda is on the City website 72 hours prior, and some members post on other sites like Next Door. I have closed Public Comment, but this is not your last time to speak about this. Hopefully we'll get this as an information item, and have a presentation from Target--possibly a rendering.

CHAIR REPORT

Chair Alvarez reported learned yesterday that Target might appear, so they are not on agenda as Information Item. Otherwise they will be non-agenda public comment.

ACTION ITEMS

1. Elect Historic Subcommittee Chair. Subcommittee Co-Chair Bugbee has to resign from planning committee. Swarens is other Co-Chair.

Public Comment: none.

Motion by Chair Alvarez for Swarens to sit as chair; 2nd by Skillman. Motion passes unanimously (12-0).

INFORMATION ITEMS

1. Community Plan Update, Bernie Turgeon

Turgeon reported on next steps and encouraged audience members to participate in the process:

- Public Review Draft Update to Community Plan will be posted on City website, early December 2014. This will be a broad public review. Planning has incorporated committee comments in the draft. Urban Design is finished; Mobility and Historic are being drafted. Historic survey has been completed for Golden Hill and North Park; Uptown didn't have a consultant, so it requires a lot of staff time.
- Can't release Environmental Impact Report (EIR) until public review draft is completed. EIR and traffic and mobility study--one for Golden Hill, Uptown, and North Park---will start when public review draft is released.
- Six-month work with committee will be concurrent with EIR.

Status of Planning Director Position: Former director Bill Fulton left for a job in Texas. The application submittal deadline for the new director closed a week ago, and should be filled fairly quickly.

Status of Development Services Department's online Permit Tracking System: OpenDSD provides online access to permit data and code cases at:
<http://www.sandiego.gov/development-services/opensd/>

SUB-COMMITTEE UPDATES

Historic Subcommittee - Chair Swarens: Gala Foods was called out by the preservation consultants as a potentially historic building. Proposed Historic District boundaries are 28th Street (western boundary), 31st Street (eastern), stepped pattern near Elm Street (northern), and A Street (southern). Committee members asked when the historic district will be approved. Swarens has repeatedly been told by staff that it would take 2-3 months, but completion is not in sight. "The gatekeepers keep moving the gate."

NOTICES

Historic Subcommittee Chair Swarens provided notice that the Historic Subcommittee will meet at its regular time on the last Wednesday of the month, 6:30 at the Golf Course Clubhouse.

The Community Planning Committee is going to hear a staff presentation in October, be dark in December, and they need to take a vote before January so they will be putting together an ad hoc committee.

Meeting adjourned at 7:40 pm.