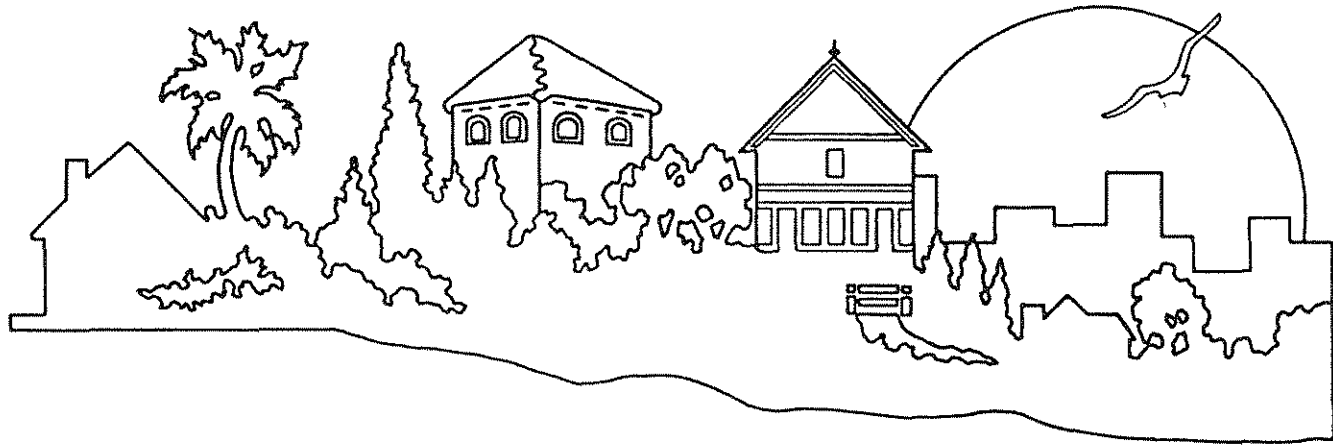


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**GREATER GOLDEN HILL
REVITALIZATION ACTION PROGRAM**

COMMUNITY WORKSHOP SUMMARY REPORT

August 1996

OWLEDGEMENTS

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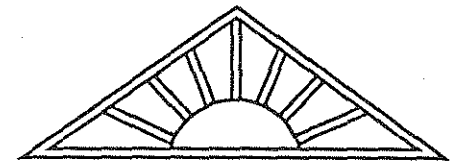
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FOREWORD

(To be provided by Mr. Nelson)

Harmon O. Nelson III, Chair
Greater Golden Hill Revitalization Team

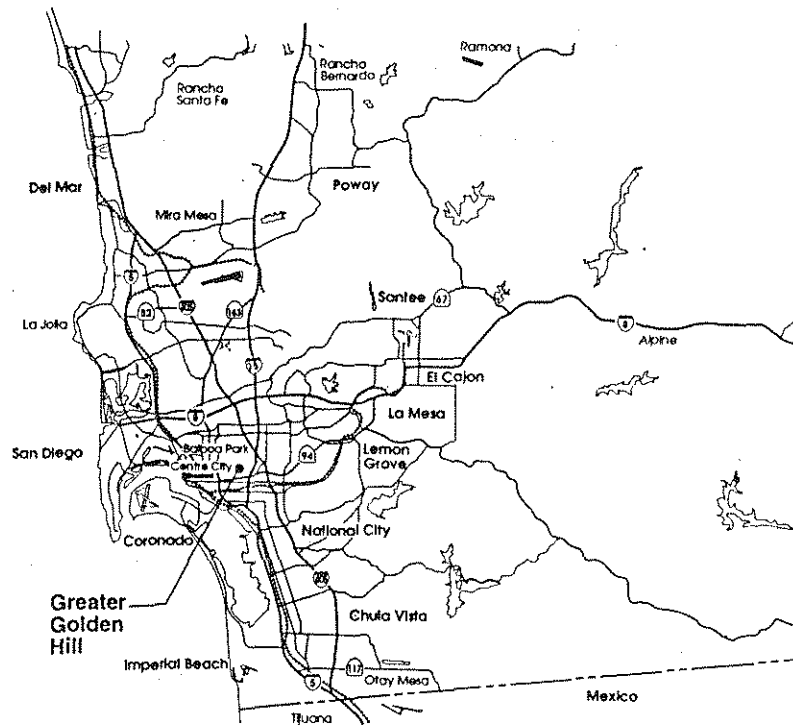


GREATER GOLDEN HILL SETTING

GREATER GOLDEN HILL SETTING

Greater Golden Hill, a community adjacent to Balboa Park and just minutes away from downtown, enjoys a privileged location within the City of San Diego and within the San Diego region. The "golden hill" as its name implies, still reflects the glow of sunset in the windows of buildings, and sits proud above the surrounding areas.

