

SERRA MESA OBSERVER

PUBLISHED BY THE SERRA MESA COMMUNITY COUNCIL

VOLUME 39 ISSUE 2 MARCH/APRIL 2025



Neighbory People
and Friendly Businesses
Living and Working Together

You are invited to participate in the next:

Serra Mesa Community Council General Meeting

Tuesday, March 25, 2025 at 6:30 p.m.

*Serra Mesa - Kearny Mesa Library Community Room
9005 Aero Drive*

www.serramesa.org



More about Lunar event inside newsletter

In this issue...

SMCC General Meeting	1
Calendar, Observer Information, Drainage at Aero/Sandrock	2
Important Numbers, Community Contacts, Elected Officials	3
President’s Message	4
Serra Mesa Planning Group	5
Managing Our City’s Budget, Let’s Talk Trash	6
3440 Sandrock Project- SMPG Motions, Thank You Zeina	7-8
Update for 3440 Sandrock Rd	9
Ruffin Canyon Project Update, Creek to Bay Cleanup	10-11
History of Serra Mesa Streets	12
Serra Mesa-Kearny Mesa Library, Library Volunteer	13-14
Lunar New Year Celebration, Trash Services	15
Serra Mesa Recreation Center, Easter Egg Hunt	16-17
Development Project Resource Guide	18-19
Projects & Other Information	20-21
Names These Serra Mesa Businesses, Brain Teaser	22-23
Serra Mesa Food Pantry	Back Page

Serra Mesa Observer
 is published bimonthly
 by the Serra Community Council

Articles, Ideas, & Upcoming Events
 are welcome.

Editor reserves right to edit articles.

For articles, e-mail Editor -
observer@serramesa.org

Deadline: May/June Edition,
April 27

For ads: www.serramesa.org/smcc/observer-newsletter/
 Council doesn’t endorse ads.

P.O. Box 23315
 San Diego, CA, 92193
<http://www.serramesa.org>
communitycouncil@serramesa.org

CALENDAR OF COMING EVENTS

Location Serra Mesa-Kearny Mesa Library

Mar 5 6pm	Friends of Serra Mesa-Kearny Mesa Library Email serramesalibraryfriends@gmail.com for the log in information for online meeting
Mar 20 7pm	Serra Mesa Planning Group Community Room
Mar 25 6:30pm	Serra Mesa Community Council Community Room
Apr 17 7pm	Serra Mesa Planning Group Community Room
Apr 26 9am	FRC Creek to Bay Cleanup Serra Mesa Recreation Center - Lower lot

Continuing Saga of Drainage at Corner of Aero/Sandrock

On January 28 technicians with a company that specializes in pumps and equipment used in water and wastewater systems were servicing the system at the VA building. The senior technician indicated their solution should resolve the problem of water draining from the VA building into the gutter west and east on Aero Drive and indicated that if there is still a problem to contact them.

Miles Noel, mnoel@sandiego.gov, has the contact information for the company. Consequently, if a problem resurfaces, please contact Miles.

Occasionally, there is still pooling of water at the corner of Aero/Sandrock, but this seems to be related to landscape watering or rains (inadequate infrastructure issue).

IMPORTANT PHONE NUMBERS

Abandoned Vehicles & Police Non-Emergency	(619) 531-2000
Airport Noise - Montgomery Airfield	(858) 573-1436
Animal Control-Incorporated S.D.	(619) 299-7012
Bus & Trolley Schedules	(619) 233-3004
Canyon Cleanup	(619) 533-4411
Child Abuse Hotline	(858) 560-2191
City Clerk - Docket Information	(619) 533-4000
Crime - General Business	(619) 531-2000
Crime Stoppers	(619) 235-8477
Dead Animal Removal	(858) 694-7000
Emergency Information - Earthquake	(858) 565-3490
Fallen Trees-Urgent	(619) 527-7500
Fire Department - Non-emergency	(619) 533-4300
Flies & Vermin	(858) 694-2888
Graffiti	(619) 527-7500
Hazardous Chemicals & Waste	(858) 694-7000
Health Violations	(619) 338-2222
Litter - City Owned/Private Property	(858) 694-7000
Meals On Wheels	(619) 260-6110
Neighborhood Code Compliance (Barking Dogs, Code Violations, Noise, Safety)	(619) 236-5500
Police Department - Eastern Division	(858) 495-7900
Post Office	(800) 275-8777
Poison Control Center	(800) 222-1222
Rape /Domestic Violence Hotline	(858) 272-1767
RSVP (Retired Seniors Volunteer Patrol)	(858) 495-7990
SDG&E Emergencies	(800) 411-7343
Senior Citizen Services	(619) 236-6905
Serra Mesa Library	(858) 573-1396
Serra Mesa Recreation Center	(858) 573-1408
Sidewalk Repair	(619) 527-7500
Stolen Property/Bicycles - To Report	(619) 531-2000
Storm Drain Misuse	(619) 235-1000
Street Repair - Faded signs, pavement	(619) 527-7500
Traffic Signal Maintenance	(619) 527-8650
Water Emergencies - City & Private	(619) 515-3525
Weeds	(619) 533-4444
Zoning/Permits - Questions &Violations	(619) 446-5000

**Serra Mesa Community Council
Phone Number—858.565.2473**

Officers

Joseph Konieczka, *President*
 Jon Cima, *Vice President*
 Andrea Eaton, *Treasurer/Community Events*
 Cindy McIntyre, *Secretary*

Board Members

Carl Demas, *Advisor*
 Alexia Longley, *Audio-Visual*
 Carmen Ojeda, *Community Involvement*
 Judi Mitchell, *SDSU Mission Valley*
 Sandra Stahl, *Chief Environmental Officer*
 Sam Yoeuth, *Friends of the Library*
 Jon Cima, *SMRC/SMPPAG*
 Cindy Moore, *Observer Editor & SMPG*

