

**North Park Main Street
Board of Directors Meeting
September 8, 2016
Minutes**

ATTENDANCE

Board Members Present

Matt Gordon (President), Rich Geisler (Treasurer), Steve Codraro (Secretary), Joseph Balistreri, Johan Engman, David Gamboa, Brijet Myers, Jason Noble, Garrick Oliver, Alma Rodriguez, Patric Stillman, Lynn Susholtz

Board Members Absent

Paris Landen, Travis LeGrand

Staff in Attendance

Angela Landsberg (Executive Director), Jake J. Romero (Assistant Director)

Staff Absent

Roni Kleinhen

Guests Present

Cassie Thompson – The Smoking Goat, Ileana Rosas – LeTie of North Park,
Lia Garcia – Chuck Alek Biergarten

Community Reports: Jenny Hall – Police report, Jason Weisz – Toni Atkins

- I. **Call to Order and Self-Introductions**
 - Meeting Called to Order at 8:00 AM

- II. **Public Comment on Items *Not* on the Agenda** (3 minute limit per person)
 - A. No public comment

- III. **Consent Items**
 - A. **Approval of Agenda and Minutes**
 - B. **Approval of Financial Report** : No financials presented this meeting
PROPOSED MOTION: ADOPT AGENDA AND APPROVE MINUTES
 - a. Motion to approve by Jason Noble, seconded by Alma Rodriguez

- IV. **Guest Presentation**
 - a. Archtoberfest: On agenda – no presentation was given

- V. **Community Reports**
 - A. **Police Report** (Officer Jenny Hall)
 1. Jenny Hall reported that follow up was made on the street vendor situation. She did an onsite visit accompanied by code compliance and issued a warning to the unpermitted street vendors.
 2. She noted that Detective Tafoya has been following up on the homeless/vandalism issue. She is working with North park Main Street to set up an informational meeting to business owners on how to handle the issue.

3. She reported a break-in at United Market Liquor and pedestrian robbery on 8/27/16.
- B. **State Senator Marty Block, District 39** (Sarah Fields)
No Report
- C. **State Assemblywoman Toni Atkins, District 76** (Jason Weisz)
1. The California Legislature has finished its session. All bills are before the Governor.
 2. Toni Atkins continues to work on key issues: Expansion Climate Plan and the Medical Interpreting Bill
 3. Jason encouraged Board and business owners to utilize their office for assistance with state agencies if needed.
- D. **County Supervisor Ron Roberts, District 4** (Nerea Urtasun)
No Report
- E. **San Diego City Council Todd Gloria, District 3** (Adrian Granda)
No Report
- F. **City of San Diego, Neighborhood Investment Manager** (Elizabeth Studebaker)
No Report
- G. **North Park Planning Committee** (Steve Codraro)
1. Steve Codraro reported that The NPPC met for three hours to approve or not approve the North Park Community Plan Update (see Attachment B).
 2. He reported that 100 people attended the meeting with 90% in attendance opposed to the Plan.
 3. He reported that the Committee approve the plan and will recommend to the City Council for their approval in six weeks.
 4. Opposition was mostly from people in North Park opposed to growth in North Park.
- H. **Maintenance Assessment District** (Angela Landsberg)
1. Angela reported that Land Care Logic has given up the contract for maintenance as they were unable to perform the scope of services contracted for. San Diego Power Clean's contract for power washing has been renewed after not performing services due to insurance issues. As a result, there has been no power wash service over the past month.
 2. She reported that she requested a bid from Urban Core Power Wash to do services while Power Clean's issues are resolved, but the City did not approve a temporary contractor.
 3. Angela encouraged all business owners and Board members to attend the MAD committee meetings to ask why services are not being performed and advocate for services, including weekend services.
- I. **North Park Thursday Market** (Brijet Myers)
1. Brijet reported that he market is doing well, hanging lights in preparation for the change in seasons, and keeping the 7:30 closing time.
 2. She also reported that vendor retention is 50/50, and there is a need for regular shoppers.

