

MINUTES
Sunland-Tujunga Neighborhood Council, Special Board Meeting
URBAN DESIGN PROJECT
June 12, 2004

Call to order: Ken McAlpine 9:05 a.m.

Ken McAlpine, Marti Marshall, Cindy Cleghorn, Nina Royal, Julianne Maurseth, Robin Meares, Linda Casteel, Mary-Lou, Denis Adair, Louise Clarke-Stone, Chris Robinette, Mona Curry, Steve Bednarczyk, Mary Lou Pozo

Not in attendance: Shelly Albert, Michelle Sahfran, Bert Brescher, Matthew Kearl, Paul Armbruster, Mary May, Sam Graham, Shirley Kellstrom

Public Comments

Linda Casteel brought up the Kmart issue. Mary Lou Pozzo said employees have been notified they will be told in 60 days what is happening. Louise Clarke-Stone said she spoke with the law firm who handles Home Depot and they are looking at 24 Kmart sites. At this time, the Sunland store is not on the current list of those being closed. A neighbor who lives in mobile home next to Kmart said they need/want Kmart. Nina suggested if you have any requests to write letters to both Kmart & Home Depot. She will get their addresses so we can notify the community.

Board Report: Julianne - Status to date re: Urban Design Consulting firms. This special meeting of the board was called to see presentations and select one to represent the neighborhood council based on the results of the Community-wide survey.

Presentations



1. Mia Lehrer & Associates: Esther Marguiles (15 people in the company)

Esther Marguiles is more a Landscape Designer for large projects, rather than an Urban Design Consultant. They have many accomplishments under their belt, such as:

- Bridge to breakwater Project (San Pedro waterfront) – current project
- Ballona Creek Trail and Bikeway Improvement Master Plan Study – Culver City
- Their company would:
 - Take large view of project area
 - Looks at community needs, not necessarily what the community already has
 - What are issues?
 - What the community likes best?
 - Strategic visioning plan
- What they can do:
 - Articulated graphic visual

- Comprehensive vision of community's values
- Compelling consensus vision (can be used for additional grant funding)
- (www.ccint.org)

2. MDA Johnson Favaro: Steve Johnson, Jim Favaro, Mott Smith (Partnership of 2 firms)

Steve Johnson defined what Urban design was and that it is not just about more houses, but about streets, landscape, housing, retail, office, residential, parks, open space and everything altogether.

- Can one design Urban growth?
 - Effective Outreach: Listen, Speculate, Create Common Ground
 - The Crucial role of visualization
 - The importance of technical back-up
- Believes that dealing with council/city people is to have a project that has legs to stand on.
- Embrace the developer, the “enemy”, the plan
- Parking is the biggest issue in creating projects
- Building with parking stations near the businesses causes people to walk. The more they walk, the more they come and the more small-town community feel there is.
- Within the funds we have for this project, they will cycle through the issues
 - Vision
 - Views
 - Analysis of site
 - Parking
 - Political and financial program
- Provide larger context for small/immediate projects.

3. Roger Sherman & Associates: Roger Sherman, Dave Bergman (3 people in Santa Monica – 14 years – small but have a fierce bite)

- Work collaboratively with others
- Projects include: Fresh Kills Landfill, Albuquerque, Santa Fe Pacific Railroad yard – Santa Fe NM, North Hollywood.
 - Knack for finding the key for the community
 - Work on abandoned, blighted sites
- Revitalization is not a field of dreams. You cannot just polish it up and they will come.
- Constant in urban environment is change – people will continue to spread out.
- Put in framework to a specific plan – only as good as the community is committed to it. (Community needs to hold the city officials feet to the fires)
- Money in Capital Improvements Plan
- Boundaries to propel plans forward (channel the vision)
- Driven by program & economic plan
- Doable outcomes?
 - Order of operations
 - Come up with something really simple that can have tremendous impact (in case you can't get to the big end goal)
 - Possibly link parks with things like Commerce or locate places for pocket parks
 - Tool kit of design plans (small, medium, large)

- Develop guidelines for development
- Before and after vision drawings
- Mid 2005 – more supplicated promotional package to market the public

Motion: Julianne Maurseth: To select the Urban Design consulting firms of MDA Johnson Favaro. Seconded by Denis Adair – **Motion passed unanimously**

Public Comments/Open Forum

Ken McAlpine: Need to manage the consultants –
Julianne Maurseth.

- We define their bullet points from presentation before June 15th for invoice
- Julianne will call them on Monday and get more detail
- Will email the board
- City needs to confirm the contract (DONE)
- Cost per objective chart – pay upon delivery

Adjourn at 1:02 pm

Minutes taken by Marti Marshall, Vice Chairman