With its views of downtown and the bay, and proximity to Balboa Park, the Greater Golden Hill Community welcomed San Diego's first suburbs. By the early 1920's, the area closest to Balboa Park was almost completely developed and was a fashionable place to live. Many of these residential structures still exist today and are among the most prized historic structures found in the City of San Diego. Over 60



Golden Hill homes are designated as local historic sites within the Golden Hill Historic District. Additional historic structures have been identified, and there is presently a proposal to expand the Historic District.

As it is the case in many older areas, Greater Golden Hill experiences typical inner-city problems. A significant rise in multi-family construction brought "out of scale" and "out of character" development, an increase in low-income renters, absentee landlords and neglected properties. Sections of the community have poverty, crime, and other problems. The commercial areas need improvement. The type of commercial goods and services currently offered do not cater to the growing influx of middle class professionals moving into the community. Generally, the residential areas are in better condition than the commercial areas. Commercial revitalization is of highest priority to the long term residents of Greater Golden Hill.

Demographically, the community is very mixed ethnically and socio-economically. Many people with higher incomes who can afford to live anywhere in San Diego have chosen to live here, attracted by the area's close proximity to downtown, availability of view properties and historical quality of the community. What the residents have in common is an active interest in their community. They are committed to invest in the area, resolve neighborhood problems, and improve the quality of their neighborhoods.

Per the 1990 Census, the Greater Golden Hill community had a population of approximately 18,000 people living in over 7,000 units. The population was younger than average, most worked in service occupations, were not college graduates, median income was relatively low, and almost half of the residents were Hispanic. Approximately 21% of the residents did not own an automobile. These conditions have continued to this date.

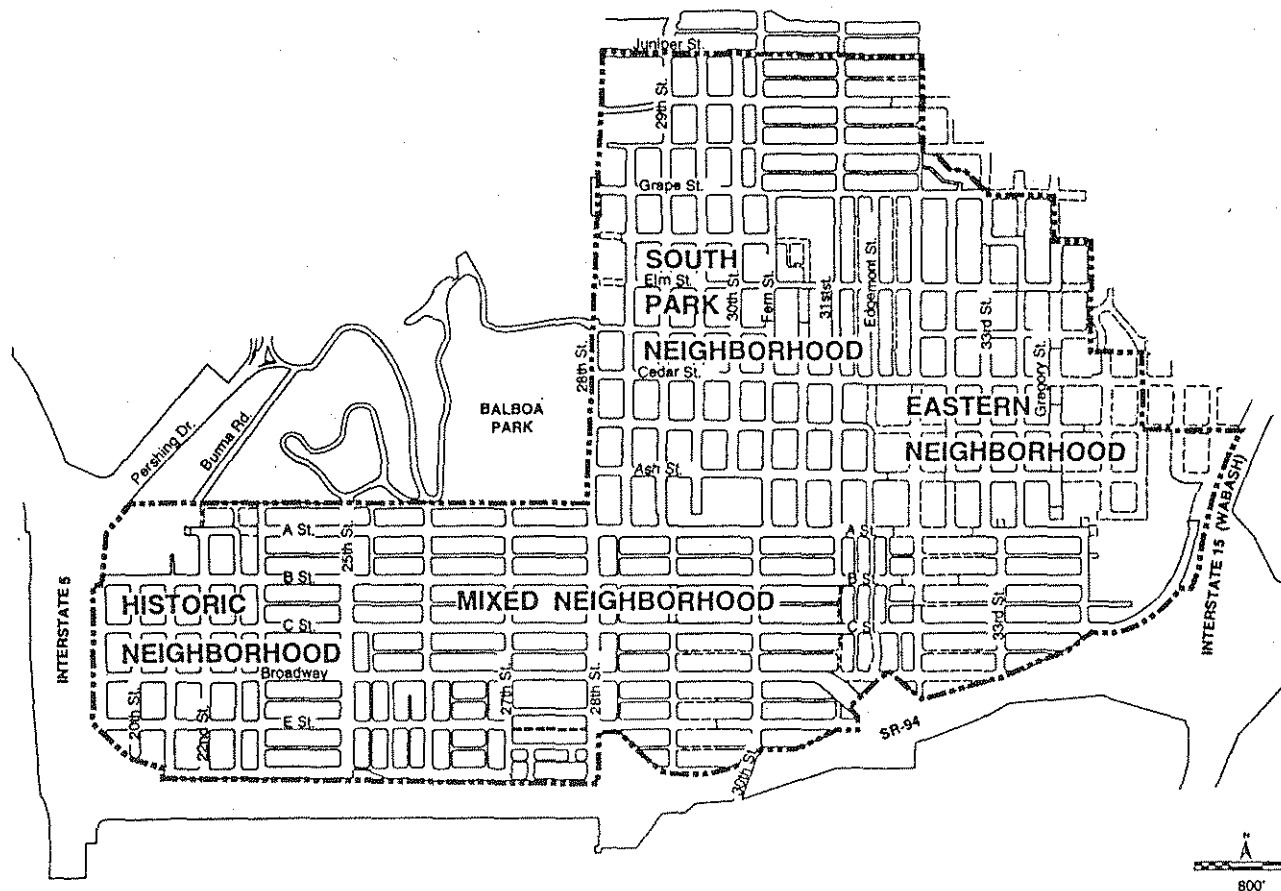
Greater Golden Hill is perceived as a community made up of four vaguely defined neighborhoods:

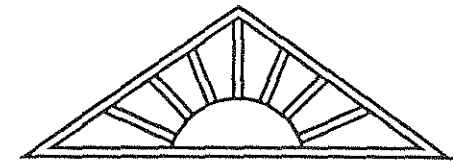
South Park/Area North of A Street. This predominantly single family area includes various types of homes some dating back to the early 1900's.

Historic Neighborhood/Area South of A Street and West of 25th Street. This area contains a concentration of turn-of-the-century mansions and the designated "Golden Hill Historic District".

Mixed Neighborhood/Area South of A and East of 25th Street. This area is an eclectic mixture of apartments, group homes, charming old single family homes, modern homes and deteriorated buildings.

Eastern Neighborhood/Area East of 32nd Street. This area is also a mixture of single and multiple family units of various architectural styles, but it is given a special identity by the canyons that provide open space and a rural ambience.





PLANNING AND REVITALIZATION ACTIVITY

PLANNING & REVITALIZATION ACTIVITY

Several planning programs, and revitalization efforts have been undertaken for the Greater Golden Hill area since the mid 60's. Following is a list and brief description of such programs and efforts:

Adopted Plans

The following documents contain current planning and revitalization policies for the Greater Golden Hill Area:

Southeastern San Diego Community Plan. In the early and mid 60's, the portion of Greater Golden Hill south of "A" Street was included in the Southeastern San Diego Community Plan which was adopted by the City Council in 1969. This Plan was updated in 1986.

Model Cities Program. This federally funded program was targeted to specific urban problems. The portion of the Greater Golden Hill community (south of "A" Street) included in the Southeastern San Diego Community Plan formed part of the Model Cities Program in the mid 60's.

Park North-East Community Plan. A portion of Greater Golden Hill north of "A" Street was included in the Park North-East Community Plan adopted by the City Council in 1970. This plan was updated and renamed "Greater North Park Community Plan" in 1987.

Golden Hill Community Plan. This Plan was adopted by the City Council in 1979, and updated in 1988. The Community Plan was preceded by a Precise Plan initiated in response to anticipated impacts from downtown redevelopment, the identification of the many historic properties and the need to preserve them.

Golden Hill Historic District. This Historic District is bounded on the north by Russ Street, on the south by State Route 94, on the east by 25th Street and on the west by 24th

street. It was adopted by the City Council in 1978 and subsequently amended in 1984, and 1985.

Golden Hill Planned District Ordinance (PDO). The PDO was initially developed and adopted in 1978. The updated Ordinance currently in effect, was adopted by the City Council in 1989.

Golden Hill Fern and 30th Streets Revitalization Plan. This Plan was prepared by consultants in 1987 and identifies specific streetscape improvements integrating the objectives of local residents and merchants for the corridor between Fern Street, 30th Street, Juniper Street and "A" Street.

Golden Hill 25th Street Revitalization Plan. This Plan was also prepared by consultants in 1987 and provides a framework for improvements to the 25th Street mixed commercial/residential corridor between Balboa Park and State Route 94.

