

ADJOURNED REGULAR MEETING  
OF  
SEPTEMBER 17, 1984

The meeting was called to order at 2:38 p.m.

Item 1: Roll Call

Present: Members Mitchell, Cleator, McColl, Jones, Struiksmas,  
Gotch, Murphy, Martinez and Chairman Hedgecock.  
Secretary: Charles G. Abdelnour

Item 2: Staff Report on the preliminary assessment for the proposed Oak Park  
redevelopment area. (Discussions continued from the meetings of  
August 14 and September 11, 1984.)

Reese Jarrett made a staff presentation.

Speaking in favor of having SEDC do an assessment study were Charles A.  
Jackson, who presented several slides; Ruby Pierce; Willie Shipley;  
and Kitty Reed. Members of the Agency were presented petitions from  
those favoring the SEDC study.

Those opposed to the SEDC study were Tony Vasconcellos, Larry Mabee,  
Margo Leimbach, Jacqueline W. Pierpaoli and Linda Johnson, representing  
the Harbor Vista Homeowners Association. Petitions were presented  
containing signatures of those opposed to SEDC's study.

The Chairman closed the public discussion.

Motion by Jones to adopt the compromise presented by John Thelan  
in his memorandum to the Chairman and Members dated September 11,  
1984.

Second by Gotch.

Member McColl asked the Attorney for a ruling on whether it was  
proper for her to participate in discussions and vote. Mr. Fitzpatrick  
stated that, based on conflict of interest guidelines and previous  
written material submitted to the City Attorney, she would be entitled  
to vote, since this vote was only authorizing a study.

Vote: 3 - 6 (Members Mitchell, Cleator, McColl, Struiksmas, Murphy  
and Martinez voting nay) Motion defeated.

.....continued

Motion by McColl to adopt a proposal for considering the area to be within the jurisdiction of the Mid-City Community Plan, to approve the related items contained in a memorandum dated September 14, 1984 to the Mayor and Council Members from Deputy City Manager Fowler and the Planning Director; and, to establish Highway 94 as the northern boundary of SEDC's area of interest.

Second by Murphy.

Member Jones asked that the motion be amended to require semi-annual reports from the City Manager and Planning Director regarding the progress being made by the private sector in this area.

Second by Murphy.

Vote: 4 - 5 (Members Mitchell, Cleator, McColl, Struiksma and Martinez voting nay) Amendment to motion defeated.

Vote on the original motion by McColl: 8 - 1 (Jones voting nay)

ADOPTED AS RESOLUTION NO. 997

At 4:17 p.m. the meeting was adjourned to 2:00 p.m. on Tuesday, September 18, 1984.



Secretary of the Redevelopment Agency  
of the City of San Diego, California

CITY of SAN DIEGO  
MEMORANDUM

DATE: September 14, 1984  
TO: Honorable Mayor and City Council  
FROM: Deputy City Manager and Planning Director  
SUBJECT: PROPOSED OAK PARK REDEVELOPMENT AREA

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On Tuesday, September 11, 1984, the Redevelopment Agency continued the proposed Oak Park Redevelopment Area until today. Subsequent to that meeting, Councilwoman McColl requested that the Planning Director and City Manager prepare an alternative to the SEDC proposal for assessing the question of redevelopment and revitalization in the Oak Park area. The purpose of this memorandum is to provide that alternative.

The Federal-Euclid business district is designated for commercial use in the proposed revisions to the Mid-City Community Plan. The plan recommends that the district be improved and redeveloped. It suggests the possible expansion of the center and also recommends that it make use of more modern merchandising techniques. The plan also calls for improved transit service and an evaluation of the circulation system in the Federal-Euclid area for possible improvements and maintenance.

Revitalization of the Federal-Euclid business district could be undertaken by the City in conjunction with the ongoing Mid-City Commercial Revitalization Program or it could be included within the SEDC Redevelopment Agency Program.


The City Council/Redevelopment Agency can revise the boundaries of the SEDC to exclude the Oak Park area, by amending its operating agreement with SEDC and direct that its revitalization be handled as part of the overall Mid-City Community Plan, implementation, and the commercial revitalization efforts. If the Agency directs, staff would return in 60 days with a work program and budget that would identify the steps to be taken to conduct the boundary shift and to initiate revitalization activities in Oak Park. This effort would identify funding sources and timing and increased staff needs for managing the program. The need for additional funds or reprogramming of existing resources should be anticipated.

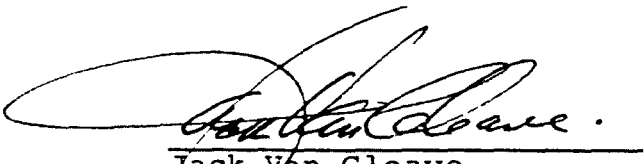
The report would also address the work to be performed by staff and that by consultant effort. Also included in the report would be a detailed work program for a revitalization plan for the subject property identifying the following:

1. Urban Design Program;
2. Private and public enhancement program, i.e., landscaping, lighting, etc.;
3. Land use analysis including possible marketing studies, zoning, and other land use regulations;
4. Environmental review documents and economic analysis sufficient for expediting a revitalization program or redevelopment plan as found to be appropriate; and
5. A program to include the participation of all property owners, business and residents in the subject area.

All work would be conducted by Planning Department and Managerial staff with consultants as required.

It is understood that this work program would parallel the present request to rezone the property to restrict the conversion of the commercial property to residential use. The rezoning is scheduled to be heard by the Planning Commission on October 25, 1984, and tentatively by the City Council on November 20, 1984.

  
John P. Fowler  
Deputy City Manager

  
Jack Van Cleave  
Planning Director

JF:JVC:sml