Appointed Positions

Geralyn White, *Neighborhood Awareness*
 Colin Dowling, *Webmaster*

Key Serra Mesa Volunteers

Catherine Stempel, *SMPG President*
 Monica Fuentes, *Friends of Ruffin Canyon*
 Kristine Webb, *Serra Mesa Food Pantry*
 Karl Doering, *SM Community Garden & Orchard*
 Preston Chipps, *Serra Mesa Village*

Serra Mesa Community Groups

Serra Mesa Community Council,
communitycouncil@serramesa.org
 Serra Mesa Planning Group, smpg@serramesa.org

ELECTED OFFICIALS

Board of Education Shana Hazan	(619) 725-8000
City Councilmember Raul Campillo	(619) 236-6677
Mayor Todd Gloria	(619) 236-6330
County Supervisor Joel Anderson	(619) 531-5522
County Supervisor Monica Montgomery Steppe <i>Birdland & Phyllis Pl Area</i>	(619) 531-5544
State Assembly Member Chris Ward	(619) 239-7801
State Senator Toni G. Atkins	(619) 645-3133
Governor Gavin Newsom	(619) 525-4641
U.S. Representative Sara Jacobs	(619) 280-5353
U.S. Senator Laphonza Butler	(202) 224-3841
U.S. Senator Alex Padilla	(619) 239-3884



President's Column

Dear Members of the Serra Mesa Community,

Thank you for your active participation and engagement at the recent Serra Mesa community meetings. Your contributions were invaluable and helped to foster a productive discussion with our local representatives.

Recently, I've received quite a few messages from concerned community members regarding several issues: 3440 Sandrock Project, traffic congestion concerns, City budget, Ruffin Canyon Trail, and many other issues. I've passed on these questions and concerns to our local representatives, and we hope they will work with us on good solutions.

3440 Sandrock Project: Several community members have been expressing concerns about the upcoming project that has been well documented in our newsletters. While the Serra Mesa Planning Group and Community Council supports housing for veterans, affordable housing and the original much smaller proposal, we were surprised and distressed to see this massive 60-unit complex proposal a few months ago. We are hoping that our elected representatives listen to our community's voices and concerns to address this property in a way the majority of the community would support.

Traffic Congestion: Our community will become much more populated in the upcoming months. Take a look at all the upcoming new homes on Aero drive, new buildings by Taft, etc. Please be careful approaching those roads and intersections. During the Town Hall meeting at Stonecrest Club house earlier this month, many of the Serra Mesa residents mentioned these concerns to our Councilman.

San Diego City Budget: It's budget season for our city. We anxiously await to see what roads will be fixed, what programs will be cut, retained, etc. I attended an interesting city budget meeting this past week in Mira Mesa. When it was time for questions, the packed crowd all had similar concerns- Infrastructure, Public Safety, Economic Development, and wasteful government spending. The presenters were said to be independent auditors. Please take some time to look through the document in this link below. Is there anything here you think we should cut or reduce? We are facing an approximately \$258 million deficit in San Diego. I encourage you to reach out to our representatives with your ideas on which items you'd like to see reduced or outright eliminated. Otherwise, we may start experiencing higher taxes and other increased fees and costs.

Budget Info [Here](#)

Trash Collection (Measure B): Speaking of costs, keep a lookout in your mailbox from March to May for an important mailer from Trash Collection services in San Diego. Assuming our City Council approves this new fee (which is likely), the taxpayers will have a final chance to have their voices heard by returning these mailers if they'd like to oppose the fee. If homeowners would like to stop the fee, homeowners would need to return more than 50% of the total mailers that are sent out at that time. Please encourage others to get involved as this one has a direct effect on homeowners' wallets!

We have had 2 presentations at our general meetings, here is a link to the presentation:

[PowerPoint from January 28, 2025](#)

[PowerPoint from September 24, 2025](#)

[Website](#) | [Observer Newsletter](#) | [Serra Mesa on X](#) | [Serra Mesa on Youtube](#)

Serra Mesa Planning Group News

Meetings: The Serra Mesa Planning Group (SMPG) is officially recognized by the City and makes recommendations on land use issues to the City. SMPG meets the third Thursday of the month, 7 pm, at the Serra Mesa-Kearny Mesa Library, 9005 Aero Drive, and via online meetings. To receive notices about meetings, which would include a link for the online meeting, sign up at <http://www.serramesa.org/>. Next meetings: March 20 and April 17. To contact us, email smpg@serramesa.org.

Elections: SMPG's bylaws allow fifteen Board members. On March 20, 2023, SMPG will conduct an annual election for board members for two-year terms. Anyone who is at least 18 years old, affiliated with the community as a property owner, resident of Serra Mesa, or a local Serra Mesa business person. The City provides training. See <https://www.sandiego.gov/planning/community/resources>.

Current SMPG board members are Debra Burns, Kira Finkenberg (Secretary), Wayne Harris, Joe Ippolito, Sharon Kramer, Carey Longley, Cindy Moore, Chris Rosemond (Vice-Chair), Jason Schneider, and Catherine Stempel (Chair). Board member termed out is Cat Stempel. Board members up for reelection are Deborah Burns and Kira Finkenberg.

Updates

Ronda & Mission Village Drive, Feb 20: SMPG passed motion on Feb 20 to move u-turn from Ronda and Mission Village to Shawn and Mission Village. At the Jan 16 meeting it was reported that traffic engineers conducted a study and recommended that a streetlight be placed at this intersection; listed in the City's unfunded list.

Amend SMPG Bylaws, Feb 20: SMPG passed motion to amend the bylaws to include hybrid meetings. Amended bylaws are at <https://www.serramesa.org/smpg/smpg-documents/>.

3440 Sandrock Rd, Feb 20: SMPG passed several motions. See article in this Observer edition.

Birdland Development Project, Feb 20: San Diego Unified School District is planning to request proposals from developers to build a housing project at 2442 Cardinal Lane for district employees. SMPG decided to send an email to SDUSD requesting notices of meetings and information about the Birdland building project.

Ruffin Canyon Trail Update, Jan 16: Presentation made by Kevin Johnston. Refer to the article in this Observer edition.

