



Downtown Community Planning Council San Diego

*Planning a Vibrant Downtown for All*

## Downtown Community Planning Council (DCPC) Meeting Agenda

January 15, 2025, 5:30 PM

City Hall 12th Floor Committee Room

202 C Street, San Diego, CA, 92101

[ZOOM Online Link](#)

Meeting ID: 885 1421 0430

Passcode: 132472

[Twitter](#) | [Instagram](#)

To share your thoughts and comments with DCPC members, please email [comments@downtownplanningsd.org](mailto:comments@downtownplanningsd.org).

### I. Call to Order & Roll Call

### II. Consent Agenda

**Action Item**

- A. Airport Liaison Report
- B. December 2024 Minutes Approval
- C. Communications Committee Annual Report

### III. Non-Agenda Public Comment

*Public comment will be limited to 1-minute per person if there are many speakers present. Maximum of 8 non-agenda public comment speakers at this time; additional speakers can speak at the end.*

### IV. Community Reports

- A. Representatives from Elected Officials and Agencies.

### V. Subcommittee Reports

- A. [Elections - Bob Link](#)
  1. 2025 Elections Announcement
- B. [Public Spaces - Gary Hewitt](#)
  1. Downtown Parking Management Group Report
  2. Downtown Parking District Guiding Principles
  3. Balboa Park Committee Report

**Action Item**

**Action Item**

### VI. Items Pulled from the Consent Agenda

*Items pulled from the Consent Agenda (Item II) will be discussed at this time.*

### VII. Remainder Non-Agenda Public Comments

*The remaining non-agenda public commenters (Item III) will speak at this time.*

### VIII. Adjournment

*Next meeting on February 19th, 2025, 5:30 PM, at City Hall's 12th Floor Committee Room.*

# 12/16/24 Airport Report

*Ethan Paul, Airport Liaison*

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## Virtual Participation

ANAC meetings will no longer be livestreamed on zoom. Members of the community who would like to view future ANAC meetings will only be able to do so in person.

## Airport Land Use Compatibility Plan (ALUCP)

Ralph Redman from the San Diego Regional Airport Authority (SDCRAA) gave a presentation on the Airport Land Use Compatibility Plan Update and the role the Airport Authority has in this process. The Airport Land Use Compatibility Plan (ALUCP), originally adopted in 2014 is currently in the process of being updated by the Airport Land Use Commission (ALUC) based on guidance from Caltrans Aeronautics division. The new ALUCP is currently preparing for environmental analysis after completing the public meeting and review process. The new ALUCP proposes expanding Safety Zone 1 to match the Runway Protection zones. The Runway Protection zones include parts of Little Italy that are near, but not currently included in Safety Zone 1. Implications of the updated ALUCP include.

- Buildings within Zone 1 will be unable to convert existing buildings to new use cases if the new use case would be a more intense use.
- Reduced maximum height limits for some lots in Little Italy, Bankers Hill, and South Park.
- Businesses who wish to change their buildings use case to something with a higher intensity will need a majority vote from the City Council to override the restrictions.

## Curfew Updates

Billy Hobson from the San Diego County Regional Airport Authority (SDCRAA) provided an update on the current curfew status at the San Diego Airport. Changes to the Curfew Fine structure are continuing to be pursued. Airport legal counsel sent a legal opinion on modifying the current curfew structure regarding violations to the FAA on July 18th 2024. The airport is currently waiting for feedback from the FAA.

## Curfew Violation Updates

As of August 1st 2024 there were 71 Curfew Violations at the San Diego Airport. The number of total curfew violations for 2024 had decreased by 37% compared to the same period over the previous year which saw 111 curfew violations. Recent poor weather during the month of October resulted in a significant number of Curfew Violations which may result in the overall number of curfew violations in 2024 being much closer to 2023 numbers.

# December 2024 Minutes Approval

*Bob Link, Executive Secretary*

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## **PROPOSED ACTION**

Approve the meeting minutes for the December 18, 2024, meeting of the Downtown Community Planning Council.

The draft meeting minutes are on pages 4 - 6 of this agenda packet.

