

October 2007

Dear Colleague,

**Want Approval? Focus on the City-Community Details**

As we continue our discussion of the approval process, we take a closer look at the relationship between municipalities and communities. The intrepid approval-seeker soon learns that both forces command equal amounts of respect and attention. Municipalities have rules and regulations. Communities have concerns. Where they intersect, they can impact housing, traffic, noise, preservation, control of run-off, and other issues.

The City of Encinitas demonstrates this alliance well. In 2001 the Encinitas City Council adopted the "Citizen Participation Ordinance." This ordinance requires project applicants to create and implement a citizen participation plan early in the application process. As the city's website states, *"The purpose of the Citizen Participation Program is to ensure that both project applicants and citizens have adequate opportunities early in the planning process to discuss, understand, and try to resolve neighborhood issues related to any potential impacts of a proposed project on the surrounding neighborhood."*

As we shared last month, complying with these types of requirements does not guarantee success. Other times, this collaboration proves so valuable it garners awards. Such is the case with the Encinitas Union School District. The Downtown Encinitas Mainstreet Association (DEMA) presented its "Partnership Award" to the district for its outstanding community efforts in developing a new use for Pacific View Commons.

The diverse communities that comprise the City of San Diego include more than 50 planning areas called community plans. City Heights, Mira Mesa, Mission Valley, and downtown are a few examples of these neighborhoods. The San Diego City Council recognizes one official planning committee from each of these communities. San Diego's Planning Department actively seeks involvement from each of these 50 planning groups.

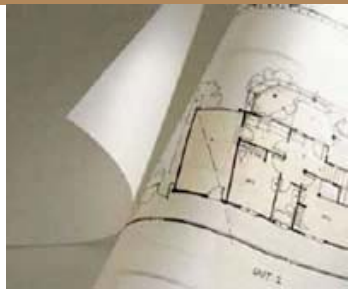
Outside of the incorporated areas, county regulations come into play. Guidelines for use and development of this land fall under San Diego County's General Plan 2020. General Plan 2020 is a multi-year project that began in August 1998 to update the San Diego County General Plan from 1979. Ten years later, General Plan 2020 is far from complete. This demonstrates the challenge of balancing diverse community input and vision with the future growth of unincorporated communities.

Municipalities enforce codes, restrictions and laws. Community concerns can generate new restrictions. Project approval is contingent on accommodating both sides of this coin.

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**Did You Know?**

**It's Always Football Season At Snow Properties**

It's hard to believe that football season is underway. After a rough start, we're glad that the Chargers seem to be back in the groove.

Quarterbacking is an apt metaphor for the services of Snow Properties. No matter the issue or the play, Snow Properties takes hold of the ball and runs it up the field. We can get involved at kick-off or rush in after a fumble. Our offense and defense are equally powerful. We are effective team players and don't seek glory or fame – just a win.

No matter the quarter, Snow Properties can turn around a losing game and make a winning team stronger. Please keep us in mind for projects that could benefit from a proven quarterback.

**Snow Properties Actively Seeks Opportunities**

Having weathered numerous real estate cycles, Snow Properties knows that both good and bad times produce opportunities. We are interested in knowing about any opportunities that cross your desk. In addition to rescuing troubled properties, we actively seek opportunities to purchase or develop properties outright. You can email us at [info@snow-properties.com](mailto:info@snow-properties.com).

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