Trash Service Study, Jan 16: The presentation made by Environmental Services Department to SMPG and SMCC on Jan 28 is at <https://www.serramesa.org/news-events/>. It's anticipated that between April -May notices will be sent to residents who will receive the new trash service. After mailing there's a 45-day period to protest the proposed fees.

Future Agenda Items: Request by resident to name alley adjacent to Macawa after a relative. Request by resident for discussion/action on density.

Managing Our City's Budget

In November, voters were given the opportunity to aid in reducing the budget shortfall that is now facing the City of San Diego. If approved, as was proposed by Measure E, sales tax would have increased by 1% (currently 7.75%), and generated needed revenue toward our infrastructure deficit.

Infrastructure is defined as the basic systems and facilities that support our community. It includes the resources and services needed for the area's economy, households and businesses to function. Funding is essential for basics like sidewalks, streetlights, water quality, and the staffing needed to maintain them. Although the vote was close, the measure did not pass. Possible reasons for its failure are that folks are just tired of yet another tax increase. Or, there are those who feel poor City management has gotten us into this mess, thinking it could have been prevented by taking different paths during past budgeting processes. Some say the vote was simply a battle of the haves and have nots.

The question now is how the City will manage the budget shortfall of nearly a quarter of a billion dollars, and take us forward productively. Neighborhood residents were invited to join in hearing information and sharing ideas on this topic by attending sessions held throughout the City. Citizens Budget Review Town Hall meetings were offered and presided over by Independent Budget Analysts. It was a chance for residents to ensure their voices were heard during the City's budget process now and in the future.

Residents attending learned about the budget process including categories and amounts of underfunded services. Did you know only 17 cents of your property tax dollars goes into the City's general fund? Other areas, such as state, counties and schools get theirs first.

The meetings were informative and interactive. We were allowed to make inquiries, suggestions, and share input directly with the City. The question attendees were invited to answer - Now that Measure E has failed, where should City budget cuts be made?

Hats off to City officials who gave us this meeting opportunity, and, at times, faced an angry mob. There was a willingness to admit past budgeting mistakes and learn from them. Like our City streets, the road coming during the next fiscal year looks to be a rough one. Let's work together to smooth out edges where we can.

Let's Talk Trash

Are you excited about the opportunity to start paying for trash collection at your curb? Think not. The new fees proposed will be added directly on to your property tax bill, and possibly in the amount of \$53 per month per household. Sounds frustrating when we thought that was already covered in our tax bill.

Studies held this past year on charging residents (for the first time) are concluding now. Collection of fee amounts decided upon will begin shortly. It's not usually the case when you have to pay more for something that you have any control over it. Now you do. Shortly, the City will be sending out a mailer to every property tax payer. You will be given the right to return the ballot saying no to the increase. If enough NO votes are returned, the charges will not be implemented. Failure to return your vote counts as a yes, and the fees will begin.

Watch your incoming mail for this notice, and take a stand. There's more than junk mail coming our way.

Articles on this page submitted by Judi Mitchell

3440 Sandrock Project—SMPG Motions

Serra Mesa Planning Group passed the following motions on Feb 20, 2025:

- Serra Mesa Planning Group (SMPG) supports housing for veterans, affordable housing, and the original proposal of 30 units multi-family housing and with at least 22 parking spaces at 3440 Sandrock Road.
- Serra Mesa Planning Group (SMPG) authorizes the 3440 Sandrock Subcommittee to evaluate, make comments, and ask questions regarding the development agreement/lease and financing documents for 3440 Sandrock Rd if any City Council related hearing is scheduled prior to the next scheduled SMPG meeting.
- Serra Mesa Planning Group send a letter to the City Council’s Economic Development & Intergovernmental Relations Committee urging them to deny a City Bridge to Home NOFA of \$3.5 million if any unanswered questions and concerns regarding the development agreement/lease and financing have not been addressed and resolved. The questions and concerns include, but are not limited to (possibility of additional concerns/questions when the development agreement/lease becomes available for review):

Affordability Mix – If there are only 43 units requesting funding for \$3,500,000, why does the documentation indicate \$58,333 per unit (which seems to be based on 60 units)? Shouldn’t the documentation indicate \$81,395 per unit? In the development and lease agreement will the 43 and 17 units be treated differently?

Financing

- Provide a comprehensive breakdown of the costs of the project for the City, including loans, grants, and waivers; and any additional federal and state grants the project will receive. Is the City waiving the ground lease? Is the City waiving fees? Who is paying for deferred interest?
- Why doesn’t the City wait until the Federal Tax Credit of \$22,497,750 is approved before loaning funds? What happens if the applicant isn’t ever able to obtain the credit?
- Are project operations dependent on receiving vouchers for any of the units? Are the funds for these vouchers in hand and secure from state and/or federal freezing or withdrawal?

Project Size – Provide a diagram that shows the lot size, amount of space for 22 parking spaces, the amount of space for the building structure, and the height of the structures. There are concerns about the feasibility of this project with the required setbacks, 22 parking spaces, landscaping, and 60 units given the .34 acre lot.

NOFA’s Evaluation Criteria for scoring applications

- Project Approach and Concept state “Application is consistent with the community plan...as indicated by...overall project concepts, layout, extent of neighborhood enhancement...” What are the neighborhood enhancements?

continued on next page

The Serra Mesa Community Plan, under Proposals, p. 9 &10,

- “The proposed maximum density of existing development is 43 units per net acres; that for new development, 29 units per net acre.” The density for this project is 176 units/acre.
- “New multifamily construction should be continuous to existing shopping facilities and multifamily developments...All such development should incorporate good design standards in relation to building location, parking and landscaping.” There are concerns regarding incorporating good design standards in this project.
- Community Support and Benefits describes 3) Other community or economic benefits, or community amenities based on proposed project uses; 4) Community outreach plan to solicit neighborhood input. What community amenities will be provided? What’s included in the outreach plan?
- Environmental Review and Assessment states “Prior to the City’s funding commitment, projects must be assessed in accordance with the California Environmental Quality Act (CEQA).” What assessment was made? Was there a traffic study conducted and when was it conducted? If conducted, provide the results.