Community Events

The following community events and meetings have taken place in Greater Golden Hill recently as a part of the community's revitalization efforts:

Golden Hill Visioning Day. In August, 1994, the County of San Diego Department of Health Services- Alcohol and Drug Services Division, and the San Diego Youth and Community Services Inc., sponsored an event to discuss current conditions, define a better future for the community, identify barriers and specify actions needed to move forward.

The overriding goal for this event was to seek an identity for Greater Golden Hill that reflects the following:

- The City's safest neighborhood
- A community with blooming businesses
- A model of community service

- A great community with great kids
- A place to trust and respect
- A well planned community
- A cornucopia of cultural diversity
- A healthy, wealthy and wise community
- A community with the lowest unemployment

Identified obstacles to achieving this overriding goal included: apathy, insufficient political power, insufficient planning, communication and coordination, scarcity of resources, untapped human resources, and crime.

Actions identified to move forward included: increasing communication in the community, increasing investment, facilitating neighborhood democracy, supporting coordination by non-profit agencies, reducing crime, increasing youth programs, improving park and recreation facilities, attracting more affluent residents into Greater Golden Hill, and fostering interaction with surrounding neighborhoods and people.

Renaissance Commission Report. In 1996, Mayor Golding's Renaissance Commission met with hundreds of residents in the various City's communities (including those of Greater Golden Hill) to listen to their impressions of the most important issues facing their neighborhoods and the City. Details on input received are available at the City of San Diego Branch Libraries and the City Clerk's Office in the City Administration Building. On June 24, 1996, the City Council conceptually approved the Renaissance Commission recommendations.

January 27, 1996 Community Workshop. This workshop is the subject of this report.

Business Surveys

Several useful business surveys on the opinions and expectations of the community regarding commercial products and services have been undertaken as follows:

Lorenzo Higley Survey. In 1989, Mr. Higley, then Director of the Golden Hill Revitalization Project undertook a sample survey of Greater Golden Hill residents and their shopping habits. The findings at that survey are still applicable.

Craig Dunn Survey. In 1993, Professor Dunn of San Diego State University undertook a survey to determine why there is a scarcity of businesses in Greater Golden Hill, and what measures should be taken to attract new businesses and services to the area. The information gathered is still current.

City of San Diego Planning Department Study. In 1996, Planning staff did a study to determine available retail space in the Greater Golden Hill area and expansion potential of commercial retail and services. This work corroborates previous work done on this subject.

Janice Davis Survey. In 1996, as part of the January 27, 1996 workshop, Ms. Davis, a member of the Greater Golden Hill Planning Committee and of the Revitalization Team conducted a survey on additional business needs in Greater Golden Hill and suggestions for improving existing businesses. This information reinforced and update previous findings. (See Appendix 4)

Gail McLeod Survey. In 1996, Ms. McLeod, a community resident and Planning Consultant undertook a survey of the Fern Street Business District to determine how the surrounding neighbors perceive this commercial area, and to solicit ideas for improvements. The recently formed 30th and Fern Task Force is in the process of implementing some of the ideas set forth in this survey. (See Appendix 4).

Planning/Revitalization Organizations

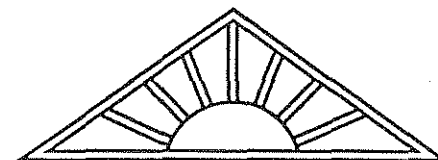
Following is a brief description of the make up and functions of key community organizations overseeing planning and revitalization efforts in Greater Golden Hill:

Greater Golden Hill Community Planning Committee. The Greater Golden Hill Community Planning Committee is the officially recognized citizens committee representing the Greater Golden Hill before the City Council. This committee advises the City Council, the Planning Commission, the City Manager and other governmental agencies on issues affecting the Greater Golden Hill area. The Planning Committee seeks broad citizen participation and community-wide understanding of the planning and implementation process. The committee reviews specific development proposals, monitors and pursues resolution of issues of community interest.

Greater Golden Hill Community Development Corporation (GGHCDC). This non-profit corporation was organized by leaders of the community in 1991 to foster revitalization and redevelopment for the immediate and long term benefit of Greater Golden Hill. Funded primarily by the Community Development Block Grant Program (CDBG), The GGHCDC is a focal point for community activities and has been a catalyst of a variety of programs related to building renovation, affordable housing, safety and crime prevention, through neighborhood policing, code enforcement, historic preservation, after school art, dance and other children's programs, visual and economic enhancement programs. The GGHCDC has been particularly effective in assuming responsibility for maintenance of sidewalks, trees and lighting in public areas, obtaining and administering funds for community improvements, organizing civic events, acting as community liaison, and fostering cross cultural participation.

