

Memorandum

To: Tim Hou, Deputy City Manager/Director of Community Development, City of San Fernando

From: Ken K. Hira, President, Kosmont Companies
Steve Masura, Senior Advisor, Kosmont Companies

Date: September 30, 2019 *[October 28, 2019 - Update with final survey comments incorporated]*

Subject: **Downtown Opportunity Site Community Meeting – Summary of Comments**

BACKGROUND

Kosmont Companies (“Kosmont” or “Consultant”) was originally retained in September 2018 by the City of San Fernando (“City” or “Client”) to provide real estate advisory services. On September 24, 2019, the City held a Community Meeting (“Meeting”) at the San Fernando Library and was moderated by Kosmont. This memo summarizes the results of the Meeting and community comments on vision for Downtown San Fernando. The community comments will provide important input and guidance for a Request for Qualifications/Proposals (“RFQ/P”) process to find a qualified development partner for the targeted opportunity site Parking Lot #3 (“Site”) (Kosmont next step).

MEETING SUMMARY

The Meeting was well attended by several community members, local business owners, and some appointed city commission members. Video of the presentation was posted on Facebook Live. Kosmont presented an overview of economics/demographics of the City and the Site, mixed/blended use development case study examples, and facilitated questions and answers.

As part of the presentation by Kosmont, a Comment Card (see Attachment A) was provided for attendees, in English and Spanish, to indicate types of uses desired and any comments and questions. Kosmont responded to several questions and comments from the audience and from Facebook posts during the meeting. A total of 27 Comment Cards and 39 comments on Facebook were received - *[After 9-30-19, an additional 13 online survey responses were received and incorporated herein and see Attachment B.] – for an overall total of 79 comment responses received.*

Kosmont representatives and City Staff also attended the Chamber of Commerce mixer event the same evening after the Meeting, where discussions were held with several members and some comment cards were filled out and included.

COMMENTS SUMMARY

As evidenced from the results summarized below, there was a range of desired uses with retail and restaurants being the most desired. Entertainment was also a highly preferred use. Hospitality and residential uses were indicated as generally needed or desired uses though not as strongly as retail uses. Overall, there was positive feedback for a mixed commercial/residential project for the Site.

Further, there were several general comments and concerns (listed below) received related to conditions and needs of the Downtown such as improved walkability, parking and trash services, business support, homeless issues, more events like parades, etc.

CATEGORY	RESPONSES
Retail:	
General – Chain Stores, Clothing, Etc.	30
Restaurants	25
Cafes, Coffee Shops, Breweries/Pubs	13
Grocery, Health Food	13
Other – Diverse/eclectic/independent shops, etc. (see comments)	7
Books, Record Store	4
Services:	
Various Services Listed: Legal; Senior/Senior Center; Homeless; Employment; LGBTQ; Blended; Roof-Top Club (see comments)	12
Office:	
General indication of desired use and some comments – Ok with mixed use and Co-Working/We-Work type	13
Entertainment:	
Movie Theater	24
Bowling	9
Performing Arts, Amphitheater	4
Other – Trampoline, Ice/Roller Rink	3
Fitness:	
Gym, Yoga, LA Fitness	6
No, already enough	7
Hospitality/Hotel:	
Yes	13
No	4
Residential:	
Yes (and with mixed use)	14
No	5
No Affordable/Low Income Residential	2

Specific retailers/uses indicated in Comments received included:

- Retail: T.J. Maxx; Ross; Marshalls; Hot Topic; Nordstrom's; office and school supplies; HomeGoods; Game Stop; Walmart; Dollar Tree; Best Buy; Target
- Restaurants/Cafes/Bakeries: Olive Garden; steakhouse; Italian; Korean; Chinese; Wendy's; Porto's; food halls; "high quality", organic/vegetarian/Veggie Grill, Panera
- Grocery: Trader Joes; Sprouts; Whole Foods
- Hotel: Hilton, Marriot, small/boutique

Uses listed from Comments under the Other category included:

- Free Wi-Fi
- Parades (Xmas, Veterans Day, etc.)
- Plazas (with trees, between Celis & San Fernando Rd.)
- Walking park
- Public Paseos
- Family & children oriented uses
- Parking structure near Brand & Maclay by courthouse
- Walkability
- Dog park
- Free Electric Vehicle charging
- Mexican Consulate

General Comments & Questions provided in Comments included:

