

7/10/2023

Chair Comments:

Bring the LJPDO into compliance or up to date with the current needs of the community.

It was approved in 1983 and it is antiquated, and needs a refresh.

We want to get community input on the document and possibly shorten it.

The authors were very sensitive to the uniqueness of the document and having several communities within a singular community and that is why we have these zones. They represent what is unique about that zone.

Start off getting some general comments, and then move to retail. It seems to work well in certain zones. We are going to be looking where we think we improve that ground floor requirement – really in the village. Zone 1.

We know Bird Rock has been challenged with a recent project.

This is a working meeting – this is our first meeting doing this. Then the committee will talk about the frequency of this meeting and we will work on updating the code. Today is about receiving feedback.

Note: LJS local 1983, updated community plan was in 2014. Was when the coastal plan was updated.

Purpose and Intent 159.0101 Comments

- Trace Wilson: keeping people here and reducing trips in and out. The world is changing; we do not need these large CVS boxes anymore. We are currently based on an auto based development and we need to get ahead of it. Blanket retail everywhere is not the right move. Walkability is so key – park once and walk. Lots of good things happening in bird rock as well.

Retail Comments:

- Chair: Retail has really changed. We do not have Saxes and large building anymore. Personally think the retail requirement is important – but it has changed. Even in this document, it has pointed out that the village is the retail core. Property values and rents have increased and retail space has decreased. Several retail brokers have said the perfect size to rent all day is 700sf. 1200-1500 is probably the standard retail space. We have some space are 3000-4000sf and that creates a lot of turnover and we do not get the same quality of tenant. There is a retail requirement for all of zone 4. We have 50% ground floor retail in the village and that is hard to rent, they are too big.
 - Activate the alleys, they all have lanes, activate it with residential and make the alley more walkable. Rents are exorbitant – have people live and work and make it more walkable
 - Residential is not permitted in the ground floor of the retail. Lots of building on Girard that could have housing above.
 - Bird rock has gone from being a throughfare out of LJ and being a real neighborhood
- Andy: reducing the architectural depth of what is required. But having retail... symbiotic relationship for retail and residential.
 - We can provide the recommendation to be whatever it is going to be... different zones
- John Shannon: Birdrock, turn the corner onto turquoise that is all going to be developed and a lot of that is all moving to residential. Tim Golba did development and he pushed to get rid of the amount of retail and they thought they could get more dollars for residential. A lot of things are going to be gone and I am fearful that a lot of that is going to be gone in the village.

- Pressure from developers to make more money is supported by future state laws that are being lobbied. AB1033 is coming down to allow you to condo map a development and you can sell the individual ADUs.
- Joe Parker: From LJ my entire life, what makes it special is it doesn't look like Imperial Beach. Essential services are in the area you live in, and people opining on the neighborhood who do not live there. All of this appears to be an over development of San Diego. Seen the transformation of everything being about people making more money and it is disgusting. Santa Barbara has effectively controlled this. 91% occupancy is considered great, but I do not want more people and I do want that.
 - Have been informally polling a neighbor, not a single person in Bird Rock is open to changing the way residential or retail is done.
- Joe Terry: realize the differences between different zones in LJ. In Bird Rock we have smaller spaces, Bird rock merchants are thriving now. That is what Bird Rock a special place to live work and visit. The whole purpose of zoning is to keep developers from doing things that are not in the interest of the community.
- Martin Bunzl, Bird Rock resident: What to understand the rules governing this committee. Would hope this committee would do a formal poll of Bird Rock. Trace talked about big boxes retail; ask whether this committee has the expertise to make these decisions. You can kill the vibrancy of a neighborhood with a poor zoning code. Ask about conflict of interest for committee members who might have a financial interest
- Sherri Lightner: Have spent time in the past trying to make updates to the code. Problem with residential on the alleys is that alleys are for deliveries. There is a delicate balance there; the shores used to have 3 banks, a grocery store, etc. and now it is restaurants and kayaks
- Greg Watsworth, Bird Rock native: Love the idea of the beautification of the alleys. I live on Chelsea and I share an alley with the commercial core and we have 3 test projects that have residential on the back and shallow retail on the front and it is great. Love the idea of making the alleys beautiful, get rid of the telephone poles. Would love to be part of this new development energy. Demographics of Bird Rock has changed a lot between residents and tourists, they have seen the cycles, the booms and the busts. Think we are set up for a boom right now.
- Craig Bender, own Bird Rock animal hospital, run the BR merchant group: been here 5 years and it has changed so much. Murfey said 20% of the merchants are vacant; that is not true. It is closer to 5%. Really setting a bad precedent, disheartening to see these developers and what they are doing. We are working on getting lighting in Bird Rock and getting a nightlife! Coming up with signage. Worried about parking... not enough for everyone that is moving in there. That is a concern as well.
- Sharon Wampler: chair the committee on residential single family zone committee, each neighborhood has its own organization. Cannot do the same thing for everyone. Been meeting with Trace since 2018 with Vision Bird Rock. We need a meeting with Murfey and not adversarial. Would be a shame to lose that because Bird Rock has 3 blocks and that's it. There is a way to bring in new housing and do it in a good way. Small spaces in larger spaces... like Liberty Station.
- Susan Cahill: going to second Sharon's comments. First floor really should have stores and there should be a way to make it come alive.
- Jim Smith: Speed bumps have helped with the foot traffic which has helped with the foot traffic on LJ Blvd. Want to echo the sentiments of those who have been there. Let us keep Bird Rock the way it is and work in the residential on the second floor.

- Janet Gentile: Concerned about housing and the parking requirements
- Leslie Davis: attracted to bird rock for the trees and they own a space in bankers hill. There is a demand for small spaces, 600sf, 200sf, 300sf so they do not have to move from their too small house. 50% of the people who are renting these small spaces are from the walking neighborhood, it is people who want a podcast booth, a place to get away from their kids, but they do not want to move. The messaging needs to be done correctly. They are coming for us, they came for the post office! 30 people showed up here on very short notice.
- Jillian Atwood: I came to San Diego in 1956, and I am really appalled at what is happening in Bird Rock right now. I grew up here with my family. I have a hard time believing it is the same place, we have a lot of commercial here and it needs to be treated more gently. It is starting to overwhelm the entire blvd, it is not the pleasant place it used to be. It is very important to look at this decision, Bird Rock has grown but now always in the best of ways. I hardly feel it is my home anymore.
- Janette Williams: a year ago the LJ Light did a great article what did they want the future of LJ to be, and they were looking for places to go to spend time with people. Residential makes you stay at home and commercial makes you go out and spend time with people go out and combat mental health.
- Kristi Shepard, business owner in bird rock: Been involved in the committees in bird rock; lots of young people have jobs with me, we have a lounge and a positive environment and learn about electric bikes. Cannot put enough value on good retail; good retail can literally make or break a community. We are in a place where we can capitalize on this, and I am seeing a really positive vibe on the retail coming in.
- JD Chastain: parking, is a concern. Retail is getting stronger; Chelsea is just buried with cars all of the time. How is parking going to be required, if it is just going to be spread out in the neighborhoods it is just going to get worse.
- Kathleen Neil: email info@lajollacpa.org and you can be on all their agendas.

Chair comments: all agendas are always posted on the LJCPA website and Instagram. Anytime there is going to be a meeting they are noticed. Maybe Bird Rock there is no change, as Andy has pointed out. I expect all of the board members to talk to their members.

Continue this at the next meeting. Create a starting point for the next meeting.

Do it in public forum; and update the code as there is a lot of history on this board.

Meeting adjourned: 5:20pm