**DRAFT Downtown Community Planning Council Minutes  
December 18, 2024, 5:30 PM  
12th Floor Committee Room, City Hall,  
202 C Street, San Diego, CA, 92101**

**I. Call to Order 5.35pm & Roll Call**

- A. In attendance (14): Rodriguez (Chair), Bargmann (V. Chair), Link (Scty), Barr, Eddy, Gu (virtual), Helmer, Hewitt, So, Tan, Werve, Winslow.
  - 1. Late arrival after Item II. - E. Schwarz, J.P. Schwarz

**II. Consent Agenda:** Motion (agenda) Rodriguez, 2<sup>nd</sup> Link. Approved 10-0-2-2. Abstaining due to absence Link, Winslow, not voting, late no vote - E. Schwarz, JP Schwarz

- A. November Minutes Approval (without changes)
- B. Letter to Newly Elected State Senator, District 39
- C. Ratification of Communications Committee Actions

**III. Non-Agenda Public Comment**

- A. None

**IV. Community Reports (Representatives from Elected Officials and Agencies)**

- A. Randy Reyes (Mayor's Office rep)
  - 1. Mayor's focus in 2<sup>nd</sup> term will be Homeless Housing Infrastructure
  - 2. FY Budget beginning JUL 1, 2025 in \$250M deficit. Solutions include reduced service levels, freeze OT, reduce nonessential training, Civic Center Project slipping. All difficult decisions
  - 3. Last Golden Hall residents moved to other facilities. The shelter closed.
- B. Marcello (County Chairwoman's Rep)
  - 1. Focus for remainder of year include Grant Applications, Economic Development, Workforce Development
- C. Ethan Paul – DCPC Airport Liaison
  - 1. Brief review of recent weather related runway reverses.
  - 2. Height Restrictions under ongoing FAA review. Could include amendments to fine structure
- D. No other reps at meeting

**V. Discretionary Approvals**

- A. Margaritaville (6<sup>th</sup> & J) Live Entertainment CUP
1. Entertainment planned for Ground Floor and 4<sup>th</sup> Floor Roof Top with no amplification. Live Entertainment to stop at 10pm, 11pm Friday, Saturday, Sunday before holiday.
  2. Presenter Lopez (Manager) stressed Value Added experience for Guests and Neighbors. Qtly meetings with neighbors are intended. The resort intends to be a good neighbor.
  3. Presenter D. Fisher highlighted completed impact / noise studies in ambient conditions compared with expected noise levels. Reports accepted by City Staff including
    - a) Ground level pleasant noise level permitting conversations. Staff approved noise contour levels at 50db
    - b) Pool Deck – Surrounding towers and walls lock noise. Speakers are situated to keep noise within walled space
    - c) Fourth Floor – noise focused to pool deck level. Noise 7am-7pm nte 65 dba, 7pm-7am – nte 60 dba. Electronic monitor on site to turn sound off if exceeds nte dba
  4. Endorsement – Gary Smith, President DRG – DRG strongly supports. Shared a concern only with volume generated by venue renters.
  5. DCPC Board shared a favorable attitude to work with neighbors and remain available. Expressed confidence that Resort would be respective of commitments when selecting third party facility renters and entertainment.
  6. Motion Helmer, 2<sup>nd</sup> Link Unanimous approval 14-0
- B. Nolita Hall Live Entertainment CUP
1. Presenters Marco Polo and Nolita Hall Director
  2. No Dancing, no live (acoustic) bands. Has CUP on neighboring property permitting Acoustic Entertainment
  3. Noise Study, RNS Acoustics, 12.4.2024 – nte 65dba to nearby residents
  4. Security will be on site, doors and windows remain closed
  5. Supported by a LIA Committee noting midnight limits to serve alcohol, support occasional live music for special events eg. February. Request includes consideration of noise, public order, quality of life for guests and neighbors.
  6. Endorsement with reservations – Gary Smith, President, DRG
    - a) Concerns re changed demographics in immediate area with resulting impact on residents
    - b) Midnight alcohol may result in continued stumbling onto streets at midnight
    - c) Acknowledges triple paned glass windows closed to midnight due to planes