- Keep Moving
- More parking; parking and traffic important issues (several verbal comments on these issues – to be addressed with development plan process and City parking study)
- Better trash service
- Streamline process for businesses
- Cost of business high
- Need night-life drivers
- Businesses open 5:00pm-11:00pm
- Shuttle service
- Highland Park block party concept
- No increased density
- Do not sell City property
- Have forums like this on weekends so more accessible to people that work
- Will the City provide incentives to businesses?
- Any plans for the JCPenney building?
- Overcrowded city – no condos, no hotels
- Housing needed but not in this area
- Homeless issues
- Traffic signals and update crosswalks
- Walkability – green space
- More diverse stores
- Better street repair and maintenance
- Maintain and reuse empty lots
- Outdoor seating – general and for businesses

ATTACHMENT A

COMMENT CARD

List Your Preferred or Desired Uses for Development?
WE NEED YOUR FEEDBACK (indicate yes/no and ideas)

- Retail -Types of Stores? _____
- Services - Types of Services? _____
- Office (job base) - Co-Working, Flex, Etc. _____
- Entertainment - Theater, Bowling, Etc. _____
- Fitness - Gyms, Yoga, Martial Arts _____
- Hospitality - Hotel _____
- Residential _____
- Other? _____
- Any other Questions or Comments? _____

21

ATTACHMENT B

Comments received from online survey after September 30, 2019 - Verbatim:

- Only if it's a Walmart, or Trader Joe's. If not then retail stores in general are closing due to everyone buying online so the City doesn't need any individual stores that only focuses on one type of item for sale.
- Makeup stores (ULTA), clothing stores, and shoes stores such as Famous Footwear
- Trader Joe's *Perfect tenant for this site! <https://www.traderjoes.com/contact-us/location-request>; Retail clothing stores, natural food stores or farmers market.
- A mini-Target like Mission Hills or Burbank. Still holding out for an actual full-service grocery store but not at that location. Specialty local business--even a pop up that could be like Crafted at the Port of Long Beach where people could rent space in the store for jewelry, food items, art work, etc.
- Bring Target to our City
- Target, Old Navy, H&M, Bed Bath and Beyond.
- Anything, no more drug stores
- Restaurants and movie theater
- Better Pet grooming services
- Not at that location. I suppose a trendy little Tattoo/piercing place would work in that type of mix, but it's not likely any upstart artist could afford that kind of venue. (Picturing Studio City Tattoo).
- Firestation, seniors services
- Movie theater with an arcade and bar inside.
- Theater, bowling, miniature golfing
- Small movie theater or bowling alley.
- Bowling would be great, but it's not feasible. The amount of space necessary for a fully functioning center is not an option. More nightlife options--even something like the Canyon Clubs--the small venues that play older groups and tribute bands with a restaurant or bar attached for people who do that.
- A theater would be wonderful, so we, as resident of this beautiful city can spend our money here and not have to take it to other cities. Or an Ice skating facility.
- More Entertainment? We have no Entertainment. We really need entertainment.
- Theater. Dave and Buster's, Chuckie Cheese, Bowling Alley, Farrell's Arcade ...etc. For all ages to enjoy
- There seems to be enough fitness gyms
- There are already numerous gyms and fitness centers open in the area.
- I'm actually concerned at the proliferation of them--they're great, but they can't all be sustainable.
- Restaurants such as Wangs (wings), Woodranch, The Habit, a soul food place (none exist in the Valley), Stonefire.
- Vegan Restaurants; veggie grill
- More American Restaurants and/or Cafes.
- I'd count this as a maybe (residential use). As part of mixed use, so long as it's not bougie, upscale apartments that no one can afford or ultra low income units. It needs to be smaller studio/one bedroom or larger 3-4 bedroom family units to house current families and get people out of garages.
- NO MORE APARTMENTS PLEASE!!!!!!!

