

WEST BROADWAY URBAN VILLAGE SPECIFIC PLAN
ADVISORY COMMITTEE MEETING #2:

Wednesday, October 3, 2007

Meeting Notes

Vision

- ◆ Dissonance re: high-quality vs. community-serving
- ◆ Dissonance re: high-quality products and looks vs. expensive price points
- ◆ High quality is important to establish a standard vs. just pricing
- ◆ Community designed vs. well-designed
- ◆ Define high quality
- ◆ Define community-serving
- ◆ Appreciate the dual reference to community serving and visitors
- ◆ Include well served by transit
- ◆ Add transit-oriented
- ◆ Define pedestrian-oriented
- ◆ Need a reason to walk to district
- ◆ What type of street re-engineering will occur to reduce to two lanes to create a pedestrian-friendly concept?
- ◆ Add multi-cultural mix to establish locality
- ◆ Reference ethnic food
- ◆ Urban Village term is overused – is there another term to use? *It is the industry term.

Goals

- ◆ Mid-Century architecture
- ◆ Place to be light-hearted and have fun
- ◆ Food and entertainment
- ◆ Multicultural heritage
- ◆ A place to do business
- ◆ Create an identity around a specialization such as antiques, multicultural restaurants, (cheap chic), as San Diego Gaslamp District and Pasadena have done
- ◆ Grocery store and dry cleaner, i.e. walk to get products and services
- ◆ Allow for mixed use and transit focused
- ◆ Promote being ecologically friendly and conscious
- ◆ Encourage fast-track incentives for ecologically friendly development
- ◆ Permit process should be friendly to a variety of developers businesses
- ◆ Concern about higher rates per square-foot due to implementation of the Plan. (A real concern for the Latino Merchants)
- ◆ Ensure local businesses are protected and encouraged vs. stable industry
- ◆ Reference to civic activity – is there a way to integrate city hall and activities there with the West Broadway Urban Village. Hillsdale Street?
- ◆ “Create a community-based, well-integrated, enduring identity”
- ◆ Capitalize upon existing auto-oriented businesses
- ◆ Preserve the “who” in addition to the “what,” including authenticity and acknowledging Seaside’s history
- ◆ Ensure residential development with adequate parking