



PACIFIC SQUARE SAN GABRIEL
700-800 S. SAN GABRIEL BLVD

COMMUNITY STAKEHOLDER WORKSHOP #1

SUMMARY NOTES

Workshop Overview

DATE & TIME:	Thursday, May 4, 2017 6:00 - 9:00 pm
LOCATION:	Alhambra-San Gabriel Elks Lodge, 1373 E. Las Tunas Drive, San Gabriel
ATTENDANCE:	Approx. 45-50 attendees (based on sign-in sheet and headcount)
PRESENTERS & FACILITATOR:	Ken Lee, Ken Lee Consulting, LLC (Facilitator) Rick Abe, Media Portfolio Bryan Norcott, Savills Studley

Workshop Topics, Discussion, and Participant Input

WORKSHOP TOPICS	DISCUSSION + INPUT
<p>6:00 PM SIGN IN, REFRESHMENTS, AND TAKE SEATS</p> <div data-bbox="191 1398 998 1854"> <p>WELCOME!</p> <p>Please sign in, enjoy refreshments and snacks, and take your seats.</p> <p>We'll begin shortly ...</p> </div>	<ul style="list-style-type: none"> Welcome and instructions for sign-ins, available refreshments, and Workshop start time

6:10 PM OPEN WORKSHOP



- Opening remarks
- Self-introduction of facilitator, Ken Lee
- Purpose and format of workshop
- Clarification that the workshop is being sponsored and hosted by the property owner/ developer and **not** the City of San Gabriel
- An application has yet to be filed with the City



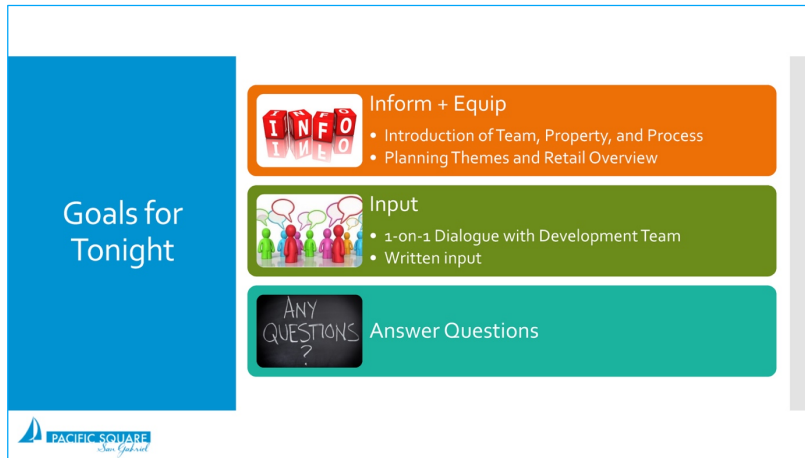
- Orientation of the location, size, and setting of the subject property located at 700-800 S. San Gabriel Boulevard (former growing grounds of San Gabriel Nursery & Florist)
- Area is in transition with new Mission Walk residential project recently developed, and proposed project to redevelop Mission Lodge site
- Mixed-use project is proposed for 700-800 S. San Gabriel Boulevard but primary focus is on creating a retail center that engages the area and the broader community



- Review housekeeping items, including availability of translation assistance for native Chinese and Spanish speakers
- No translation assistance requested by attendees*

6:15 PM

WORKSHOP OBJECTIVES



Goals for Tonight

- Inform + Equip**
 - Introduction of Team, Property, and Process
 - Planning Themes and Retail Overview
- Input**
 - 1-on-1 Dialogue with Development Team
 - Written input
- Answer Questions**

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- Overview of workshop goals:
- Inform + Equip**
- Introduction of Development Team, the property, and the development process
 - Overview of planning themes for the property and planned retail uses
- Input**
- 1-on-1 dialogue between attendees and Development Team members
 - Solicit written input on key topics
- Answer Questions**



Schedule

- 6:25 Introduction of Development Team
- 6:35 Community Engagement + Development Planning Process
- 6:45 Property Overview + Planning Approach
- 7:00 Retail Overview
- 7:15 OPEN WORKSHOP FORUM
- 9:00 Close Workshop

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- Review workshop schedule
 - **Part I (6:25-7:15 pm):** Inform + Equip attendees with key information about the property and project to ensure the Workshop is of value to both the attendees and Development Team
 - **Part II (7:15-9:00 pm):** Open Workshop Forum for 1-on-1 dialogue with Development Team members at different “Input Stations” based on team members’ expertise



Ground Rules

- Be fully present, listen, and participate
- Cell phones off or on silent/vibrate
- No side conversations
- Respect each other’s air time and space
- Good time management
- Hold questions for open workshop forum