Thank You, Zeina

by Judi Mitchell



Zeina Guoin, who headed a marvelous staff at the Serra Mesa -Kearny Mesa Library, has had to leave us to take on a new assignment at the downtown Central Library. Their gain is our loss.

Zeina worked tirelessly to bring us entertaining, artistic and educational offerings at our Library. They were enjoyed by folks of all ages and cultural backgrounds. We were given the opportunity to learn, to create, to enjoy music, and have fun all around.

We thank her, will miss her, and wish her the best. Downtown has many interesting things to offer these days. Perhaps

head down there soon, and while you’re at it, visit our beautiful new Library, and share a smile with Zeina.

One event she certainly deserved pride in was bringing us the Lunar New Year 🦁 Lion Dancers. This year was no exception. Thanks especially for that, Zeina, and to the Friends of the Library who worked so hard to make it happen. As usual, you wowed the crowd with an exceptional performance.

Take care, Friend, and continue to shine your brightness on those around you.



Update for 3440 Sandrock Rd (old library site)



Background: When library moved in 2006 community requested community center at Sandrock site.

Oct 2020 – Community HousingWorks (CHW) was selected to build 29 units for chronically homeless youth and adults.

July 2021 – City Council passed resolution (R-313625) to declare the site as exempt surplus land “contingent upon council’s future discretionary approval of a lease of the property for development of affordable housing”.

Oct 2023 – Proposal to sell land to CHW for \$15,000 to build 60 units of affordable housing.

Aug 2024 – CHW proposes leasing Sandrock site and building a **5-story elevator building on .34 acres with 60 units** (56, one-bedrooms; 4 two-bedrooms); **22 parking spaces**. 30 units for veterans and 1 manager unit). Project can be built by right*.

Community Concerns: Insufficient Parking Spaces, Setback, Building Height, Lack of Landscaping

Community Response:

Aug 2024 – Serra Mesa Planning Group (SMPG) rejected the CHW proposal and voted to support an alternative proposal to renovate the building as a youth center.

Sept 2024 – Serra Mesa Community Council (SMCC) voted to support this position.

Jan 2025 – SMCC subcommittee met with Councilmember Raul Campillo and discussed community concerns along with financial concerns. Subcommittee’s presentation at <https://www.serramesa.org/hot-topics/>. Councilmember agreed to follow-up on legal and regulatory questions/issues.

Next Step: Item tentatively scheduled for City Council’s Economic Development & Intergovernmental Relations Committee on March 5. Reason this project will be heard by City Council is because approval for development agreement/lease and financing is needed.

Resources: Documents at <https://www.serramesa.org/hot-topics/>.

What Can You Do:

- Send **email with your comments to Councilmember Raul Campillo**, raulcampillo@sandiego.gov & Cc the email to communitycouncil@serramesa.org. Write in Subject line: 3440 Sandrock Comments.
- **Attend March 5, 2pm**, city council committee meeting either in person or online. Agenda will be posted at <https://sandiego.hylandcloud.com/211agendaonlinecomm>. Watch for email with meeting details prior to March 5 from SMCC. Sign-up for notices at <https://www.serramesa.org/>.

* *By right means project meets all the requirements of municipal code/regulations. Doesn’t need discretionary review or hearings to obtain approval, called ministerial, which means approval by staff.*

Ruffin Canyon Trail Project Update

Ruffin Canyon Trail Connection Update

The Ruffin Canyon Trail Connection project involves a new approximately half mile trail to connect the existing Ruffin Canyon Trail to Mission Valley via a safe route mostly out of the cobble filled creekbed, with the new trail mostly running along the toe of the eastern slope of the canyon. This became a city project following Serra Mesa Planning Group and Rec Council recommendations on use of development impact fees in 2014. Though the development impact fees that funded most of the project were paid over 10 years ago, the connection is not yet complete, with construction 3/4 complete two years ago and no construction progress since then. Part of the mitigation for the project was to close off the northwest section of our existing trail (Gramercy leg), with that closure happening over two years ago. For further details on the background, please see the January-February issue of the Observer.

Update information:

After the end of the program at Councilman Campillo's February 5 Serra Mesa Town Hall, one of the members of Friends of Ruffin Canyon (FRC) was able to briefly talk to the Councilman. Councilman Campillo had just received an update from staff with information on the latest delay, that volunteer advocates had been trying to get since early November. Apparently, during the process to finalize the construction contract (for the remainder of work) this past fall, a small bridge planned over a natural drainage in the southern end of the alignment triggered review by Engineering and Capital Projects (ECP) as something that could potentially require ECP taking over that component and significant delay again. The Councilman said that it was finally back with Department of Parks and Recreation (DPR) with approval to move forward at that point, but with the February 15 start of bird nesting season approaching (this type of construction is understandably not allowed during nesting season), the project would have to be delayed yet another year to next fall/winter. The FRC member let Councilman Campillo know there was also small bridge constructed over a drainage in the construction completed over two years ago, and they both wondered how that was different. The fact that this coordination with ECP was not possible for the two years leading up to November 2024 and then it took until right before the start of nesting season this winter to get it figured out, leaves many questions and concerns on whether this could be more about priorities.

A couple longtime advocates (one from Serra Mesa/FRC and another from Mission Valley-Escala HOA and MV Planning Group member) have requested a meeting for later this spring, to include Councilman Campillo and representatives from DPR and Purchasing and Contracting. These advocates had a meeting with DPR and the Councilman's staff in August 2024 with assurances from DPR that everything was on track for completion this winter of 2024-25; however, this of course wasn't the case. Advocates have not yet been able to get the Councilman to join any of these meetings yet, in the years since he's been in office. The Councilman's team has responded that they will try to get the meeting scheduled but no guarantees on the Councilman being able to make it to a meeting requested for late April or early May. Advocates are concerned based on last year's experience, that without a representative from Purchasing and Contracting and the Councilman present, we may end up with the same assurances and then yet another unforeseen issue arising when it's time to start final construction in the fall, as happened in fall 2023 and fall 2024.