VI. Presidents Report:

- A. Community Plan Update
 - 1. Angela reported that friends of North Park are being termed out of the North Park Planning Committee and encouraged the Board to run for open seats.
- B. North Park Planning Committee
 - 2. She encouraged the Board to attend the September 20, 2016 UAMP meeting, held at North Park Christian Fellowship 2901 North Park Way at 6:30, to advocate for landscaping in the proposed North Park median down University Avenue.

VII. Standing North Park Committee Reports

- A. **Design Committee** (Angela Landsberg)
 - a. Wayfinding update: Presentation for Wayfinding project in the works. Project is in first phase with signs designed for North Park parking garage.
- B. **Promotions Committee** (David Gamboa and Angela Landsberg)
 - 1. Taste of North Park, October 15, 2016: Posters are out, 10,000 fliers distributed, 65 total tastes including sips. 55 restaurants. Three TV spots
 - 2. Volunteers needed for the morning of the event. 1100 total tickets
- C. **Business Development Committee** (Angela Landsberg)
 - 1. Airbnb Super Host Tour report.
 - a. Tour was a great success. North Park business binders were distributed. Tours of restaurants with tastes. NPMS will host another one in the future.

VIII. Executive Director's Report (Angela Landsberg)

- A. **Executive Director's Report**
 - 1. See Attachment A
 - 2. Additional: PBID Report- Final approval on petitions. Above 50% of weighted vote required to get on ballot. Working on getting signatures with 300 property owners. If approved, PBID will be initiated in 2017 and assessments collected beginning in 2018. Angela will keep the Board updated on progress.

IX. Announcements

- 1. Jason Noble announced voting for City Beat Best of San Diego running through September 26th.
- 2. Lynn announced that current Art Produce exhibit extended two weeks. Reception will be held. Would like to have the show extended to a store front.
- 3. Iliana Rosas of LeTie North Park announced October 6th business network event at Lafayette Hotel.
- 4. Alma announced music industry mixer on 9/28/16.
- 5. Lia Garcia of Chuck Alex Biergarten announced upcoming Octoberfest and September Craft Beer and Dinner Series featuring Tostadas.

X. Adjournment

- 1. PROPOSED MOTION: ADJOURN MEETING at 9:13 AM
 - a. Motion by David Gamboa, Seconded by Lynn Susholtz, all in favor.

Executive Director's Report September 2016

****Proposed action items**

Abbreviations:

- "BID"** = Business Improvement District
- "CAMSA"** = California Main Street Alliance
- "CD3"** = City Council District 3 (City Councilmember Todd Gloria)
- "NPPC"** = North Park Planning Committee
- "MAD"** = Maintenance Assessment District
- "NPCA"** = North Park Community Association
- "NPMS"** = North Park Main Street
- "OSB"** = Office of Small Business
- "PBID"** = Property Business Improvement District
- "PROW"** = Public Right of Way Enhancement Use Program

PROGRAMMATIC, NEIGHBORHOOD, AND SAN DIEGO INFORMATION

EVENTS

- NPMS and North Park Historical Society will host tours of historic North Park on October 1st. See www.northparkmainstreet.com for more information
- Taste of North Park will take place on Saturday October 15th
- NPMS will host the 2nd Annual Concierge Event on October 25th
- Ciclos Dias is scheduled to take place on October 30th
- NPMS will hold a PBID information event on Saturday November 5th sponsored by Urbn Coal Fired Pizza

NPMS STAFF & BOD PROJECTS:

NPMS received approved petitions for the PBID. Staff will begin gathering signatures over the next 3 months
NPMS staff is working with Surfrider

MEDIA OUTREACH

Taste of North Park Advertisement Partnerships
The Reader, City Beat, San Diego Magazine, Cw6, KUSI,

BUSINESS ASSISTANCE

Hangers Cleaners, Mr. Moto Pizza, Nomad Donuts, Barrons Market, Georges Camera, Dunedin

BUSINESS and COMMUNITY OUTREACH

NPMS has signed a contract with Civic San Diego that allows the organization to occupy the lot behind the North Park Theatre for agreed upon terms including uses and cost.