Greater Golden Hill Revitalization Team. The Greater Golden Hill Revitalization Team was formed in December, 1995 to develop a coordinated approach to neighborhood revitalization. The Team includes representation from the

Greater Golden Hill Planning Committee, Greater Golden Hill Community Development Corporation, Brooklyn Elementary School, residential, business and civic interests, staff from Council Districts 3 and 8, the Housing Commission, and various City departments (Community and Economic Development, Environmental Services, Police, Parks and Recreation). The mission of this Team is to develop recommendations to be included in a five-year Revitalization Action Program (RAP) for the community. The RAP will emphasize project implementation, coordinate and bring into focus the various revitalization programs and efforts going on in the area. Its objectives are to implement existing long range planning policy, not develop a long range plan.



COMMUNITY WORKSHOP

COMMUNITY WORKSHOP



The preparation of the Greater Golden Hill Revitalization Action Program must be preceded by an assessment of the needs and desires of the community. The Program must be responsive to community needs and embrace the goals of all those affected by any proposed recommendations. To this end, the Golden Hill Revitalization Team organized a community workshop which took place on Saturday, January 27, 1996, at the Brooklyn Elementary School. The workshop attracted 120 people, representing a wide range of community interests. A list of participants is included in Appendix 5.

The meeting started at 9:00 a.m. with coffee, juice, milk and rolls followed by a forum and facilitated group sessions to discuss various topics. Lunch consisting of



pizza and salad from the local restaurant Mazzara was served at noon, followed by a wrap-up of group discussions and presentations. A Children's Workshop was also sponsored and facilitated by "Partners for Livable Places/San Diego". Child care was provided by the City's Childcare Coordinator for the convenience of families attending the workshop.

Workshop Objectives

The major objectives of the workshop were:

1. To update and validate all previously identified community concerns and issues in various planning documents and past community meetings.
2. To identify new issues, possible solutions to those issues, and community priorities, and to incorporate all this information into a Revitalization Action Program that can be implemented in five years.

Workshop Outreach

Eight thousand five hundred (8,500) flyers in both English and Spanish were distributed as follows:

- 4,000 mailed by the Community and Economic Development Department to property owners and residents.
- 1,500 distributed through Brooklyn Elementary School.
- 1,000 distributed through the Golden Hill CDC.
- 1,000 distributed through the Greater Golden Hill Revitalization Team.
- 500 distributed through the Police Department.
- 500 distributed through the Park and Recreation Department.

In addition, bilingual posters were placed at the Golden Hill Recreation Center, the CDC, Brooklyn Elementary School, local business establishments and churches. The local paper "The Reporter" was asked to publish a press release on the workshop.

Workshop Preparation

The logistics and set-up of the workshop required significant effort and time. The City's Organizational Effectiveness Program (OEP) established procedures for workshop participants, provided training for "facilitators", and identified the responsibilities of "recorders", "roamers", "interpreters" and "registration volunteers".

A Children's Workshop (discussed separately in this report) was planned as well as child care services for babies and toddlers. The Team made all necessary arrangements for room set-up, directional signage, audio-visual equipment, graphic materials, distribution materials and catering.

Workshop Event

The workshop began with welcoming remarks by Councilwoman Chris Kehoe and Congressman Bob Filner, followed by an introduction by Harmon Nelson, Chair of the Golden Hill Revitalization Team.

Staff presented slides showing images of Golden Hill and highlighted the panoramic views of downtown, the historic buildings, the diversity of the residential community and "show cased" accomplishments. Before and after slides provided examples for



solutions and served as inspiration of what can be done in terms of urban design, pedestrian linkages, art in public places, short term solutions for vacant buildings, and street enhancement.



After the slide presentation by staff, the entire group was invited to participate in a forum and share issues of general concern to all participants. Recurring issues were those related to commercial revitalization, code enforcement, maintenance, crime and safety.

Late morning, participants broke into five working groups to brainstorm specific issues. Separate group tables were set up by topic and identified by a color scheme matched to the participants' name tags. The five topics selected were:

1. Commercial Revitalization
2. Environment/Neighborhood Character/
Historic Preservation
3. Public Facilities and Services

4. Crime and Safety
5. Land Use/Housing/Code Enforcement

The results of the "Children Workshop" which was held in another area of the school were presented by participating children during lunch. After lunch, each group presented the conclusions and priorities in their topic category. At the end of the session, Bruce Dammann, Chair of the Greater Golden Hill Community Planning Group, and Harmon Nelson, Chair of the Golden Hill Revitalization Team thanked participants and asked them to complete the workshop evaluation forms, a business survey developed by Janice Davis on behalf of the Revitalization Team, and to sign up for future participation.