- Community space where bands, movie screenings, and dance crews can perform during summer and other special events
- The possibility of a small park or dog park is a great idea as well.
- I'd like a small outdoor amphitheatre or usable performance space as part of any complex. Possibly a community room with no fees for local nonprofits as part of their ground lease.
- It would also very nice to see a some green area(Park like area) Where one can go sit and enjoy a cup of coffee.
- I would like to see this area be a two story mall with theater retail, and restaurants,the building would cross over to a future hopefully new Redevelopment downtown mall.With no apartments, more retail, restaurants, entertainment.
- The space should allow the community and others outside the community to come and want to spend time here. The longer they stay the more their willing to stop and go to another location within the city to pick up or get anything else they need.
- What we still need in San Fernando:
 - 1. A full-service grocery store (still asking after 25 years). That spot was slated for a Fresh and Easy but sadly the whole development fell apart before F&E filed for bankruptcy. We're holding out for a Trader Joe's but unless we pay them to come I don't see them coming to San Fernando.
 - 2. Sit down restaurants. We can't have a graduation or any other celebration without leaving 91340.
 - 3. Better mix of restaurants. Not all chains but I'm assuming this is what a large complex would generate.
 - We are getting the light rail in less than 10 years with San Fer/Sylmar as the terminus. We need things that will attract folks to use the train to come to San Fernando and of course the jurors and courthouse folks to stay in town.
- I understand that the area on Foothill and Maclay are not part of our City, but it is the first area that one see, as one exits from the Freeway on Maclay when coming in to our San Fernando City. How or what can be done to clean and beautify that area.To have a better welcoming feeling to our city.
- I dont understand what takes San Fernando so long to progress in future developments. The fairly new Plaza on Sepulveda with the Target ,Dunken Dounts, the Habit .Only took two years ,where the developer showed up to meeting with the plans asked residents what they wanted and did not want. which they did not apartments. 2 years project was done. I hope city would bring in a two story building with a theater with retail and restaurants that would cross over to the old Mall that someday hope will be new complete development. That would progress quickly. Thank you for giving us the opportunity to voice our opinion.
- What are they building on Huntington and Glenoaks?
- Here are the stores I drive OUT of San Fernando to shop at: Trader Joe's, Target, Kohl's, Panera
- Thrift stores like Crossroads and Buffalo Exchange
- More restaurants, Movie theater, Office supply store, Department store
- Better grocery stores such as Trader Joe's (build it and they will come), Target/Walmart, family restaurants (ie The Habit or Chic Fil A) and an updated mall area with known names. Parking Lot 3 could be the start of renovating the mall area.
- Entertainment; Place where I can find a job as an office worker.

- We need more streets repaved and that requires more funding so we parking decks for more retail and groceries shops. Some cities have grocery and retail stores other floors (ie Target in Granada Hills). More retail shops in the area that stay open past 4PM. Spectrum to offer free WiFi access along Truman and San Fernando St to keep more customers in the area.
- Co-working space is good and important. Anyone who needs a spot to sit with wifi and work ends up at... Starbucks? But the one in San Fernando is not big enough to accommodate much, particularly not group meetings. Panera is good for that, but we don't have one in San Fernando.
- Conventional office and High tech company
- No office, we need more retail and grocery stores.
- We desperately need community theatre (live theatre, not movie theatres). The nearest one is in Newhall.
- iPic movie theatre
- Movie theater, Live Action theater, Bowling, Museum
- A Movie Theatre to replace El Super at the edge of an updated mall. Maybe a horse driven carriage that takes people up and down McClay St or the mall area for a fee. Something that will bring people to the city and makes a statement. Even a large water fountain would do.
- Yoga, Rock climbing gym
- A walking and bicycle trail along the channel would be nice. Gym such as a YMCA with a pool.
- Less fast food and more real food. More places with vegetarian options and less processed food for clean eating. We need to look at what drive-thrus are doing to our environment and what fast food is doing to our children's bodies. We need Veggie Grill, Panera, Corner Bakery, Lyfe Kitchen, Pret A Manger.
- More hip brunch spots
- Different types of restaurants - Italian, Greek, organic, vegan etc., Hotel
- More restaurants that bring families together such as the Olive Garden, The Habit or Chick Fil A. The El Super grocery store I think is the best location at the end of the mall for a Movie Theatre. We need more retail and grocery stores here before a hotel can even be thought of.
- Too much warehouse space, where there could be housing. I'd love to see retail with living above in the downtown area.
- Apartments or condos above a new mall area and let the owner of the apartments or condos rent the retail space below for supplemental income.
- The teenagers in town could use a skate park. We should also look at finding a way to find a vehicle-restricted greenbelt for walking and biking through town.
- Better grocery and retail stores are missing from the area. I have to go outside of the city for my family needs.
- Too many of the stores on the San Fernando Mall are the same. As someone who would like to get a part time job as an office worker nearby I wish more companies had an office here. Why all the empty space across from KFC? If you build something on the parking lot where are people going to park? I always welcome any news about what is going on in San Fernando.

- The swap meet area needs to be changed as it is time for change. Also what is the hold up with the JC Penney project? I thought we were getting a Target store there. Better grocery and retail stores are missing from the area. I always have to go outside of the city for my family needs. I was driving home from LAX the other night and was like I need to head to Granada Hills to get what was needed for my daughter. Someone mentioned there is a Tribe in the city. I can only imagine what the Tribe could build in that Swap Meet or Mall area. I never understood why in California there is no signs on the Interstate that indicates what restaurants or gas stations are up ahead on the exits. The old Sam's Club would be a great location for a grocery or retail store as well.