ATTACHMENT B

North Park Planning Committee Motion on the NPCPU: 9/6/2016

MOTION

Whereas the Community of Greater North Park and the North Park Planning Committee are committed to the ideal of Sustainability: Sustainability through Preservation of our intact unique Historic Fabric & Community Character; Sustainability via Multimodal mobility in service to the goals of the City's Climate Action Plan; Sustainability via innovative Urban Design, following best practices allowing for Transit Oriented Development and encouraging Affordable Housing; Sustainability via encouraging social & economic justice;

Whereas the Draft PEIR (Draft Program Environmental Impact Report for the North Park and Golden Hill Community Plan Updates – Project No. 380611- Sch.No.2013121076) as circulated insufficiently identifies, insufficiently analyzes and insufficiently mitigates potentially significant impacts in the areas of Land Use, Visual Effects and Neighborhood Character, Transportation and Circulation, Air Quality, Greenhouse Gas Emissions, Public Services and Facilities, Population and Housing, , and most particularly impacts to Historical Resources;

Whereas implementation of the mitigation measures suggested below by the NPPC may reduce unidentified significant impacts to a less than significant level;

Therefore, The North Park Planning Committee recommends implementation of all the following mitigations, and recommends Approval of the June 2016 Draft of the North Park Community Plan (NPCPU) Update and Errata Sheet (Attachment 15) ONLY on the Condition that the City of San Diego implements the following edits, recommendations and mitigations in the areas of Historic Preservation and the Climate Action Plan necessary to meet the required findings for approval by:

- The Historic Resource Board,
- The Planning Commission
- The Smart Growth and Land Use Committee
- San Diego City Council

I. Required NPPC Historic Preservation Mitigation Conditions:

- 1) Require implementation of all (9) City & Community identified Potential Historic Districts within 3 years.
Appropriate additional funding to increase staff and Historic Resource Board capacity to meet this accelerated implementation timeline
City to implement a minimum of two (2) North Park Historic Districts within the first year
- 2) Provide the same protections to non-individually significant historic Commercial contributors to the 30th & University Potential Commercial District to the same protections as outlined for residential contributors to potential residential historic districts.
- 3) Require a Construction Permit/Process One decision process for Replacement windows that do comply with Section 132.1603. Require a Process 1 Building Permit for replacement windows for potentially contributing & non-contributing resources in Potential Historic Districts.

Amend the "Draft Amendments to Historic Resource Regulations: 143.0210 When Historical Resources Regulation Apply" to include these provisions.