Children's Workshop

A special event at the workshop was the Children's Workshop sponsored by "Partners for Livable Places/San Diego", an affiliate flagship of the National Partners for Livable Places organization based in Washington, D.C. For the last 13 years, "Partners" has introduced ideas and strategies that have maximized the City's assets, and organized and funded symposia and workshops on topics of concern to the San Diego Community. Partners can be credited for bringing to San Diego experts from throughout the country to share ideas and solutions on timely issues. Partners have been the catalysts for the creation of a "Livable 24-hour Downtown", the San Diego Commission for Arts and Culture, and the Children's Museum among other things.

The "Partners" moderators donated their personal time to prepare and lead this workshop (names are listed in the acknowledgment section).

The main purpose of the Children's Workshop was to include children in shaping the future of their neighborhoods. The children openly presented their ideas about the City in which they would like to live. The Children's Workshop had three stages:

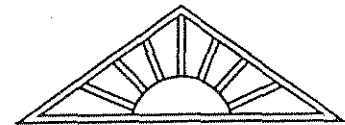
In the first stage, the moderators sat on the floor with the seven children that participated and asked them several questions related to the place they live now, their perception of a city, and what they like and dislike about a city.



In the second stage, the children were asked to relax, imagine that they were flying in a balloon and visualize a new city on the ground. The children then developed an "urban program" and made decisions about the location and relationship of land uses. Children drew the location of homes, churches, parks, shopping areas, etc., using 10" by 10" cardboards.



In the third stage, the children presented their vision of the "ideal city" to all workshop participants. During lunch, they placed



the cardboards on the floor forming City blocks. The children's vision reinforced the need to have stores in close proximity to homes, provide safe access to parks and schools, and cluster public spaces at key intersections with urban amenities such as seating areas and public art. The ideal block envisioned by children is included in Appendix 3.



Workshop Evaluation

At the end of the workshop, participants were asked to fill out a bilingual evaluation form. The evaluation form contained four questions:

1. Please list the two most important conclusions of the workshop.
2. Which part of the workshop was the most productive and beneficial to you?

3. How would you rate this workshop? (1-poor, 2-fair, 3-good, 4-very good, 5-excellent)
4. How responsive is the City of San Diego to the Greater Golden Hill community needs?

Answers to the above questions can be summarized as follows:

- In general, the community appreciated the City's concerns and efforts.
- People were satisfied with the opportunity to participate in the workshop and be involved in community issues.
- The vast majority of responses were 5-excellent, and 4-very good.
- The community feels that the City is responsive, but could do more.

Workshop Conclusions

Entire Group

As a forum, those assembled shared with each other issues of general concern including trash in canyons, inadequate lighting, street delinquency, speeding cars, vacant/boarded up structures and frustration with the School District's lack of definite plans regarding school expansion plans and related property condemnation. Issues identified by the entire group and a map showing the location of issues are provided in Appendix 1A.

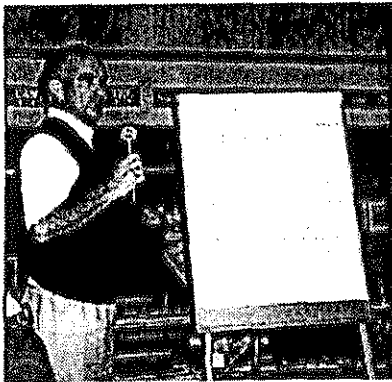
Topic Groups

Issues identified by each topic group and maps showing the location of issues for each topic are provided in Appendix 1B. The following narrative describes the conclusions of each topic group:

1. Commercial Revitalization

This group focused on the need to attract new businesses to Greater Golden Hill and to improve the appearance of commercial areas. There is a desire to have more variety and quality of retail and commercial services, and to create commercial nodes of unique character and identity. Signage pollution, inadequate lighting and vacant commercial buildings present problems that should be addressed at this time.

