

# South Beach / Rincon / Mission Bay Neighborhood Association Meeting

MINUTES

10/14/13

6:00PM-7:00PM

COMMUNITY ROOM  
HARBOR SERVICES BUILDING  
AT THE PIER 40 MARINA

ATTENDEES	19 residents/attendees + 3 Officers + 2 Directors = 24 total
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NEXT MEETING: 11/18/13 - 6:00 - 7:00 PM

TOPIC	School and Retail/Restaurant/Service-Provider needs in our Neighborhood
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- **WELCOME / INTRODUCTIONS (Katy Liddell)**
- **Schools in the Neighborhood**
  - Sarah Davis of Mission Bay Families gave an overview of what is planned for Mission Bay, an introduction to the site currently set aside in Mission Bay for a new school, and the need for continued advocacy on behalf of the community.
- **Neighborhood Services and Providers**

A panel of guest speakers gave us perspective on various aspects of planning for the retail services/providers needed in our community and the potential challenges.

  - Kristen Hall, Senior Urban Planner at Perkins & Will, discussed retail trends and emerging innovations, both locally and globally. In 2008, large cities began to be more 'urban', trying to get away from the large 'mall' that is car-oriented. Malls and 'big box' stores do not contribute to the 'street life'. Trends that have been emerging include farmers markets, pop-up stores, and expanding the experience out to the street (ie, sidewalk cafes).
  - Fran Weld, SF Giants Project Manager for the Mission Rock project (lot A), gave an overview. 24 acres to include 1,500 apartments, 1.7M square feet of office space, 250K square feet of retail space, and over 8 acres of parks/open space. Giants partnered with Anchor Steam Beer, whose brewery will be housed at Pier 48.
  - Sam Moss, former Asset Manager for Mission Housing Development Corp (newly appointed Executive Director), spoke of the challenges of leasing space on King Street. No parking and not a pedestrian friendly corridor. His focus is on King Street between 3<sup>rd</sup> and 4<sup>th</sup> Streets as he is responsible for the Rich Sorro Commons bldg and the retail spaces below. Two of the three spaces have been leased. He's hoping to host several events to attract neighbors to visit.
  - Erika Elliott, Vice President at Cornish & Carey Commercial, spoke about the who/what/where/why/how of developing and leasing of commercial spaces in a community and how tenants fit into the neighborhood.

The NA Retail Initiative, spearheaded by Mike Anthony and Alice Rogers, welcomes all neighbors who are interested in advocating for a livelier, neighborhood-serving retail/services sector. About eight have expressed interest so far, and the goal is to have advocates from each of our neighborhoods--Mission Bay; South Beach; Rincon; South End Historic District; and possibly the Central Community Planning Area--so we can have separate teams advocate by neighborhood.

To get involved, contact Alice ([arcomnsf@pacbell.net](mailto:arcomnsf@pacbell.net)). And if you have follow up questions or suggestions for our panelists, contact them directly: Erika Elliott (for Mission Bay) [eelliott@ccareynkf.com](mailto:eelliott@ccareynkf.com); Sam Moss (for King St/Sorro Commons) [smoss@missionhousing.org](mailto:smoss@missionhousing.org); Fran Weld (Mission Rock) [fweld@sfgiants.com](http://fweld@sfgiants.com).

Stay tuned for a Neighborhood Retail/Services Survey to be announced through the NA Yahoo Group. The more respondents, the better...so please forward to your HOAs, friends, neighbors, and any other group that lives or works in our area.

- **Reminder to vote on November 5th**

- Alice Rogers closed the meeting by reminding all that our growing neighborhood has a voice that should be heard, so please vote on Election Day.

- **NEXT MEETING**

- Our next meeting will be Monday, November 18th. Topic: To Be Confirmed