- 4) DSD shall create & routinely distribute an information bulletin explaining that if a property owner changes out their windows/door with inappropriate replacements they will not be able to get historic designation as a stand-alone or part of a district, including the inability to receive Mills Act benefits.
- 5) Remove the "1/3 option", section 143.0255(b)(1), in the proposed Draft Amendments to Historical Resources Regulations (8/23/2016 draft) in the Land Development Code (LDC) for Potential Districts & replace with protections consistent with the Secretary of Interior Standards for Historic Preservation. Do not exempt Non-residential (commercial) Buildings in section 143.0255. Implement the corrected Draft Amendments to Historical Resources Regulations including protections for Potential Historic Districts in the next LDC update.
- 6) Do not exempt Non-residential (commercial) development in section 143.0255
- 7) Amend the NPCPU/the Land Development Code (LDC) and include the following provisions in the 11th Update to the LDC to incentivize the retention of historic resources in situ:
 - a. Exclude historic resources from development calculations for floor area ratio (FAR), to allow additional density when retaining a historic resource in situ.
 - b. Exclude historic resources from parking calculations to provide a reduced requirement when retaining a historic building in situ.
 - c. Consider all identified Historic Resources as eligible for Transferred Development Rights (TDR) within the North Park Community Plan Area. Limit the TDR from Commercial properties to Commercial Properties and the TDR from Residential Properties to Residential Properties.
- 8) In order to effectively protect potential districts from incompatible change for parcels that do not include a historic resource, but are located within a potential district;
 - a. City will create a short duration (2 – 6 months), small stakeholder working group to come up with infill guidelines for potential historic districts.
 - b. Develop these guidelines so they can be used in the future for other areas determined potentially historic at a later date. Add these guidelines into the next Land Development Code update
- 9) Survey and implement the Multiple Property Listing for Bungalow Courts as a stand-alone district and add to the Community Identified List of Potential Historic Districts.
- 10) Provide adequate enforceable protections for the City & community identified potential historic districts.
 - a. Code Compliance complaints within potential historic districts shall be made a Level 2 Violation.
 - b. Establish higher monetary penalties significant enough to stop the violations.
 - c. Residents of potential districts to be provided a direct number to contact officials when work occurs on weekends, evenings, and holidays to ensure against loss of historic fabric by illegal demolition.
- 11) City to offer rehabilitation loans and grants, including low- and moderate-income housing loans and grants, and commercial façade improvements grants for both documented and potential historic resources.

II. Suggested Mobility Mitigations:

- a. Implement all the mitigations listed in the NPPC PEIR Letter.
- b. Provide a Traffic Plan/Solution (to include the level of intensity that gets people out of their cars)

III. Required Climate Action Plan Mitigations:

- a. Conduct quantitative Climate Action Plan Analysis
- b. Conduct analysis of how the future buildout of the NPCPU will shift mode share for biking/walking/transit as we as reduce vehicle miles traveled.
- c. Provide mitigation based on analysis for the increased Greenhouse Gases.

IV. NPPC further recommends that the NPCPU be amended to include the following provisions and Policies:

1. Incentivize the majority of new development to be built on El Cajon Boulevard first, and the other corridors second, with explicit design tools to 'transition' new development in adjacent residential neighborhoods.
2. Support the inclusion of Single Room Occupancy (SRO) Apartments, also known as Studio apartments and other similar types of units as affordable housing to LU-4-15 (pg 26).
3. PEDESTRIAN ORIENTED INFILL DEVELOPMENT PROGRAM

a. Huffman Retrofit and Design Standards: Develop an additional policy to encourage a program to Retrofit Huffman Six-Packs”, including design standards to include:

- i. Individual Unit Frontages Shall Be Oriented Towards Streets/Alleys Only
All Parking Spaces Shall Be Located in the Rear 40-feet of Each Lot;
- ii. Tandem and Tuck-Under Configurations Are Allowed.
- iii. Implement a Parking Management Program in this Program Area.
- iv. Make the above the minimum standard for conversion of existing “Huffman” rental properties to Condominiums.

b. Develop a program to limit the number of “Huffman’s” for redevelopment to between 10 and 20 per year. Track how many units are being built through the PDP process to assess losses and gains of affordable housing. Do this for 3 years from the time of the first project to take advantage of the POIDP program, and then re-assess if the program should continue.

c. Include and refine an easily accessible definition of “Huffman” in the NPCPU and the POIDP; Definition to include but not be limited to: Multi Story, multi-family structures, with Parking in the Front Setback, the date range “Huffman” buildings were built between, Clearly exclude “bungalow courts” & other historic well-designed multi-family structures.

- d. **Create a policy to assist low income North Park residents who might potentially become displaced by the POIDP program to apply for assistance through the Housing Commission.**

McAlear/Vidales 11-3-0 (Gebreselassie, Codraro, Pyles oppose).

Gebreselassie: doesn't do enough to provide affordable housing

Codraro: preferred draft prior to modifications made tonight

Pyles: doesn't believe we'll get our requested modifications if approved