Also there is a desire to create more mixed residential/commercial corridors to encourage neighborhood livability and pedestrian orientation. Creation of urban plazas and



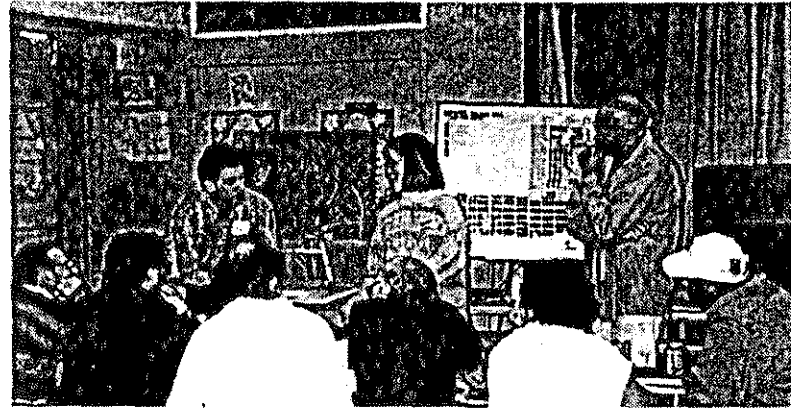
people gathering places in conjunction with commercial revitalization was identified. Commercial revitalization with new and upgraded commercial establishments was the number one priority of the community and comments on this subject dominated discussion and overlapped all topic group discussions, categories.

2. Environment/Neighborhood Character/ Historic Preservation

This group concluded that a better sense of arrival at the community is needed. Use and maintenance of canyons, and Historic District identification signs need to be addressed.

There is a desire to promote more housing rehabilitation and historic preservation programs.

Elimination of visual clutter, lack of maintenance by absentee landlords, the need for landscaping programs and more community use of Brooklyn Elementary School, and implementation of a San Diego Bay/Balboa Park connection were cited as major issues by this group. Completion of the "Angle of Repose" project was considered important.



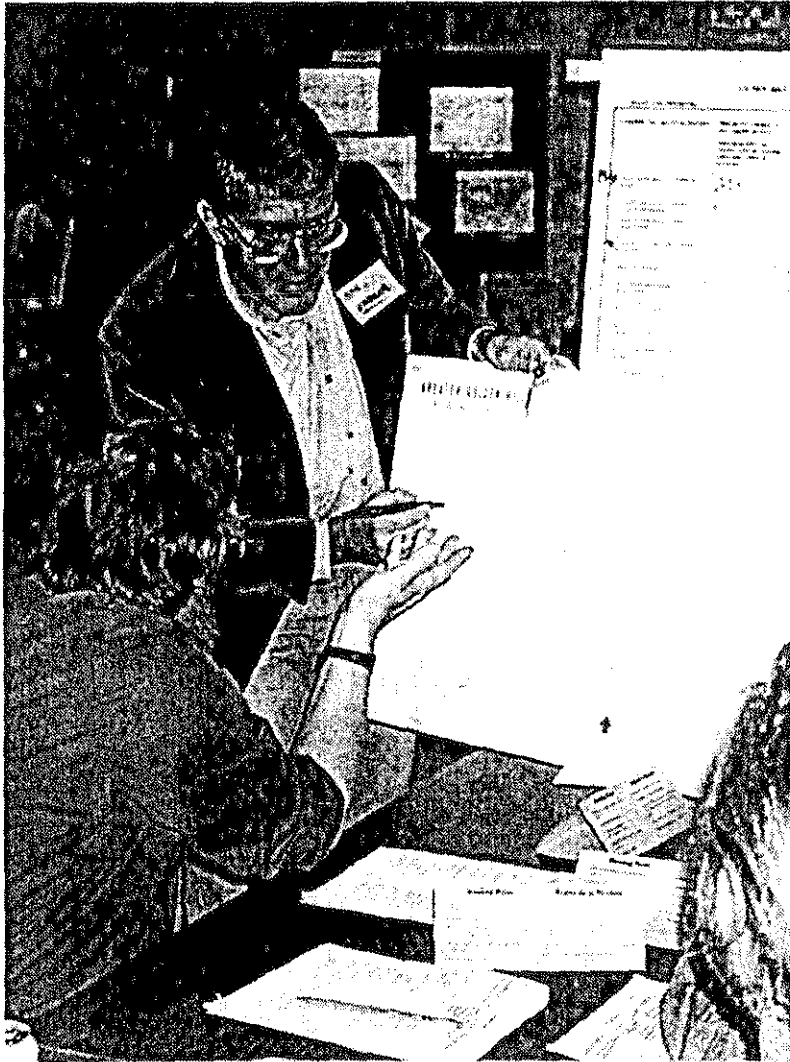
3. Public Facilities and Services

This group concluded that the major needs in the community were the revitalization of the Golden Hill Recreation Center and playground, the provision of new sidewalks and crosswalks, the enhancement of streets, and the creation of urban plazas and a central gathering space that is pedestrian friendly, and more and better child care centers. The group would like the School District to define their expansion plans. It was suggested that the City provide more park space and a library facility in the community.

