

APPENDIX A: FACILITATOR'S NOTES FROM COMMUNITY MEETING



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Town of Colma Community Meeting: Economic Development Plan
 Colma Community Center
 1520 Hillside Blvd.

August 22, 2012
 6:30 – 8:30 PM

Meeting Notes

Table Report Out

1. Top Priority

- Retail/Entertainment/Dining district [like Auto Row]
- Retail with entertainment
- Paint ball
- -Courses closer than San Jose
- -Concern about place/where?
- Branding/Image is important

2. Themes

- Need more parking- underground parking [i.e: if bulldoze Kohl's—six floors below ground]
- Have city car share car lot near BART station on Auto Row—convenience of parking

Small Group Discussions

Group 1:

1. Expand Retail and Restaurants

- +Liked expanded restaurant selection
- +Opportunity for fine dining—above Serramonte Ford; Collins and Junipero Serra
- +Hotels attractive—mixed use—hotel over retail
- Not sure if sporting goods viable—competition
- Not sure if home furniture viable

High	3
Medium	1
Low	0
Not at all	0

2. Branding and Promotional Materials for Colma

- +Like concept—need to work in Colma into business branding
- +Like branded license plate frames
- Cemetery is challenge for branding
- All businesses need linkage

High	1
Medium	2

Low 1
Not at all 0

3. Retail/Entertainment/Dining District

- Branding will depend on client and offerings
- Difficult with ECR restrictions
- +Like idea—walkable good
- Need to get away from strip mall pattern—lots of wasted space
- Consider parking structure below ground—addresses a concern for parking
- +Can Santana Row be a model?
- Consider creative retail layouts—Tesla in Santana Row

High 3
Medium 1
Low 0
Not at all 0

4. Town Center

- Like spaciousness of town
- Concern about growing too big
- +Place near or at Kohl's
- +Target store location good—Target parking lot
- Consider underground parking

High 0
Medium 0
Low 2
Not at all 1

GROUP 2

1. Expand Retail and Restaurants / Paintball

- Paint balling is missing
 - Empty Nissan dealership
 - Get a store also
 - Courses where old golf course was or by the dump
- Do not have too many fancy restaurants, which only some people can go to
- Medium priced restaurants could attract a lot of people
- Kid's restaurants: Chilis, Elephant Bar, Boston Market, Sizzler, Fresh Choice
- Sporting goods
- Concerned about traffic running through town because of more retail
- Need more stop signs to stop speeding, especially since kids play in the street

High 7
Medium 0
Low 0
Not at all 0

2. Branding and Promotional Materials for Colma

- Currently others think it has got stigma because of cemeteries
- For some cultures it is bad to live facing a cemetery or make money on death
- Would like more connection to the tech world—near Silicon Valley
- Retail—get outlets
- Have paintball be something fun for adults—youthful town; not just cemeteries

High	0
Medium	1
Low	5
Not at all	1

3. Retail/Entertainment/Dining District

- Santa Rosa is a good model—is not just thought of for agriculture—also known for fishing, wine, and music
- For young adults [21+] have entertainment/dancing
- Recreation Center with a pool w/ a diving board
- Have a big symbolic statue or piece of architecture like the Eiffel Tower or Statue of Liberty
 - How would they pay for it? Tax?
- Is there an area big enough to have a district for all of this?
- A walkway area could be covered near BART so people would have easy access

High	4
Medium	1
Low	1
Not at all	1

4. Town Center

- +Happy about town center
- Indoor basketball court
- Have a hotel, 4 to 5 stories high, and an indoor pool nearby
- The statue/piece of architecture could be here
- Big fountain with lights
- Colma could be known for its Town Center to rebrand it from cemeteries
- Day Care center
- Have an outdoor marketplace
- Perhaps a farmer's market
- Safe place for kids to play
- Nice gated area around Town Center so you have to enter the town center from a central location
- Have a urban water park in the middle—
- Big area with water spraying up sometimes [San Jose has one] for kids lower in some areas, higher in other
- Other water ideas: Have an obstacle course, a maze like and amusement park such as Great America, Six Flags, Raging Waters

High	4
Medium	0
Low	0
Not at all	1

GROUP 3

1. Expand Retail and Restaurants

- +Would love to see a nice sit down restaurant—not too noisy
- Maybe locate near Colma Blvd.
- Locate at end of Serramonte and Junipero Serra Blvd.
- +Like coordinating to promote with auto dealerships
- +Anything that generates tax for the city is good
- No concerns

High	3
Medium	0
Low	0
Not at all	0

2. Branding and Promotional Materials for Colma

- +We need this
- Concerned do not understand the steps to go through for this
- Do not like some of the current advertising ex.: Daly City/Colma

High	0
Medium	3
Low	0
Not at all	0

3. Retail/Entertainment/Dining District

- +Like idea in general
- +Like: Action step—review redevelopment standards and parking requirements
- Concerns that where to do this is an issue—there is not a place

High	2
Medium	1
Low	0
Not at all	0

4. Town Center

- +Like the idea/concept
- Concerned that do not know where there is a place to put a town center
- Possible solution: If Kohl's left, this could be a place

High	1
Medium	2
Low	0
Not at all	0

Empowering people. Building relationships. Reducing violence.