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### **LOTS OF TALK ABOUT 2ND+PCH, BUT NOT MUCH TO TALK ABOUT**

[Dave Wielenga](#) Thu. October 08

It was difficult to get a sense of the prevailing opinion of the proposed Second+PCH development during Wednesday night's initial public scoping meeting at Rogers Middle School. Just about anything that anybody said—and the statements often reached to opposite extremes—seemed to earn a warm round of applause.

Perhaps that's because the city's Development Services department put so little on the table to scope. There were beautifully wrought drawings on easels, glossy brochures generally indicating the way space would be allocated—among restaurants and shops, a boutique hotel, condominiums and a coastal science—and a roster of so-called community partnerships. But most of this fell under the gauzy category of “vision.” Very little has been officially proposed. In fact, there really isn't a project to discuss, yet.

About a half-hour into Wednesday evening's meeting, local attorney Mel Nutter raised his hand to gently point that out.

“Unless I misunderstood, I think I heard you say that all that's before the city at this point is the Environmental Impact Report (EIR),” said Nutter. “Ordinarily, and perhaps I'm mistaken, you've got to have a project that's being considered before you have the EIR to analyze it. I think it would be helpful for us all to know what it is that's actually been filed with the city.”

Jeff Winklepleck of the Development Services department tried to help.

“The developers have brought the project to the city level and we gathered information and made comments,” he said. “They have come forward, applied for the EIR process and will soon be applying for entitlements for the items indicated.”

(Entitlements are exceptions to the current rules—in this case, on the height of the buildings, the density of the project, the traffic impact and even the fact that there are residential units.)

Nutter softly persisted.

“In my experience, all we are looking at tonight is an analysis of somebody's proposed project,” he said. “I raise the question because it's perhaps a little difficult to know what the scope is when you don't have an actual project before you.”

So maybe no-show Councilmember Gary DeLong—in whose 3<sup>rd</sup> district the massive project would rest—had the right idea when he opted not to come out and hear what a couple-hundred of his constituents had to say on the matter?

Significantly, Terry Jensen, who just announced he will oppose DeLong's in next April's election, came out to listen. So did Thomas Marchese, who is rumored to be considering a run for the office.

The chief lesson of the evening, however, is that it's going to be impossible to please everybody — oh, and that this thing has a long way to go.

“Tonight is really embarking on a year-long process,” said Craig Beck, who heads the Development Services department, in his closing remarks. “I don’t want anybody to leave here this evening thinking this project is either a thumbs up or a thumbs down. This is really the start of a community dialogue.

“The next focus of the community meetings is to have the developer come in with the architectural team and talk about their vision, talk about what their goals are, talk about what they are trying to achieve. Our goal tonight was to give you the project parameters, to let you know we are kicking off the EIR process, to let you know what we are going to be studying.”

Tags: [Craig Beck](#), [gary delong](#), [Mel Nutter](#), [Rogers Middle School](#), [scoping meeting](#), [second+pch](#), [Terry Jensen](#), [Thomas Marchese](#)

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*jv1* 4 days ago

The previous comments about the state of retail really do concern me. I attended the city's meeting and tried to ask questions about what guarantees the City and the community could possibly get about the quality of final design when the retail sector is in such a weak position. How do we know what the project will end up looking like when there is no formal application? I feel like the city always gives up too much when we have such gems to work with, especially if the right people can bring intelligent design to our city. There is no doubt that