At this point, it seems Serra Mesa and Mission Valley may be perpetually stuck with a 3/4 complete trail that is

continued on next page

Proposed Ruffin Trail Connection Update continued from previous page

closed to the public if more people aren't emailing Councilman Campillo's team and the Mayor's team to request an update on a monthly (or even weekly) basis this spring and summer. Even though the project is fully permitted and fully funded for completion, it seems having just a handful of stakeholders regularly advocating for completion is not enough to keep it from potentially falling to the bottom of staff priorities (for getting the construction contract ready in time) year after year.

We simply need more people pushing for this and letting the city know completing our long-promised park and recreation improvements is a critical part of addressing the impact of all the residents being added to our community with the large housing projects under construction.

This will be a great project to connect Serra Mesa and Mission Valley via a safe trail connection, with all the benefits of enjoying, appreciating, and encouraging stewardship of the natural habitats in our cherished Ruffin Canyon.

You can help out by simply emailing Councilman Campillo at RaulCampillo@sandiego.gov, to ask for an update and anything else you want to add. The Mayor's team has not yet been responsive in recent outreach, but we hope that will change if more people are reaching out. His community representative covering our Council District 7 is Korral Taylor at TaylorK@sandiego.gov and the Mayor's email address is ToodGloria@sandiego.gov.



Friends of Ruffin Canyon Creek to Bay Clean-up

April 26. 9am-Noon

Rec Center Trail

The Friends of Ruffin Canyon will join I Love a Clean San Diego for our semi annual canyon clean up at the

Serra Mesa Recreation Center on Saturday April 26th. Bring your crew to help us clean trash, remove invasive non-natives and spread mulch on the trail from the rec center to the library. The event starts at 9am and runs till noon. Come for an hour or stay for all three, all are welcome. Wear sturdy shoes, sunscreen and a hat. Bring reusable water bottles and gloves if you have them. We will provide water and snacks and tools.

Register starting April 1st at <https://www.cleansd.org/environmental-action/countywide-cleanups/creek-to-bay/> select Serra Mesa rec canyon.



History of Serra Mesa Street Names

This information is compiled from NextDoor posts (especially from posts by Brenda Hamilton), San Diego Reader articles, Mental Floss website, and a San Diego Metro article. Accuracy hasn't been verified. Please contact communitycouncil@serramesa.org if you have additional information on street names.

- Unida Place – “You Need A Place”
- Haveteur Way – Resulted from a dispute between two friends. One friend stated “Have it your way!”
- Ediwhar Street – Morphed from the Haveteur Way dispute with one of the friends calling the dispute “Eddie Way”
- Gowdy Avenue – Names after Leonard Gowdy, City Engineer during the building of Serra Mesa
- Harjoan Street – Named after Harjon Engineering
- Kaplan – Named after Ted Kaplan, American Housing Guild (built a lot of housing in Serra Mesa)
- Phyllis Place – Named after office manager at Harjon Engineering
- Raejean Avenue – Named after secretaries “Rae” and “Jean”
- Ruffin Road – Named after Roger Ruffin, Superior Court Judge
- Sandrock Road – Named after a woman, murdered while tending a shop
- Towser & Hector – Named after developer Harvey Furgatch’s dogs
- Lassie, Laddie, Shep, Skipper– Other dog names
- Birdland Area Streets – Named by city planner



Serra Mesa-Kearny Mesa Branch Library

(858) 573-1396 [facebook.com/SerraMesaLibrary/](https://www.facebook.com/SerraMesaLibrary/)

Email Questions to SMstaff@sandiego.gov



Library Hours

Monday and Tuesday: 11:30 am - 8:00 pm
Wednesday through Saturday: 9:30 am - 6pm
Sunday: 1:00 pm – 5:00 pm

Holiday Closures—All San Diego Public Library Locations will be closed in observance of:
César Chávez Day, Monday, March 31

Online library services available 24/7

- **eBooks, eAudiobooks and Digital Magazines:** take a look at our eLibrary resource, we've got some new resources for the kids and adults <https://sandiego.gov/eLibrary>
- **Movies:** Free access to movies with your library card <https://sandiegopl.kanopy.com/>
- **Online Book Clubs:** <https://sandiego.gov/bookclubs>
- **Program Videos:** <https://sandiego.gov/public-library/program-videos>

AARP Tax Preparation Assistance – Fridays February 7 through April 11, 10:00am – 3:00pm

The AARP will be providing free tax help **BY APPOINTMENT ONLY** for taxpayers with low to moderate income on Fridays, February 7 - April 11. Appointments can only be made **IN PERSON**. Fridays, sign up with AARP tax preparers at the library to schedule an appointment.

Pajama Storytime with Ms. Carrie – Mondays at 6:30pm (except March 31)

Put on your favorite PJs and join Ms. Carrie in the Community Room Monday evenings at 6:30pm for a pajama storytime. Pajamas are encouraged, but not required. No sign up required.

Chair Yoga – Tuesdays at 11:45am

Work on your flexibility, strength building, and quiet your mind with functional movement practice Thursdays at 11:45am. Participate at your own ability. Suitable for adults of all ages. Wear flexible clothing and bring any preferred yoga equipment. Chairs provided.

Lego Club – 2nd and 4th Tuesdays at 4:30pm

Come build with us and become a Master Builder! Join us each month to enjoy an hour of free building and then see your Lego creations displayed in the library.

Morning Book Club - 2nd Thursday at 10:00am

Love to read and talk about books? Join the Morning Book Club! March 13 will discuss *This Tender Land* by Kent Krueger, and April 10 will discuss *The Little Liar* by Mitch Albom.

Baby Toddler Time – Thursdays at 10:00am

This loosely structured, baby-led time for play, bubbles, stories, and more. Designed for little ones 0-2 yrs.

Knitting and Crochet Circle – Saturdays at 10:00am

Join the knitting and crochet circle. Improve your skills in these traditional art forms. Bring your project for social crafting!