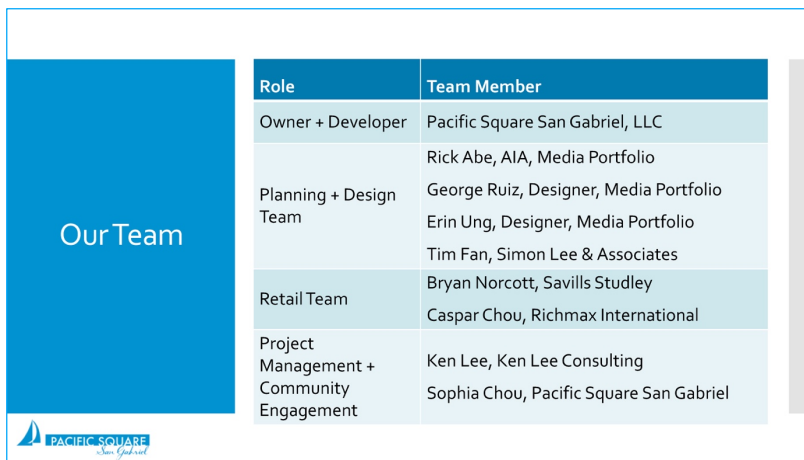
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- Review ground rules for the workshop

6:25 PM INTRODUCTION OF DEVELOPMENT TEAM



- Introduction of Development Team members



- Introduction of each Development Team member’s professional background and expertise, and his/her childhood dream (insight into Team members’ personal and human sides)

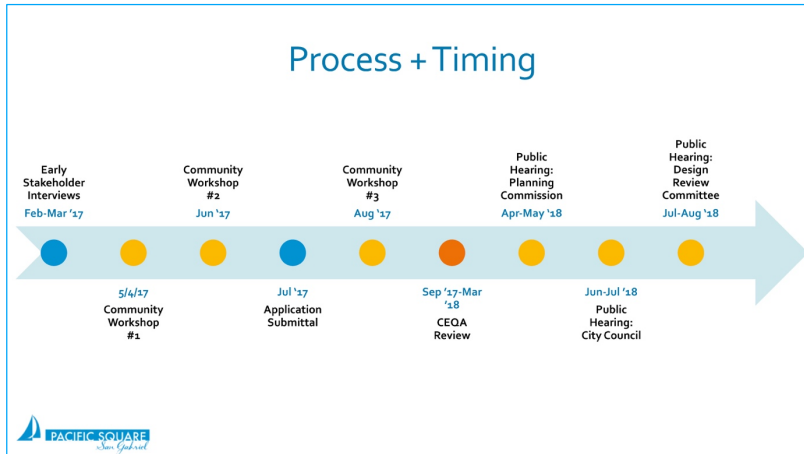
6:35 PM COMMUNITY ENGAGEMENT + DEVELOPMENT PLANNING PROCESS



- Overview of the background, objectives, and timeline for the community engagement and development planning process
- Non-traditional community engagement and development planning process: Developer has prioritized early public participation to familiarize the Development Team with the neighborhood and better understand the local community before defining the project and preparing detailed plans

WORKSHOP TOPICS

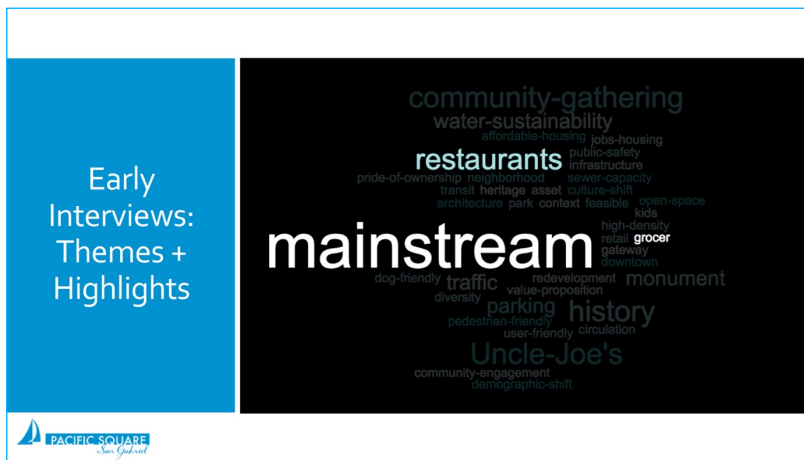
DISCUSSION + INPUT



- Description of the steps and timing of the community engagement and entitlement process
- Community will have multiple opportunities for participation, including 3 community workshops, CEQA comment period, and public hearings
- Early meetings with City staff and interviews with 14 community stakeholders were held to get to know the community and understand local priorities, and to help design a workshop that is valuable for the community and the Development Team



- Description of key themes and highlights from the stakeholder interviews
- Valuable dialogue with community members from different backgrounds and perspectives



- Several common threads from the interviews focused on desired retail uses for the project
- “Mainstream” retail and restaurants was a recurring theme in many of the interviews


WORKSHOP TOPICS

DISCUSSION + INPUT

Early Interviews: Themes + Highlights

mainstream
 Products and services which are readily available to and appealing to the general public, as opposed to being of interest only to a very specific subset of the public.