- d) Highlighted DCPC responsibility to share concerns with hearing officer
  - e) Recommends set times for noise consistent with resident interests and city noise ordinance.
7. DCPC discussion including Greg Barr (LI Resident rep), Rodriguez, Bargmann, Link, Hewitt, Werve, Winslow, Eddy, JP Schwarz focused on noise (day vs eve hours, attenuation, frequency, special events) and hours. Difficulty interpreting noise graphs with request were noted.
  8. Marco Polo replied that the request was for CUP not entertainment. Special events are estimated at once per month.
  9. DCPC responded with need for LIA formal feedback, balancing entertainment with respect for residents, hours observed by other establishments, ongoing concern with noise over 70db.
  10. Motion to approve, Werve, with entertainment ending 10pm Sunday-Th, midnight Friday, Saturday, Sunday before holidays. Barr 2<sup>nd</sup>, Link concur. Approved 13-1 (Eddy)

VI. Committee Reports

A. Public Spaces (Hewitt)

1. DPMG Report– Committee is responding to lack of transparency highlighted by DCPC.
  - a) Gary Smith also expressed concerns that DPMG is currently responding to city staff and engineers, oblivious to the community Corporate Advisory Board status would change the relationship.
  - b) Corporate status would make sense if answering to the community and included projects enhancing mobility and parking.
  - c) Jean Paul raised concerns about the DPMG making narrow decisions without community input.
  - d) Bargmann raised concerns with high expenditures with unknown benefits, e.g. \$300K crosswalks.
2. DPMG Bylaws
  - a) Extended discussions re draft bylaws and DCPC membership
  - b) Chris Gomez spoke on the new corporation for Parking District.
  - c) DCPC members concurred to return the item at a future meeting.
3. Balboa Park Committee Report – nothing new to report

B. Communications Committee (Werve) – brief report on progress.

C. Elections Committee – deferred to January meeting.

VII. No items pulled from Consent agenda

VIII. No remaining non-agenda Public Comments

VIII. **Adjournment: 8:02pm**

**Next meeting on January 15, 2024,  
5:30 PM, at City Hall's 12th Floor Committee Room**

# Communications Committee Annual Report

*Gabrielle Werve, Communications Committee Chair*

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## **Informational Item**

The Communications Chair presents their annual report for the Council's social media.

The report can be found on pages 8 - 11 of this agenda packet.

# ANNUAL REPORT

# 2024



## COMMUNICATIONS COMMITTEE

Prepared by  
**GABRIELLE WERVE**

Prepared for  
**DOWNTOWN COMMUNITY  
PLANNING COUNCIL**





**SUMMARY**

The Downtown Community Planning Council (DCPC) has established a social media presence in 2024 to serve as an official platform for community engagement, updates, and events. While activity began modestly, this year marks a foundational baseline for tracking growth and performance as we refine our posting cadence, style, and engagement strategy.

**KEY METRICS**

METRIC	TOTAL
REACH	687
CONTENT INTERACTIONS	115
VISITS	302
FOLLOWS	62
CURRENT AUDIENCE	205 FOLLOWERS

**REACH: 687**

Total number of unique accounts that saw DCPC content.

A significant improvement from a previously inactive account, with spikes surrounding key events like DCPC elections, Community Plan updates, as well as timely local issues that mattered most to our community members.

### **CONTENT INTERACTIONS: 115**

*Combined likes, comments, shares, and other forms of engagement on posts.*

Engagement peaked during event-specific and high-visibility posts. Interactive and community-centered content drove the most interactions.

### **VISITS: 302**

*Profile visits from users after viewing our content.*

Visits peaked alongside content with clear calls-to-action, signaling interest from the community to learn more or engage further.

### **FOLLOWS: 62**

*New followers gained during the reporting period.*

Follower growth saw gradual increases throughout the year, with the highest spike in August following targeted content updates.

### **AUDIENCE ANALYSIS**

- Demographics:
  - Gender: 59.5% Men, 40.5% Women
  - Age Range: The largest segment is 25-34 years old, followed by 35-44.
  - Top Location: San Diego (70.2%), reflecting our local audience focus.
- Top Countries:
  - United States (98%)
  - Small international presence in the Philippines, UK, Finland, and Mexico (0.5% each).

### **TOP CONTENT FORMATS**

- Stories: 80 published
- Posts: 14 published
- Performance: Stories consistently drove quick engagement, while posts contributed to reach and profile visits.