Serra Mesa -Kearny Mesa Library continued previous page

March 5, 6:00pm Friends of the Serra Mesa-Kearny Mesa Library Meeting

Community members are welcome to join, become a member, and discuss ways to support the library. This meeting will be held in virtually on Zoom. Please email serramesalibraryfriends@gmail.com for the log in information.

March 9 and April 6, 2:00pm Exploring Our Roots—Genealogy Workshop

Are you ready to explore your family tree? The San Diego Public Library offers access to Ancestry.com at all our locations. This class will provide you with the basics to start your search, how to find details about your ancestors, and tips for recording the facts you find.

March 18, 2:00pm Spring into STEAM: The DNA Academy

Explore DNA mysteries through hands-on labs and challenges. Using tools like VR, electronics, and forensics, tackle topics like DNA replication, mutations, and genetic traits while honing problem-solving and teamwork skills. For youth ages 9-12. REGISTRATION IS REQUIRED www.SanDiego.gov/STEAM

March 27, 4:00pm Kids to Canyon Nature Walk and Talk

Join Park Ranger Tiffany for a nature walk in the canyon right outside the library! Together we'll explore and learn about some of the native plants and animals that call this area home! Bring a hat, sunscreen, and a water bottle for an easy trail walk.

Friends of the Library Donations

The Friends of the Serra Mesa-Kearny Mesa Library are currently accepting book donations during the library's open hours.

Friends of the Library Volunteers Needed

Looking to get more involved with your community? Love books and your library? Reach out to Friends of Serra Mesa Library to hear more about how you can help! Email us at serramesalibraryfriends@gmail.com or DM on Instagram @serramesalibraryfriends.

Mobile Hotspots & Chromebooks

Mobile Hotspots and Chromebooks are now available for check out at the Serra Mesa-Kearny Mesa Library. The mobile hotspots are easy to use and allow users to connect their laptop, tablet and other Wi-Fi enabled devices to the internet. Find out more information at <https://www.sandiego.gov/public-library/san-diego-access-4-all>

Library Volunteer Featured, Samm Yoeuth



A San Diego Magazine article in January 2025 featured Samm Yoeuth, President of Friends of Serra Mesa-Kearny Mesa Library and San Diego Library Foundation board member, for her volunteer work. In the article Samm explained why she volunteers, her volunteer duties, her most memorable experience volunteering, her biggest challenge, and advice for volunteering. The article is at <https://sandiegomagazine.com/uncategorized/volunteer-diaries-the-san-diego-library-foundation/>.

Photo courtesy of San Diego Library Foundation

Lunar New Year Celebration

On January 25 hundreds of people enjoyed the performance of the Lion Dancers. Additionally children could choose a bag of books for \$5 and paint and take home a lantern. Fun time for all!



Trash Service Fees — Watch for Notices

Proposed Fees—\$53/month for standard 95-gallon black bin and increase to \$65 by 2027; Smaller 32-gallon \$42/month and increase to \$52 by 2027. Charges would appear in second 2025 property tax bill. Schedule:

- March 25, 5:30-7pm, District 7, Open House Meeting, Linda Vista Library, 2160 Ulric St. For additional meetings, check calendar at <https://cleangreensd.org/participation/>.
- Notices will be sent to approximately 233,000 single-family homes 45 days before the fees go into effect. If the majority of notified residents protest fees, fees may not go into effect.
- June-July, City Council hearing for final approval.

Serra Mesa Recreation Center*

9020 Village Glen Dr. (858) 573-1408



Schedule

11am - 7pm Monday, Wednesday, Friday

11:30am - 7pm Tuesday

12pm - 7:30pm Thursday

9am - 3pm Saturday

Closed Sunday

Holiday Closure: César Chávez Day March 31

Gym Schedule: <https://www.sandiego.gov/sites/default/files/serramesaopenplay.pdf>

Registration for spring program began February 15. Online at www.sdreconnect.com. If help is needed, click the FAQs button for information.

Volleyball League: League is for all skill levels. Registration includes 6 regular season games, practices, playoffs, awards, and a banquet. Volunteer coaches are welcome!

12U Age: 10-12 Practice Schedule: Mondays & Wednesdays 4:00-5:30pm Code: 120897

14U Age: 12-14 Practice Schedule: Mondays & Wednesdays 5:30-7:00pm Code: 120898

Pee Wee Soccer Clinic: Allows kids to have fun playing soccer with their friends, in an organized fashion, with safety as a main element of consideration. The fundamental skills on team work, footwork, juggling, passing, trapping and shooting in a friendly and team oriented environment. Cleats are not required. Shin Guards are recommended.

Pee Wee, Age 5-7 Thursdays, 3:30-5:00pm, Code 120952

April 3-May 29

Arts & Crafts: Ages 7-13, New and seasonal arts and craft projects. Develop skills working with paints, color markers, art pencils, glue, beads, construction paper, scissors, craft materials, and much more. All supplies included.

March, Thursdays, 3:30-5pm, Code 120899

April, Thursdays, 3:30-5pm, Code 1120900

Community Sports Information:

AYSO Soccer:, Region 780 : Registrar, <https://www.ayso780.org>, AYSO780Registrar@gmail.com

Serra Mesa Seniors Softball: sandiegosoftball.com

Serra Mesa Little League: www.serramesalittleleague.org, info@serramesalittleleague.org

*Program copied/adapted from Serra Mesa Recreation Center Program Guide.



FREE
Event

To provide healthy, sustainable, and enriching environments for all.

Serra Mesa Recreation Center

9020 Village Glen Drive San Diego, CA 92123

858-573-1408

Spring Egg Hunt

Saturday, April 12, 2025

9:00 — 11:00 am

Everyone is invited to the Annual Spring Egg Hunt.

9:30 a.m. Ages: 1-4 years

10:00 a.m. Ages: 5-8 years

10:30 a.m. Ages: 9-12 years and late comers

Children need to bring their own baskets to the egg hunt and parents should bring a camera for photo opportunities with the bunny.

More information is available by calling Serra Mesa Recreation Center at (858) 573-1408.

