

**THE COMMITTEE ON LAND USE AND HOUSING
OF THE CITY COUNCIL OF THE CITY OF SAN DIEGO**

**Councilmember Lorie Zapf, Chair
Councilmember Sherri S. Lightner, Vice Chair
Councilmember Todd Gloria
Councilmember David Alvarez**

**ACTIONS FOR
WEDNESDAY, AUGUST 1, 2012, AT 2:00 P.M.**

**COUNCIL COMMITTEE ROOM (12TH FLOOR),
CITY ADMINISTRATION BUILDING
202 C STREET, SAN DIEGO, CALIFORNIA**

For information, contact Leslie Perkins, Council Committee Consultant
202 C Street, 3rd Floor, San Diego, CA 92101
Email: LRPerkins@sandiego.gov
(619) 533-3982

All Committee members present.

NON-AGENDA PUBLIC COMMENT : Mr. Jim Varnadore spoke on the need to update the Mid-City Community Facilities Financing Plan and community involvement in the CIP prioritization process.

COMMITTEE COMMENT :Chair Zapf provided an update on the efforts to streamline the permitting process for the restaurant industry as a result from the LU&H meeting on May 9, 2012.

CITY ATTORNEY, IBA, AND MAYORAL STAFF COMMENT : None.

ADOPTION AGENDA

Approval of the Record of Action Items for July 11, 2012

ACTION: Motion by Councilmember Gloria,second by Councilmember Lightner, to approve.

VOTE: 3-0; Zapf-yea, Lightner-yea, Gloria-yea, Alvarez-absent

CONSENT ITEMS

ITEM-1: Report from the Real Estate Assets Department regarding GRANT OF EASEMENTS FOR GENERAL UTILITIES Required for Development of the

ACTIONS
Committee on Land Use and Housing
August 1, 2012

- 2 -

Venter Institute

ACTION: Motion by Lightner, second by Councilmember Gloria, to approve.

VOTE: 3-0; Zapf-yea, Lightner-yea, Gloria-yea, Alvarez-absent

INFORMATION ITEMS

ITEM-2: Update On UTILITY UNDERGROUND EQUIPMENT ISSUE from June 13, 2012 LU&H Meeting

No Action Taken. Information Item Only. City staff reported on notification process improvements and Councilmember Gloria announced a second workshop with the community and utilities will be planned for the near future.

ITEM-3: Presentation by San Diego Association of Governments (SANDAG) - New Timeline and Integration of the REGIONAL COMPREHENSIVE PLAN UPDATE with Regional Transportation Plan/Sustainable Communities Strategy

No Action Taken. Information Item Only. Direction for the LU&H Committee to have a role in reviewing and prioritizing the regional Smart Growth Areas that fall within the City of San Diego to maximize funding resources.

ITEM-4: Presentation by Jeff Marston and David Ehrlich on SAN DIEGO DOWNTOWN ENTERTAINMENT DISTRICT CONCEPT

Information Item Only. No action was taken but direction given to submit a specific plan proposal to be analyzed by the City Attorney's office, including the following issues/questions raised by the committee:

- Initially start with appropriate district footprint size matching the area's need for revitalization, with emphasis along "C" Street corridor (with potential to expand boundaries in future)
- Which City Department or Agency will have the lead processing oversight?
- Identify the required process to create this sign overlay

ACTIONS
Committee on Land Use and Housing
August 1, 2012
- 3 -

district only for a specific downtown area - how will
citywide sign regulations be effected or amended?

- Include a measured ratio of artwork to commercial displays with quality aesthetic standards
- Review non-profit revenue sharing model for any conflicts with Propositions 26 or 218
- Can revenues directly benefit/be invested back within the District's specific footprint area
- Identify any potential revenue benefit for City facilities (such as the Civic Theater)
- What are the legal issues in selecting certain buildings to display artwork vs. commercial signage - is a Request For Proposal process necessary to contract for the signage locations?
- Office of Independent Budget Analyst to review "best practices" from other cities/jurisdictions that have similar signage districts

Direction to have legal analysis on specific proposal for November 28, 2012, LU&H Committee meeting for potential action.


Lorie Zapf
Chair