### **CONCLUSION AND 2025 OUTLOOK**

The metrics presented for 2024 provide a baseline year as we launch DCPC's social media efforts. Key takeaways include:

1. A steady rise in reach and visits demonstrates growing awareness from the local community.
2. Engagement rates will improve by increasing interactive content, calls-to-action, and community updates from DCPC sub-committees.
3. Stories have proven to be a high-performing format; continuing to leverage them alongside informative posts will be essential.

As we move into 2024, DCPC aims to build on this foundation with consistent posting, expanded outreach, and enhanced storytelling that connects with the downtown community.

Thank you for your continued support as we work together to keep San Diego informed and engaged!

## 2025 Elections Announcement

*Bob Link, Executive Secretary*

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### **Proposed Action Items**

Approve an official elections announcement for the 2025 Downtown Community Planning Council elections.

A draft announcement can be found on pages 13 - 15 of this agenda packet.

[DCPC letterhead]

**The Downtown Community Planning Council (DCPC) 2025 elections are scheduled to begin on Tuesday March 11, 2025 and conclude on March 19, 2025. Voter registration can be done online! Register to vote to learn about the in-person voting locations.**

The DCPC is made up of nineteen (19) elected volunteers who represent Downtown homeowners & tenants, commercial property owners & businesses, and community organizations. The DCPC is the City Council's recognized advisory board for planning and development for Downtown San Diego. The DCPC provides the City with recommendations on land use issues, community plan changes, and programs and policies related to Downtown's growth & development.

**The DCPC meets monthly in-person** to review proposed developments, permits, and other Downtown policies and programs. You can view our meeting details here:

<https://www.sandiego.gov/planning/community-plans/downtown/planning-group>

**Elected Members are required to attend regular meetings in-person** to maintain membership on the Council. Meetings are held on the third Wednesday of the month, 5:30 PM, in Downtown San Diego.

For more information, contact [elections@downtownplanningsd.org](mailto:elections@downtownplanningsd.org)

## DCPC 2025 Elections

Contact [Elections@downtownplanningsd.org](mailto:Elections@downtownplanningsd.org) for any questions

**People who are eligible to be candidates or vote in the DCPC Elections are:**

- Downtown **Residents**,
- Downtown **Nonresidential Property Owners (to vote only)**
- Downtown **Business Representatives**
- Downtown **Community Organization Representatives.**

You may register to vote or be a candidate by using the following link

<https://downtownplanningsd.org/elections/>

**The 2025 Board Seats Up for Election (9 of 19 board seats) are:**

### Resident Representative Seat (3)

- Columbia
- Horton/Gaslamp
- Marina

*Any resident living in these neighborhoods is eligible to be a candidate.*

### Business Representative Seat (6)

- Columbia
- Cortez
- East Village North of Market Street
- East Village South of Market Street
- Little Italy
- Marina

*A representative for a business in any of these neighborhoods is eligible to be a candidate.*

## DCPC 2025 Elections

Contact [Elections@downtownplanningsd.org](mailto:Elections@downtownplanningsd.org) for any questions

### Polling Locations:

- There will be a polling location on Tuesday March 11<sup>th</sup>, 2025, 5:30 PM to 7PM at 702 Ash St Suite B, San Diego, CA 92101.
- More polling locations and dates will be announced. Electronic voting is not an option.

### Ballots:

- Use <https://downtownplanningsd.org/elections/> to register to vote.
- Email [elections@downtownplanningsd.org](mailto:elections@downtownplanningsd.org) to be considered as a candidate and to receive an advance copy of the ballot to be submitted at the polling location. Ballots will also be available at the polling location. A list of voters will be maintained to ensure only one ballot is submitted per eligible voter.

**A candidate forum will take place at the DCPC's February 19, 2025 meeting at 5:30 PM.**

The DCPC 2025 election will conclude on March 19, 2025 and the results will be announced at the DCPC's March 19, 2025 meeting. Discrepancies, if any, will be adjudicated at the March 19, 2025 meeting to the maximum extent possible.

## Downtown Parking Management Group Report

*Manny Rodriguez, Executive Chair*

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**INFORMATIONAL ITEM:** The Chair will provide an update on the Downtown Parking Management Group (DPMG), which is the official Advisory Group to the Downtown Community Parking District.

