

Euclid + Market

VILLAGE MASTERPLAN



Meeting Notes

Meeting: Working Group Meeting #1

Date / Time: 5:00 pm – 7:30 pm, June 8, 2011

Location: Chollas View Room, Second Floor, Jacobs Center,
404 Euclid Avenue, San Diego, CA 92114

Distribution: Via email only, to all Euclid & Market Village Master Plan Team members,
plus: circulation to Working Group members and the general public via the
project website

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Meeting Attendees:	
City Staff Team:	Consultant Team:
Mary Wright, Deputy Director, CPCI Lara Gates, Supervising Planner, CPCI Karen Bucey, Project Manager, CPCI Jill Gibson, Intern Planner, CPCI	Diego Velasco, MW Steele Group, Inc Colin Burgett, Nelson Nygaard Steve Hammond, WRT Planning & Design Christopher Pizzi, WRT Planning & Design
Working Group Attendees: See Meeting Attendees list	
Public Attendees: See Meeting Attendees list	

1. Meeting Overview

This is the first Working Group meeting held by the Euclid & Market Village Master Plan City Staff & Consultant Team members along with the newly formed Working Group. The purpose of the meeting was to introduce the project and the project team to the Working Group, and to listen to the group's interests, concerns, and initial thoughts about the project area and their suggestions for a successful planning and community engagement process.

The meeting presentation began at 5:35 pm. Attendees arrived throughout the course of the meeting.

2. Meeting Attendees Overview:

- About 40 attendees, including residents and community members, Working Group members, city staff and consultant team members
- See attached Meeting Attendees list
 - 4 consultant team members
 - 2 interpreters (no headsets were employed)
 - 4 city staff
 - 8-10 Working Group members

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- 20-25 public attendees - included many stakeholders, including many people who had a vested or professional interest; small hand full of residents

3. Pre-Presentation Introductions

- Karen Bucey introduces project, with overview of the master plan project, process, and consultant team
 - Masterplan folds into Community Plan Update in late 2012/early 2013
 - Karen Bucey introduces members of the City's team (Mary Wright, Lara Gates, Jill Gibson), then lead consultant WRT Planning & Design
- Steve Hammond introduces the consultant team (with "who's doing what")
- Karen Bucey gives overview of role and makeup of the Working Group
- The Working group members introduce themselves around table (8 members at table)(See "Working Group Members" in attached Meeting Attendees list)
- All attendees / community members introduce themselves, including who they are and who they're representing (as applicable)

4. Presentation

Steve Hammond gives presentation. Key topics include:

- What the project is; existing context; General Plan context; mobility/connections issues
- Purpose of the working group
- Review of issues and opportunities
- Streets
 - Streets make up about 25% of the overall land area of any neighborhood, and most of the public land in any area
 - Need balanced/complete streets – all modes entitled access to the ROW
- Environmental observations
- Key economic observations, including some area demographics
- Overview of community engagement process

Diego Velasco gives Urban Form overview

- What it is, why it's important: establishes stage set for urban life
- Building successful public space will be important to foster safe access to transit and mixed-uses

Colin Burgett introduces Mobility issues

- Master plan will include overarching technical analysis of mobility options (transit, transport, pedestrian, car, bike, costs)

Presentation concludes

5. Comments

Comments are grouped by general category. All comments were made by Working Group members or members of the public / community, unless otherwise noted.