<http://www.businessdictionary.com/definition/mainstream.html>



- “Mainstream” definition from www.businessdictionary.com
- “Mainstream” retail and restaurants can include national credit tenants (e.g., Starbucks) but can also include “mainstream” ethnic retail and restaurant tenants (e.g., 85 °C Bakery, Gen Korean BBQ)

Early Interviews: Themes + Highlights




- “Community gathering” places and spaces was a recurring theme in several of the interviews
- No true “downtown” in San Gabriel and very few central places or spaces for the community to eat, shop, and enjoy community events and activities
- “Uncle Joe’s Donuts” was identified as a popular gathering space for some community members

Early Interviews: Themes + Highlights




- The “history” and “heritage” of the local neighborhood and the San Gabriel Nursery & Florist business was a recurring theme in several of the interviews
- Ideas and concepts for honoring the Nursery’s history were discussed, including discussions about a “monument”

WORKSHOP TOPICS

DISCUSSION + INPUT

- Other interview discussion topics included concerns about water sustainability/ conservation, traffic impacts, parking spillover into adjacent neighborhoods, residential density, and other topics

6:45 PM PROPERTY OVERVIEW + PLANNING APPROACH

- Ken Lee and Rick Abe (Media Portfolio) presented a background overview of the property, its context with the surrounding neighborhood, and the Development Team's planning approach to the property

- Ken Lee provided a brief overview of the history of the San Gabriel Nursery & Florist business and property
 [San Gabriel Nursery & Florist representatives requested omission of historic photos from the Workshop summary notes]

WORKSHOP TOPICS

DISCUSSION + INPUT

Property Context + Planning

visual consequence •
influence on strategic planning •
developmental benefit (financial and city brand) •

civic impact

architecture

quality and aesthetic •
integration with context •
construction type and cost •

financials

- retail size & mix
- FAR - unit number
- buildability

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- Rick Abe described the Development Team’s planning approach of balancing what can be sometimes competing priorities of civic impact, architecture, and project financials

Property Context + Planning

move San Gabriel forward strategically •

civic impact

meaningful contextual design •

architecture

financials

- development success

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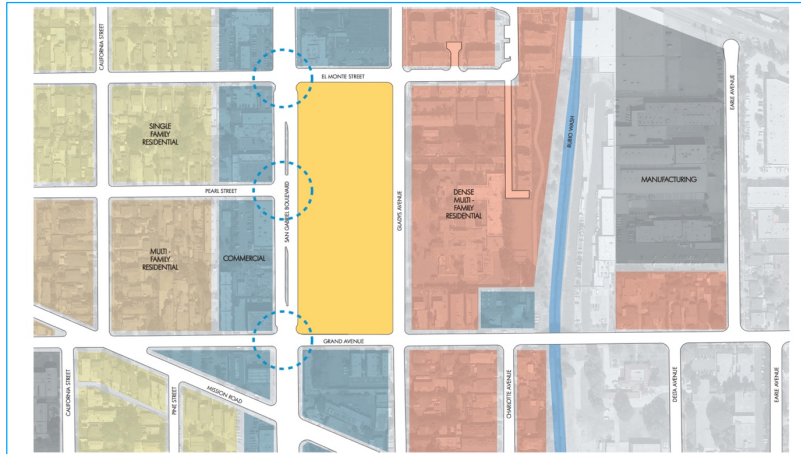
- By balancing these priorities, they no longer are competing interests but create a project that “moves San Gabriel forward strategically” (civic impact), produces “meaningful contextual design” that appropriately engages the neighborhood (architecture), and creates “development success” for the developer (financials)



- Overview of the property in context with the surrounding uses
- Property is along a major thoroughfare and commercial corridor and is different in character from other planning areas in the City (e.g., Valley Boulevard, Mission District)