The City of San Diego is committed to providing an equitable and inclusive environment for all individuals. Consistent with these principles and applicable laws, it is the City's policy not to discriminate on the basis of any protected classification, including age, ancestry, color, creed, physical or mental disability, gender, gender identity, gender expression, genetic information, marital status, medical condition, veteran or military status, national origin/pregnancy (including childbirth, breastfeeding, or related medical conditions), race, traits historically associated with race (including hair texture and protective hairstyles such as braids, locks, and twists), religion, religious belief or observance, religious creed, sex, sex stereotype, sexual orientation, transgender status or transitioning, or any other classification protected by federal, state, or local law (including being perceived or regarded as or associated with any protected classification). If anyone believes they have been discriminated against, they may file a complaint alleging the discrimination with either the City of San Diego, Parks and Recreation Department District Manager at 619-235-1132, or the California Department of Fair Employment and Housing (DFEH) at (800) 884-6844. This information is available in alternative formats upon request.

Development Project Resource Guide

To obtain more information about a project, refer to these San Diego City and County resources*.

Zoning and Parcel Information Portal (find zoning designation for parcel) - <https://www.arcgis.com/apps/instant/sidebar/index.html?appid=75f6a5d68aee481f8ff48240bcaa1239>

Mapping and Geographic Information (many resources) - <https://www.sandiego.gov/planning/work/mapsua/map>.

SanGIS Interactive **Parcel Map** - <https://sdgis.sandag.org/>. Find out addresses and parcel information.

Municipal Code, Chapter 13 & 14 (describes zones and uses) – <https://www.sandiego.gov/city-clerk/officialdocs/municipal-code>

Citizen Portal - <https://aca-prod.accela.com/SANDIEGO/Default.aspx>

Lookup Property Information (enter address) - <https://aca-prod.accela.com/SANDIEGO/APO/APOLookup.aspx?TabName=APO>

DSD Permits: **Create an Application** - <https://aca-prod.accela.com/SANDIEGO/Login.aspx?ReturnUrl=%2fSANDIEGO%2fCap%2fCapApplyDisclaimer.aspx%3fmodule%3dDSD%26TabName%3dDSD>

DSD Permits: **Search Applications** (enter address) - <https://aca-prod.accela.com/SANDIEGO/Cap/CapHome.aspx?module=DSD&TabName=DSD>

Enforcement: Private **Property Investigation** Request (submit complaint) - <https://aca-prod.accela.com/SANDIEGO/Cap/CapEdit.aspx?Module=CE&stepNumber=2&pageNumber=1&isFeeEstimator=&TabName=CE>

Enforcement: Search for an **Existing Investigation** - <https://aca-prod.accela.com/SANDIEGO/Cap/CapHome.aspx?module=CE&TabName=CE>

Cannabis: Search Applications - <https://aca-prod.accela.com/SANDIEGO/Login.aspx?ReturnUrl=%2fSANDIEGO%2fCap%2fCapHome.aspx%3fmodule%3dCannabis%26TabName%3dCannabis>

Accessory Dwelling Units (ADU) - <https://www.sandiego.gov/development-services/news-programs/programs/companion-junior-units>

Sustainable Development Area (SDA) <https://webmaps.sandiego.gov/portal/apps/webappviewer/index.html?id=0295d35b03a14d929d3459fe0b9b50cf&search=92116&extent=-13039150.8811%2C3862903.0948%2C-13035938.1373%2C3864964.5059%2C102100>. Part of Birdland and areas near Aero Dr are included in an SDA which is used to permit Bonus ADUs and Complete Communities projects.

SDA Description (Municipal Code, Chpt 11, Art 3, Div 1): "...the area within a defined walking distance along a pedestrian path of travel from a major transit stop that is existing or planned, if the planned major transit stop is included in a transportation improvement program or applicable regional transportation plan, as follows:

continued on next page

Development Project Resource Guide continued from previous page

(a) Within Mobility Zones 1 and 3, as defined in Section 143.1103, the defined walking distance is 1.0 mile.

(b) Within Mobility Zone 4, as defined in Section 143.1103, the defined walking distance is .75 mile.

(c) For parcels located in Mobility Zone 4, in an area identified as a High or Highest Resource California Tax Credit Allocation Committee (CTCAC) Opportunity Area, the defined walking distance is 1.0 mile.”

Complete Communities Housing Solutions - <https://www.sandiego.gov/planning/work/housing/toolkit/housing-solutions>

Property Ownership – County’s website at <https://sandiegoparcels.com/>. Enter APN or address or move to desired parcel and click on it.

**Disclaimer: It’s possible the content on a website may not reflect the most recent development.*

Example – Find Information on Project at southeast Ruffin & Mission Village Corner


CityMark confirms they’re the owner of the property. Lot information at <https://sdgis.sandag.org/>. Clicked on APN Labels, Parcel Polygon and Existing Land Use > **Click on the desired lot**. Parcel information displays.


Zoning: <https://www.arcgis.com/apps/instant/sidebar/index.html?appid=75f6a5d68aee481f8ff48240bcaa1239>



Permits at - <https://aca-prod.accela.com/SANDIEGO/Cap/CapHome.aspx?module=DSD&TabName=DSD>, enter 3222 Mission Village Dr. Click on **Building Construction permit**, PRJ-1076402. At bottom of page, click **Application Information** for details.



Serra Mesa Food Pantry has a drive-thru distribution every Wednesday from 10am-1pm at 2650 Melbourne Drive.



David Hussain
 BROKER ASSOCIATE
 DRE: 02008317

 Cell: 951.491.5302
 Desk: 858.215.3512
David@ListedByDavid.com

@ListedByDavid
 Buy. Sell. Invest. Retire

Projects & Other Information

(Current December 2024)

Serra Mesa Projects

Franklin Ridge Road Connection – Schedule for implementation of mitigations and road connection pending. The developer submitted a design plan for 5 travel lanes and 2 bike lanes for the Murray Ridge bridge (the configuration that's described in the approved October 2017 plan). This differs from Caltrans' draft plan which describes the redesign of the Murray Ridge bridge as 4 travel lanes (11' wide) and 2 Class IV Bikeways (9' separated for each bikeway). Also, other city-approved mitigations include 5 travel lanes and 2 bike lanes for Phyllis Pl from the Franklin Ridge connection to the bridge, and 4 travel lanes and 2 bike lanes for the connection.