Land Use: Land Uses to include:

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- Need more affordable housing / housing that's affordable to current population
- More opportunities for commercial uses (retail, restaurants, office, light manufacturing, employment)
 - To retain spending/\$ in the community
 - Employment uses, to bring good job opportunities
 - good, stable, 401k-type jobs
 - "living wage" jobs
 - technology jobs
 - jobs for area residents
 - Business ownership opportunities
- Hotel, as training facility for hospitality jobs; given site's good proximity to downtown
 - Could be community/city owned hotel
- Cluster of non-profits
- Urban gardens and food growing/gardening opportunities
 - Along Chollas Creek
 - In open space and residential land
 - To facilitate food justice/food security
- Supermarkets, not chains
- Community center that is a computer/technology center, including WIFI
- Active recreation/sports complex, e.g. "something for the young people"
- Multi-use open space, especially parks
 - To balance against high residential densities, with less open space
 - With opportunities for:
 - Recreation
 - Food production
 - Socializing
- Enable retirees to contribute

Urban Design / Physical Environment

- More safe mobility
 - More sidewalks and pedestrian facilities
 - Pedestrian connections for uses/activities that should be connected
 - Street lighting
- Enhanced air rights/development potential at transit station
- Include green building features and sustainable planning, e.g. solar panels, water harvesting, etc.
- Enhance Chollas Creek as central organizing community theme / resource / asset
- Parking/transit balance

Post-Project Implementation and Development Process

- Include current land owners and community partners in the planning process and in the redevelopment implementation; rather than outside developers
 - Small (local) land owners can move fast; don't need "developers"
 - Deliver planning process benefits to exiting community / build internal wealth
- Need maintenance plan for improvements
 - Need strong, long-term maintenance plan for creekway corridor
- Avoid gentrification
- Need marketing/theme for the area (for example: create the bumper sticker)

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- Need to address crime stigma of area
- Waive community garden fees
- Need to deliver investment funding
 - Incentive development
 - San Diego now getting an equity agenda, following decades of disinvestment
 - Now political will exists to begin to give Southeast San Diego first priority in redevelopment funds
 - Enterprise zone just expanded to include parts of downtown; may need some incentives to get investment; need multiple sources pouring funds into this neighborhood
 - Steve Hammond notes redevelopment is a formulaic business: repeat what works / what pencils, avoid risk / untested concepts
- Finish implementing Chollas Creek enhance program, getting connectivity
- Start with education
- Realistic plans most likely to deliver immediate, visible effects
 - Important to see visible change soon
- Keep implementation process clear and transparent (avoid any hidden agendas)

Discussion/clarification of the project process:

- Keep presentations lucid and clear (as this one was)
- Ensure maps are clear and legible
- Ensure ideas are tied to costs
- This presentation / discussion repeats same issues as the community has been talking about with Jacobs for 5 years
 - Team should be wary of planning fatigue, repetition
 - Clarify how this relates to all the work that's been done
 - Steve Hammond responds that we need to bring forward all of that work, include as input in the public planning process
 - Lara Gates responds that the Euclid & Market Master Plan looks more comprehensively at a broad 230 acre project area, which includes the limited area (60-80 acre village) of the Jacobs efforts
- Lara Gates notes Master Plan is first step in city process to bring Community Plan in line with 2008 General Plan update
 - 1987 Community Plan has not evolved and has been potential straight jacket to development opportunities / investment in the community
 - City's planning process:
 - Step 1: Euclid & Market Urban Village Master Plan
 - Step 2: Community Plan update
- Learn from National City, how they removed their stigma
 - National city invested in waterfront: restaurant, hotels
 - Visible investments
- Local cultures makes this area unique
 - Include in the process
 - Make plan about the people in the community
 - See Jacobs documents on their process
 - Avoid duplicating this effort
- Karen Bucey elaborates on how project boundaries were established:
 - Based on SANDAG guidance, location of existing schools; transit networks; focus on areas likely to re/develop; other redevelopment/economic concerns

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- Community Participation schedule:
 - All following Working Group meetings: At Jacobs, at 5/5:30 pm
 - Community Workshops and Charrette: 9am-noon, on Saturdays
 - See Community Meeting Schedule handout

*** END OF MEETING NOTES ***

The notes as presented herein are not necessarily in sequence with the discussion and constitute the author's understanding of the results of the meeting. Any discrepancies or omissions should be brought to the author's attention in writing within three working days, upon receipt of which the author will revise and redistribute minutes. In the absence of such notice, these minutes will be deemed correct.

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