WORKSHOP TOPICS

DISCUSSION + INPUT



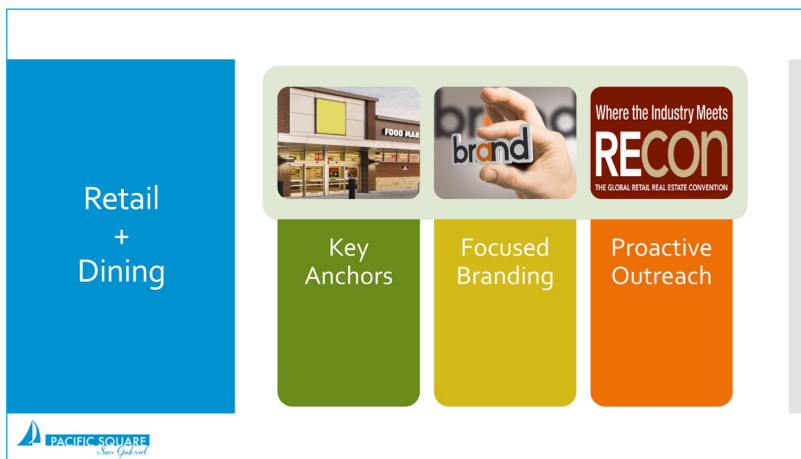
- Additional context was provided for the property in relation to surrounding uses and land use designations/zones
- Logical transition of land uses to the property from east and west to create a central focal point for the area that provides retail amenities to engage the surrounding neighborhood

7:00 PM

RETAIL OVERVIEW



- Overview of retail focus for the project, including what the market will support and what type of retail is desired
- Ken Lee introduced Bryan Norcott (Savills Studley) as the Development Team's retail expert and broker
- Ken Lee explained that the economics of the land and project do not allow for 100% retail and require residential elements for financial feasibility
- Retail is the primary focus driving the planning process for the project rather than being an after-thought to residential uses



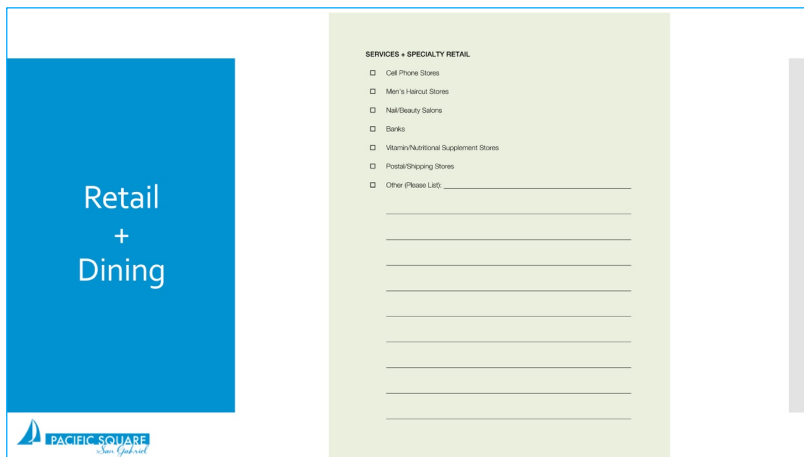
- Bryan Norcott described the Development Team's approach to creating a retail center that is a focal point for the community
- The property can conceptually support between 100,000 and 115,000 square feet of retail
- Securing key anchors (e.g., market, fitness center/gym) is critical to attracting other desirable tenants and requires focused branding for the center and proactive outreach

WORKSHOP TOPICS

DISCUSSION + INPUT



- Important community input is feedback on the categories and types of retail tenants that community members want to see at this site
- Retail survey forms were made available during the Open Workshop Forum portion of the Workshop to seek input on food users, including coffee shops, sandwich shops, bakeries, and other quick services restaurants



- The survey form also asked for input on other retail services and specialty retail uses, including cell phone stores, men's haircut stores, nail/beauty salons, banks, vitamin/nutritional supplement stores, postal/ shipping stores, and other uses
- Retail survey results will help equip the Development Team with community preference data to share with targeted tenants

7:15 PM OPEN WORKSHOP FORUM



- Introduction of Open Workshop Forum: Participants were invited to get out of their seats and visit four "Input Stations" to engage in 1-on-1 dialogue with Development Team members and provide written input and comments through different media
- Participants were free to leave at any time and were also invited to stay later to ask questions directly to Development Team members

WORKSHOP TOPICS

DISCUSSION + INPUT

**Station 1:
Planning +
Design**

**Station 2:
Retail +
Dining**

- **Station 1: Planning + Design**
Design/Architecture Team members were available to discuss planning/design process and factors
- **Station 2: Retail + Dining**
Retail Team members were available to discuss retail preferences and retail market trends and factors

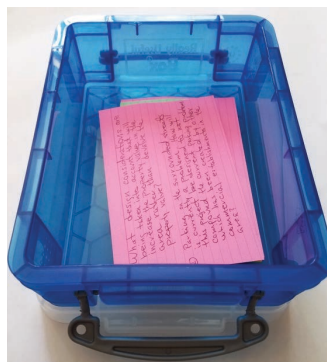
**Station 3:
Process +
Timing**

**Station 4:
Information +
Help**

- **Station 3: Process + Timing**
Project Management Team members were available to discuss the development process/procedures, and timing
- **Station 4: Information + Help**
Additional Project Team members were available for general information and help, including translation, retail survey forms, input on “other” topics, etc.