AT&T Wireless Communication Facility, 2696 Melbourne Dr – 40' high tall faux eucalyptus tree; 12 antennas, 9 remote radio units; 300-foot ground level equipment enclosure, faux rock; located near labyrinth.

Mission Village Drive Properties owned by CityMark Development (purchased from Gleich Trust); zoned as a commercial zone that allows residential; qualifies for affordable density bonus; amenities minimal; rental rates not determined; Process 1 (staff approves project).

2696 Mission Village Drive (former gas station near corner of Shawn Avenue): Build 3 story, 18-unit apartment building with 1-2 bedrooms; rental units; 2 affordable housing units built off-site; 24 parking spaces. Construction started. Plans at <https://citymark.com/portfolio/dezi/>.

3222 Mission Village Drive (former Tom Russell Chevron Station): Build 3 story, 21-unit apartment building with 1-2 bedrooms on .96 acre; rental units; 2 affordable housing units built off-site; 21 parking spaces. Exit on Mission Village Drive. Construction started.

3241 Mission Village Drive (former medical building complex): Two sections – 4 story building, 35-unit apartment building facing Mission Village Dr and 3 story, 25-unit townhouses with 3 bedrooms and 2 car garages; exit on Ruffin Rd; 92 parking spaces; still determining if townhouses will be rental units. Construction started. Plans at <https://citymarkdevelopment.box.com/s/1p564mqdb76pbwtusuq2o2p15kmpe4fr>

Former Guild Mortgage Building, 9160 Gramercy Dr – Vacant.

Former Mission Village Shopping Center, across from Taft Middle School, 9280 Gramercy Dr. Approval in 2004 for 160 rental units and 15,000 s.f. retail (8,000 s.f. along Ruffin Rd and 7,000 s.f. at Ruffin/Gramercy corner). In 2005 approval for condominiums, required to make the community room available to community at no cost, and condominium owners have an assigned parking space deeded to them. In 2007 never expiring Site Development Permit, Approval #57551, created for 9178 Gramercy Drive. Grading permit issued in 2006. San Diego Regional Water Quality Control Board issued a notification of no further action on 1/20/2022. July 2022 - Clean-up equipment removed from site. Site for sale.

continued on next page

Work details for the site of a One Hour Dry Cleaners located in the former shopping center are posted on the gate at 9280 Gramercy Dr. Information:

The applicable permit is PRJ-1108858 which was issued on 05/14/2024. The permit allows for excavation and offsite disposal of approximately 1,200 cubic yards of chlorinated solvent impacted soils from the site subsurface.

Old Serra Mesa Library at 3440 Sandrock Rd – Community HousingWorks (CHW) negotiating lease to build 60 units (56 one bedroom and 4 two-bedrooms) on the .34 acre site, 22 parking spaces, 5 stories high, 100% units will have rents affordable for low- to middle-income families, 30 units reserved for veterans. Amenities include laundry room, multipurpose room with kitchen, computer lab, community garden, tot-lot, and management leasing office. The development agreement/lease and financing for this project is expected to be heard by City Council in spring 2025.

Kearny Mesa Projects/Issues

Aero Project, 8225 Aero Drive – Former Kelco building, Sares Regis Group Residential is building 434 apartments (1, 2, & 3 bedroom units), 7 stories high, to be completed in 2024. Amenities include pool, spa, dog run, game courtyard, golf putting green, outdoor culinary kitchen, co-work space, conference room, clubhouse, fitness center, and bike repair room. More information can be found at the City's website, <https://opensd.sandiego.gov/web/approvals/>, Project 692190 - DIGITAL-The Aero G &PI.

Drainage Issue at Corner of Aero/ Sandrock – A solution was implemented to prevent water draining from the VA building. If the issue resurfaces, contact City Councilmember Raul Campillo's office. Currently, water pooling at the corner seems to be the result of either landscaping watering or when it rains (infrastructure issue).

Airport Plaza Building, 8555 Aero Dr – Construction of 7-story above grade and 1-story below grade for 302 multifamily dwelling units and associated accessory uses. Project will include affordable units and requests an affordable housing bonus. (PMT-3158932).

City-Wide

ADU/JADU (Accessory Dwelling Units) – ADUs provide living area either detached or attached. Regulations – Encroachment into side and rear yards, no parking required; maximum size 1,200 s.f., rental term minimum 31 days, major fees waived, owner doesn't have to live in premises. Number of ADUs permitted on single family property is one but the Bonus ADU Program allows for additional ADUs. Details at <https://www.sandiego.gov/development-services/news-programs/programs/companion-junior-units>. Could affect 748 acres in Serra Mesa.

Name These Serra Mesa Businesses

Business #1



Business #12



Business #3



Business #4



Business #5



Business #6



Brain Teaser

This brain teaser contains a clue which is a two-word phrase and 6 two-word names (no space between words). Three clues have three-word names but only one or two words are listed in the teaser. The two-word phrase describes a commonality for all the photos. The words can be joined vertically, horizontally, diagonally, forwards, or backwards.

Brain Teaser answers are at <https://www.serramesa.org/smcc/observer-newsletter/>.

H	P	B	R	H	S	R
A	P	R	E	O	B	E
Y	B	A	P	R	A	B
M	N	I	L	I	L	Y
A	S	A	S	S	A	T
I	R	O	N	S	B	U
P	E	S	A	E	A	R
B	L	N	L	C	A	E
N	O	D	R	T	S	C
S	E	O	E	X	O	O
A	L	N	P	E	R	L

Serra Mesa Observer

Editor: *Cindy Moore*

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Dated Material

Serra Mesa Food Pantry

Has a Drive-Thru distribution every Wednesdays 10:00-1:00 p.m.

Located at Mission Village Christian Fellowship

2650 Melbourne Drive 92123

858-278-2647

