

# BUSINESS DEVELOPMENT COMMITTEE MEETING

## Minutes

Tuesday, August 18, 2015

12:00 PM

North Park Main Street \* 3076 University Ave \* (619) 294-2501

*Attendance: Trent Riley (Chair), Garrick Oliver, Alma Rodriguez, David Gamboa, Becki Kaplan, Lucky Morrison, Lynn Helliott, George Franck, Marlon Pangilinan, Liz Studebaker, Jillian Wolter (Assistant Director)*

### 1) Call to Order: 12:05 PM

### 2) Approval of Agenda & Minutes

- Agenda Approved by consensus
- June Minutes Approved by consensus

### 3) Parking Garage / Wayfinding Signage

A. Group discussed working with the City / Civic San Diego to increase signage – “Public Parking” signs with arrows to direct patrons

1. According to Civic San Diego there should be marketing money because the garage is making money
  1. Angie, Trent, and Rich will meet from Stephanie from Civic to talk about how much funding is available
2. Ideally we would like to purchase a design package with way finding signs and launch one big campaign – similar to Downtown

### 4) Red Sidewalk / UAMP - Informational Flyer

#### A. Background

- Project was vetted in community 10 years ago
- CEQA done in 2013
- Will remove all parallel parking on University Avenue - about 100 spaces
- Parking will be replaced on side streets, mostly to the north pushing the cars right into residential streets - not exactly 1 to 1 mitigation of parking loss
- Will create a median down the middle – meant for traffic calming and to be more pedestrian-friendly at crossings with more bulb-outs and cross walks
- Stop lights will be add and removed
- Trent formally filed a petition against the project in 2013 back because of parking loss which triggered the head-in side street additions

#### B. Next Steps

- Recently announced they plan to break ground around 2017
- Median will not be landscaped unless extra money is found and PBID exists to maintain so that we can have trees and flowers in median
  - i. Calculate monthly cost for median landscaping
- We need to do outreach to all businesses to let them know exactly what is to come
- One sheet handout should include: point of contact, design elements, dates, photos
- Make sure information that we have is actually accurate - Trent will reach out to City for updated information

**5) Community Plan Update – Zoning Changes | Update from City of San Diego Planning Department**

- A. In replacing old zoning / updating to new types, certain commercial zones would now have additional restrictions on allowable uses aka alcohol licenses
- B. Will turn North Park into a more standard City-wide zoning; replaced old types with the most similar match of city
- C. Public Process – comments accepted through October
  - 1. Submit directly to City Planning via website
- D. New Community CN to replace CL-5
  - 1. Business must close by midnight
  - 2. No drive-thrus
  - 3. Limitation on live entertainment

**6) Adjournment**

Meeting adjourned at 1:00 PM