Forum
Instructions

- **WAIT!** At your table, take an index card and:
FRONT: Write one word/phrase about why you **love** San Gabriel
BACK: Write one word/phrase about your **vision** for San Gabriel’s future and leave the card on the table
- **Four Input Stations:** Talk to our experts and give us input: (1) Post-It Notes; (2) Index Cards
- **Retail Surveys:** Pick up one form (*only 1 per person*) at Station 4, fill it out, and drop it off in a **GREEN** box
- **Visit Our Website:** www.PacificSquareSG.com or e-mail ken@kenleeconsulting.com



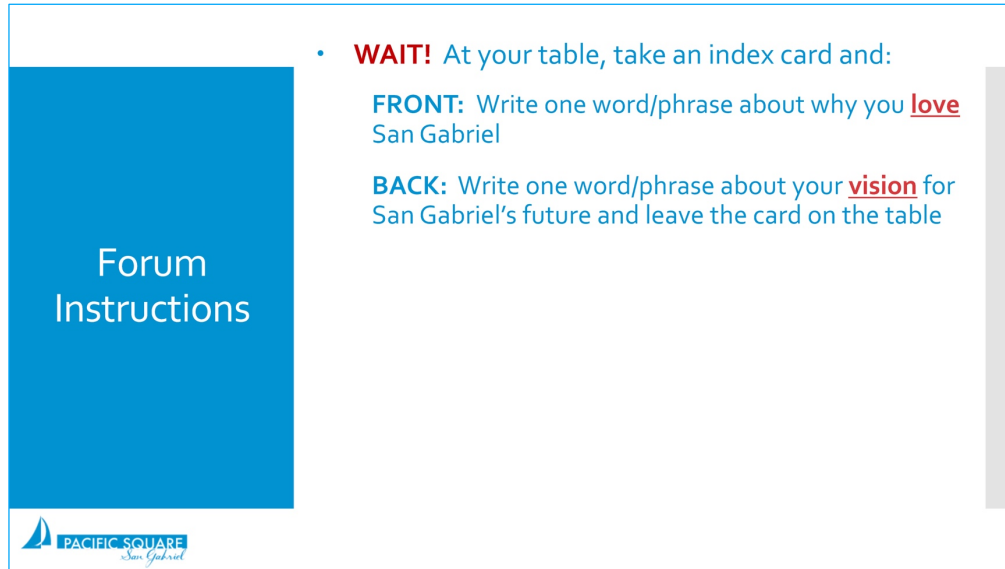
- Before leaving their tables, participants asked to write, on an index card, one word/phrase about why they “love” San Gabriel and one word/phrase about their “vision” for San Gabriel’s future
See Attachment A for love + vision phrases
- Participants were invited to talk to Team members and give written input through: (1) Post-It notes; and/or (2) index cards
 - Post-It notes were solicited for “Hopes” and “Worries” for the future project**See Attachment B for written input received**
- Retail survey forms were available at Stations 2 and 4
See Attachment C for retail survey responses
- Contact information and next steps were described

ATTACHMENTS:

- A. **Beginning Exercise:** “What do you love about San Gabriel?” “What is your vision for San Gabriel’s Future?”
- B. **Participant Written Input:** “What are your hopes and worries for this project?”
- C. **Retail Survey:** “What kind of retail and dining do you want?”

ATTACHMENT A

BEGINNING EXERCISE: On an index card, write one word or phrase that describes “what you love about San Gabriel” and “your vision for San Gabriel’s future.”



Forum Instructions

- **WAIT!** At your table, take an index card and:
 - FRONT:** Write one word/phrase about why you love San Gabriel
 - BACK:** Write one word/phrase about your vision for San Gabriel’s future and leave the card on the table

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“What do you love about San Gabriel?”



Raw Data

1. Quiet / Asian-focused / open book where there is an opportunity build something new
2. Potential / Asian community / affordable so far
3. Quiet living / safe environment

4. History
5. History
6. Sense of community / people / history
7. History
8. History
9. Quiet family-oriented city
10. Small-town family feel
11. Historic city
12. History / small community / quiet / family
13. Family history – residence and property ownership since late 1890s

“What is your vision for San Gabriel’s future?”