Exhibit A of this agenda packet contains the DPMG's January 9, 2025 meeting agenda for reference.



# Downtown Community Parking District Guiding Principles

*Gary Hewitt, Public Spaces Committee Chair*

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## **Proposed Action**

Adopt a set of guiding principles to be recommended to the nonprofit corporation created to manage the Downtown Community Parking District.

## **Background**

The Downtown Community Planning Council (DCPC) serves as the City Council-recognized community planning group for Downtown San Diego, providing formal community input on planning and land use matters that affect the area's distinct neighborhoods. As the officially recognized voice for Downtown planning and development issues, the DCPC maintains direct experience with how parking availability and mobility options impact residents, businesses, and visitors throughout these neighborhoods.

The DCPC is well-positioned to provide input for the Downtown Community Parking District (DCPD) because:

- It already has established representation from each downtown neighborhood through a balanced board structure that includes residents, business owners, and community organizations
- It operates under strict transparency and public participation requirements through Council Policy 600-24, ensuring community input and open governance
- Its members have deep familiarity with downtown's unique parking challenges through their lived experience and regular review of development projects and mobility initiatives
- The organization has existing relationships with key stakeholders including the City Departments, Downtown assessment districts, and resident groups

Based on its unique position, the DCPC should adopt the following “Guiding Principles” for how the DCPD should be organized, operate, and allocate public funds. These principles align with both the City’s allowable uses for parking district funds and best practices for parking district operations.

## **ORGANIZATION**

### **1. Independent Advisory Structure**

- Ensure balanced representation across all downtown neighborhoods
- Uphold transparent governance through Brown Act compliance
- Maintain clear conflict of interest policies and recusal procedures

## **2. Community Representation**

- Ensure board composition reflects diverse stakeholders (residents, businesses, organizations)
- Require geographic distribution of seats across neighborhoods
- Maintain proportional representation between business and resident interests
- Allow DCPC to select residential members or develop a process that allows qualified residents to be selected through a lottery conducted at an open meeting.

## **OPERATIONS**

### **1. Meeting Management**

- Hold regular public meetings with proper noticing requirements
- Maintain thorough documentation of all actions and decisions
- Follow standardized agenda and voting procedures
- Solicit meaningful public participation and input

### **2. Project Review Process**

- Establish clear procedures for evaluating parking/mobility proposals
- Require documentation of analysis and recommendations
- Ensure timely review and response on City project requests

### **3. Communication Standards**

- Provide regular updates to the community on district activities at DCPC and other community meetings
- Maintain accessible public records and meeting materials
- Establish clear channels for public input and feedback

## **ALLOCATION OF FUNDS**

### **1. Revenue Management**

- Ensure funds are spent within parking district geographic boundaries
- Maintain separate accounting for each neighborhood's share
- Follow City requirements for fund documentation and reporting

### **2. Project Funding Priorities**

- Focus on projects that reduce traffic congestion
- Promote alternatives to single-occupancy vehicle use
- Support improved pedestrian and bicycle infrastructure

- Fund initiatives that enhance mobility connections between neighborhoods
- Give precedence to projects that enhance safety and address essential infrastructure needs

### **3. Fiscal Controls**

- Maintain transparent budgeting and accounting processes
- Require documentation for all expenditures
- Ensure equitable distribution across neighborhoods based on travel activity or number of public parking spaces
- Follow City procurement and contracting requirements
- Provide public access to detailed expenditure records, such as vendor names, contract amounts, and project scopes, to ensure transparency and accountability.

### **4. Performance Metrics**

- Track and report on project outcomes
- Monitor mobility improvements and mode shifts
- Document community benefits from funded projects

## Balboa Park Committee Report

*Chris Eddy, Downtown Community Planning Council Representative on Balboa Park Committee*

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### **Informational Item**

The Downtown Community Planning Council's representative on the Balboa Park Committee will provide a verbal update on recent meetings.

Per the City of San Diego:

"The Balboa Park Committee serves in an advisory capacity to the Mayor and City Council on policy issues relating to the acquisition, development, maintenance and operation of Balboa Park."