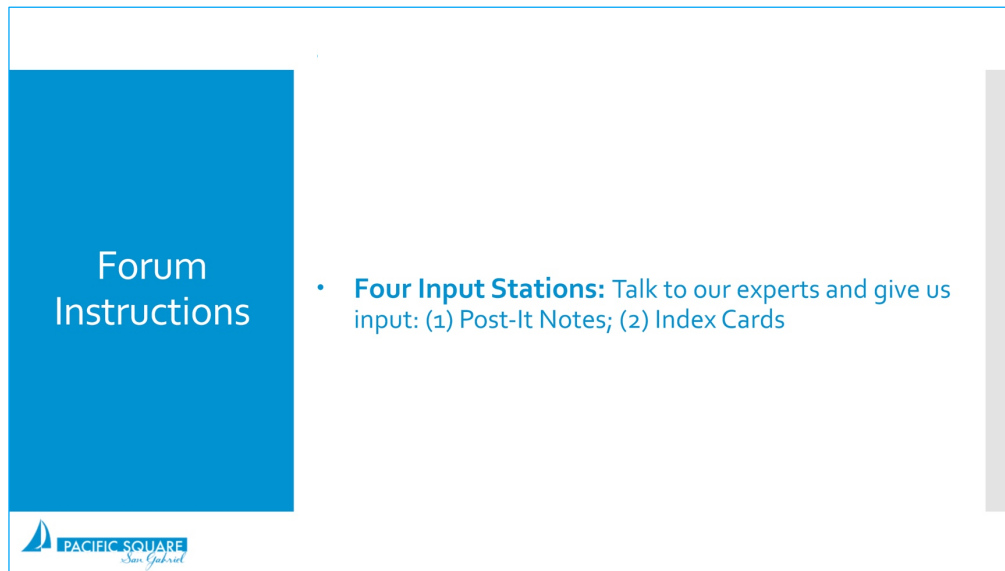
Raw Data

1. Modernization
2. Can be like Pasadena Old Town / diverse people
3. Balanced economic development
4. New upcoming change for all ages to gather
5. Togetherness
6. Retain history / back to early California style
7. San Gabriel city is a vibrant and diversified place filled with great opportunity laying ahead
8. Eclectic community that embraces our history
9. Clean city
10. Integration
11. Greater diversity of business

12. More diversity of business (not ONLY Chinese) / I want to see diversity like Alhambra's Main Street
13. Keep the historical theme and incorporate diverse dining and entertainment
14. Keep it the same of what I love / not crowded / not noisy

ATTACHMENT B

PARTICIPANT WRITTEN INPUT: “What are your hopes and worries for this project?”



Summary of Written Input

Raw Data

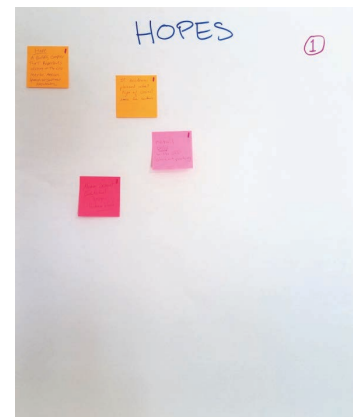
Station 1: Planning + Design

HOPES

1. A building complex that represents history of the City / maybe Mexican Spanish or southwest architecture
2. If residences planned, what type of social area for residences
3. Retail only with off-street parking
4. Mission District architectural design / historic blend

WORRIES

1. City becoming more crowded
2. Question: With regard to mixed-use, how many residential units will be built? How many stories?
3. Parking and lot entry and exit impacts other businesses and residents
4. Planning + Design does not reflect needs of residents but only of visitors
5. Strain on water/sewer system and traffic congesting
6. Our community is more of a family home city not transient living / mixed-use usually attracts transient living
7. Parking



ADDITIONAL WRITTEN INPUT: INDEX CARDS

1. I'd like to see the style reflect the City. I live at Mission Walk. Or something contemporary.
2. What design considerations are being taken into account that will increase the property value in the area rather than devalue the property value?
3. Parking on the surrounding streets is currently a problem. How will this project be designed to not compound the current parking problem which has been created by other commercial establishments in the area?

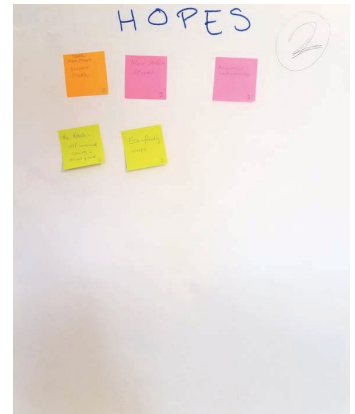
Station 2: Retail + Dining

HOPES

1. Mainstream grocery store
2. Mainstream stores
3. American restaurants
4. The retails – self-contained community in this plot of land
5. Eco-friendly shops

WORRIES

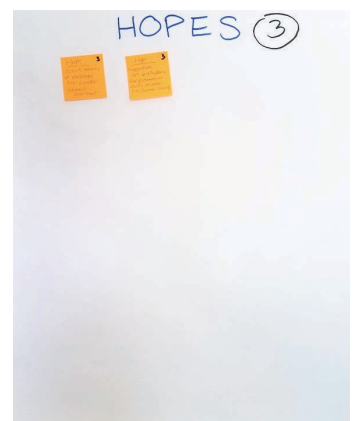
1. Traffic
2. Traffic
3. Liquor store
4. Massage parlors
5. More Asian-type stores
6. Water/sewer sustainability and impact
7. Specialty retail
8. Quality of residential retention / usually mixed-use brings lots of noise and may not attract long-time family living
9. Traffic impact / traffic does affect the quality of life with all the smog, noise, etc.



Station 3: Process + Timing

HOPES

1. Active marketing of workshops for greater community involvement
2. Suggestion: Set up a feedback and information booth at major City summer events



WORRIES

1. Lack of community involvement

ADDITIONAL WRITTEN INPUT: INDEX CARDS

1. Feasibility study; appraisal and appraisal review; environmental report; cost for development and source of financing (cost breakdown); cost for construction and source of financing (cost breakdown)

NOTE: The engagement letter for the party doing the feasibility study should include a supplemental report that defines how this project achieves balance for the City of San Gabriel



Station 4: Information + Help

HOPES

1. Retain history / dedicate part of project to history of property
2. Less density
3. Style of building suitable to heritage of mission on Japanese
4. Modern; diverse
5. That the development will serve groups other than the Asian community and are leaning to non-Asian
6. That the development will have adequate parking and efficient ingress/egress
7. Ethnic restaurant assortments / housing / no exits on Grand Avenue, primarily on San Gabriel Boulevard
8. Lots of green spaces to grace the previous owner's heritage
9. No traffic on Grand Avenue, Rosemead
10. Enough parking spaces
11. No expensive housing



WORRIES

1. Ethnic recognition – Hispanic, American Indian, Japanese
2. Traffic; adequate parking
3. San Gabriel when LA County began
4. City becoming more crowded
5. Do not block the view of the mountains
6. Community room emphasize San Gabriel Mission
7. My fear is that the development decisions are already made and meetings like this are moot
8. Don't block the mountains
9. My fear is that the businesses will actively discourage non-Asian patronage
10. No arson fires or destruction of property




11. No exclusive Chinese-only markets, massage parlors, tea, nail salons
12. Retain Japanese heritage; honor the property
13. Retain Japanese heritage
14. Don't drive trucks, equipment on E. Grand Avenue; use San Gabriel streets


ATTACHMENT C

RETAIL SURVEY: “What kind of retail and dining do you want?”

Forum Instructions

- **Retail Surveys:** Pick up one form (*only 1 per person*) at Station 4, fill it out, and drop it off in a **GREEN** box





COMMUNITY WORKSHOP #1 RETAIL SURVEY

*Instructions: Please check off **one or two** retailers for **each retail category**. Please drop your completed surveys in one of the designated drop-off boxes around the room.*

COFFEE

<input type="checkbox"/> Starbucks	<input type="checkbox"/> Coffee Bean & Tea Leaf
<input type="checkbox"/> Philz Coffee	<input type="checkbox"/> Other (Please List): _____
<input type="checkbox"/> Peet's Coffee	_____

SANDWICH

<input type="checkbox"/> Subway	<input type="checkbox"/> Other (Please List): _____
<input type="checkbox"/> Jersey Mike's	_____
<input type="checkbox"/> Lee's Sandwiches	_____

BAKERY

<input type="checkbox"/> Panera Bread	<input type="checkbox"/> Paris Baguette
<input type="checkbox"/> Corner Bakery	<input type="checkbox"/> Sprinkles Cupcakes
<input type="checkbox"/> 85 °C Bakery	<input type="checkbox"/> Other (Please List): _____
<input type="checkbox"/> Le Pain Quotidien	_____

OTHER QUICK SERVICE RESTAURANTS

<input type="checkbox"/> Chipotle	<input type="checkbox"/> Five Guys Burgers & Fries
<input type="checkbox"/> Blaze Pizza	<input type="checkbox"/> Other (Please List): _____
<input type="checkbox"/> Cold Stone Creamery	_____
<input type="checkbox"/> Habit Burger	_____

SERVICES + SPECIALTY RETAIL

<input type="checkbox"/> Cell Phone Stores
<input type="checkbox"/> Men's Haircut Stores
<input type="checkbox"/> Nail/Beauty Salons
<input type="checkbox"/> Banks
<input type="checkbox"/> Vitamin/Nutritional Supplement Stores
<input type="checkbox"/> Postal/Shipping Stores
<input type="checkbox"/> Other (Please List): _____

Survey Responses

Raw Data

COFFEE

Starbucks	√√√√√√√√√√
Philz Coffee	√
Peet's Coffee	√√√√√√√√√√
Coffee Bean & Tea Leaf	√√√√√√√√√√
Other (Please List)	Local coffee shop Tea Station None

SANDWICH

Subway	√√
Jersey Mike's	√√√√√√√√√√
Lee's Sandwiches	√√√√
Other (Please List)	Mr. Pickles Deli Delicious Free-standing mom & pop shop for sandwiches/deli Local Italian None please Lemonade Lemonade Doghaus Love Birds Café & Bakery (like Pasadena on Colorado) No fast food No fast food please We already have

BAKERY

Panera Bread	√√√√√√√√√√√√
Corner Bakery	√√√√√√√√√√√√
85 °C Bakery	√√
Le Pain Quotidien	√√√
Paris Baguette	√√√√√
Sprinkles Cupcakes	√
Other (Please List)	<p>Bagels</p> <p>Einstein Bros Bagels</p> <p>Einstein Bros Bagels</p> <p>Jewish bagels (authentic)</p> <p>Portos</p> <p>Portos</p> <p>Portos</p> <p>A preproduction of San Gabriel Bakery</p> <p>Authentic Mexican bakery</p> <p>Duke Bakery</p> <p>JJ Bakery</p>

OTHER QUICK SERVICE RESTAURANTS

Chipotle	√√√√√√√√√√
Blaze Pizza	√√√√√
Cold Stone Creamery	√√√√√
Habit Burger	√√√√√√√√
Five Guys Burgers & Fries	√√√√
Other (Please List)	<p>Two different types of sit-in restaurants</p> <p>Sit down American restaurant</p> <p>More American sit-down restaurants (e.g., Marie Calendars, Norm's, steak houses, pizza places, Mexican and Italian restaurants)</p> <p>Sit down American food</p> <p>Nice family restaurant</p> <p>Marie Calendars</p> <p>Marie Calendars</p> <p>Marie Calendars</p> <p>American burgers</p>

In-N-Out Burger
In-N-Out Burger
In-N-Out Burger
In-N-Out Burger
Wood Ranch
Wood Ranch
Wood Ranch
Wood Ranch
Wood Ranch
Norm's
Norm's
Norm's
Norm's
Denny's
Denny's
Western rib place/BBQ
Steak house
Steak house
Steak house
Steak house
Rib house
Outback
Outback
Claim Jumpers
The Hat
Shakey's
Free-standing unique pizza + pasta shop
Custom Pizzeria
Casa Del Rey restaurant
Mexican
Mexican restaurant
Italian restaurant
Italian restaurant
Tender Greens
Robeks
Jamba Juice
Yogurt shop
Ice cream shop
Yogurtland
Poke
Diverse dining
No fast food

SERVICES + SPECIALTY RETAIL

Cell Phone Stores	√√√
Men's Haircut Stores	
Nail/Beauty Salons	
Banks	√√√√√√
Vitamin/Nutritional Supplement Stores	√√
Postal/Shipping Stores	√√√
Other (Please List)	<p>Movie theater</p> <p>Bowling alley</p> <p>Laser Tag</p> <p>Community center</p> <p>Community services facilities</p> <p>Recreation center</p> <p>Card store</p> <p>Card store</p> <p>Ralphs</p> <p>Vons</p> <p>Supermarket</p> <p>Supermarket (e.g., Sprouts, Vons)</p> <p>More American supermarkets (e.g., Aldi, Ralphs, Stater Bros, Vons)</p> <p>Stater Bros</p> <p>Grocery store</p> <p>American grocery store</p> <p>American grocery store (e.g., Vons, Albertsons, Ralphs, Stater Bros)</p> <p>Bookstore</p> <p>Bookstore/newspaper/coffee</p> <p>Trader Joe's</p> <p>ATMs</p> <p>ATMs</p> <p>Target</p> <p>Yolomen</p> <p>Lifestyle – Urban Home, shoe stores</p> <p>Gym</p> <p>24 Hour Fitness/Gym</p> <p>FedEx/Kinkos</p> <p>Traditional barber/shave shop</p> <p>Too many already – please no massage parlors either</p>