4. Crime and Safety

This group concluded that there is need to support the "Neighborhood Watch Program" and to develop more youth-

oriented activities including cultural activities and a bilingual library at the Golden Hill Recreation Center, and music and “mentoring” programs for teens.



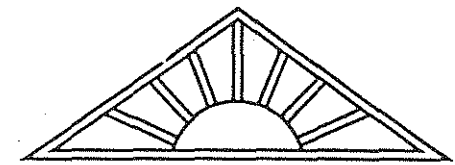
Litter and graffiti prevention would be more effective if there were parent education outreach programs, more trash cans, and more frequent big item pick-up services. An increase in private security services in commercial areas, the removal of public telephone booths, the installation of additional lighting and application of “defensible space” design concepts would address some of these crime and safety problems.

5. Land Use/Housing/Code Enforcement

This group would like to see a village atmosphere in Golden Hill, multi-modal linkages to San Diego Bay and Balboa Park, the creation of a park system and a community gathering place.

The group expressed interest in encouraging home ownership, affordable homes, and preserving single family areas. Vacant/boarded up buildings should be leased by the Golden Hill CDC for alternative uses.

Code enforcement was identified as critical to the community’s revitalization particularly with respect to zoning and land use violations, signage, and property maintenance.



REVITALIZATION PRIORITIES

REVITALIZATION PRIORITIES

Many issues were repeatedly raised throughout the workshop. Following is a categorized, abbreviated version of the workshop conclusions regarding revitalization priorities. See Appendix 2 for a detailed listing of the issues identified by the entire group, and the priority ranking assigned to each issue.

Priority No. 1.

- Commercial revitalization

Priority No. 2.

- Establishment of crime prevention programs

Priority No. 3.

- Stricter code enforcement

Priority No. 4.

- Provision of public improvements

Priority No. 5.

- Creation of a village atmosphere

Priority No. 6.

- Collaboration by absentee owners

Priority No. 7.

- Improved intra-community communication

THE NEXT STEP

The significant community outreach efforts and discussions of community needs that have occurred in recent years, give a clear indication of what the Greater Golden Hill community wants to be in the 21st. Century. The most recent community-wide effort, the January 27, 1996 workshop, provided the validation of issues necessary to strategize a future course of action.

Revitalization Action Program

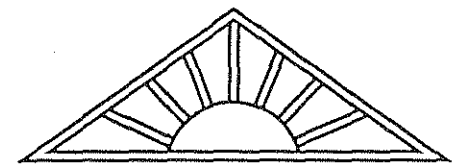
The San Diego City Council appropriated funding for the development of a Revitalization Action Program (RAP) for the Greater Golden Hill Community. The purpose of the RAP will be to identify strategies and courses of action that the City, working in partnership with the community's non-profit and volunteer organizations and individual property owners and residents could follow to improve the physical, social and economic conditions of the area.

The RAP will be designed to organize implementation of previously prepared documents, and to coordinate and unify the current plans and visions of the various entities in the community, and merge the goals and agendas of various players into a single partnership to avoid working against the very goals that are common to the community as a whole.

The Greater Golden Hill Revitalization Action Program will concentrate on tangible and manageable size projects that can yield clear, visible results in the next five years. As success is realized in the small, target projects, the work can be expanded. This approach will give the private and public sectors the confidence and impetus to continue.

The RAP will be organized into Five Action Programs consistent with the five topics of discussion selected at the January 27, 1996 workshop.

The Greater Golden Hill Revitalization Team has already initiated a series of brainstorming meetings to define the direction and content of the RAP. A draft RAP will be circulated among the community and followed by a community wide workshop prior to the end of 1996. City Council adoption of a Final RAP is anticipated in early 1997.



APPENDICES

APPENDICES

1. Identified Issues/Issue and Priority* Maps
 - 1A. Entire Group
 - 1B. Topic Groups
 - 1C. Summary of Issues
2. Issues and Priorities Chart
3. Children's Block
4. Business Surveys
5. Workshop Participants

* The entire group, the Commercial Revitalization and the Crime and Safety topic groups prepared issue maps but not priorities maps.

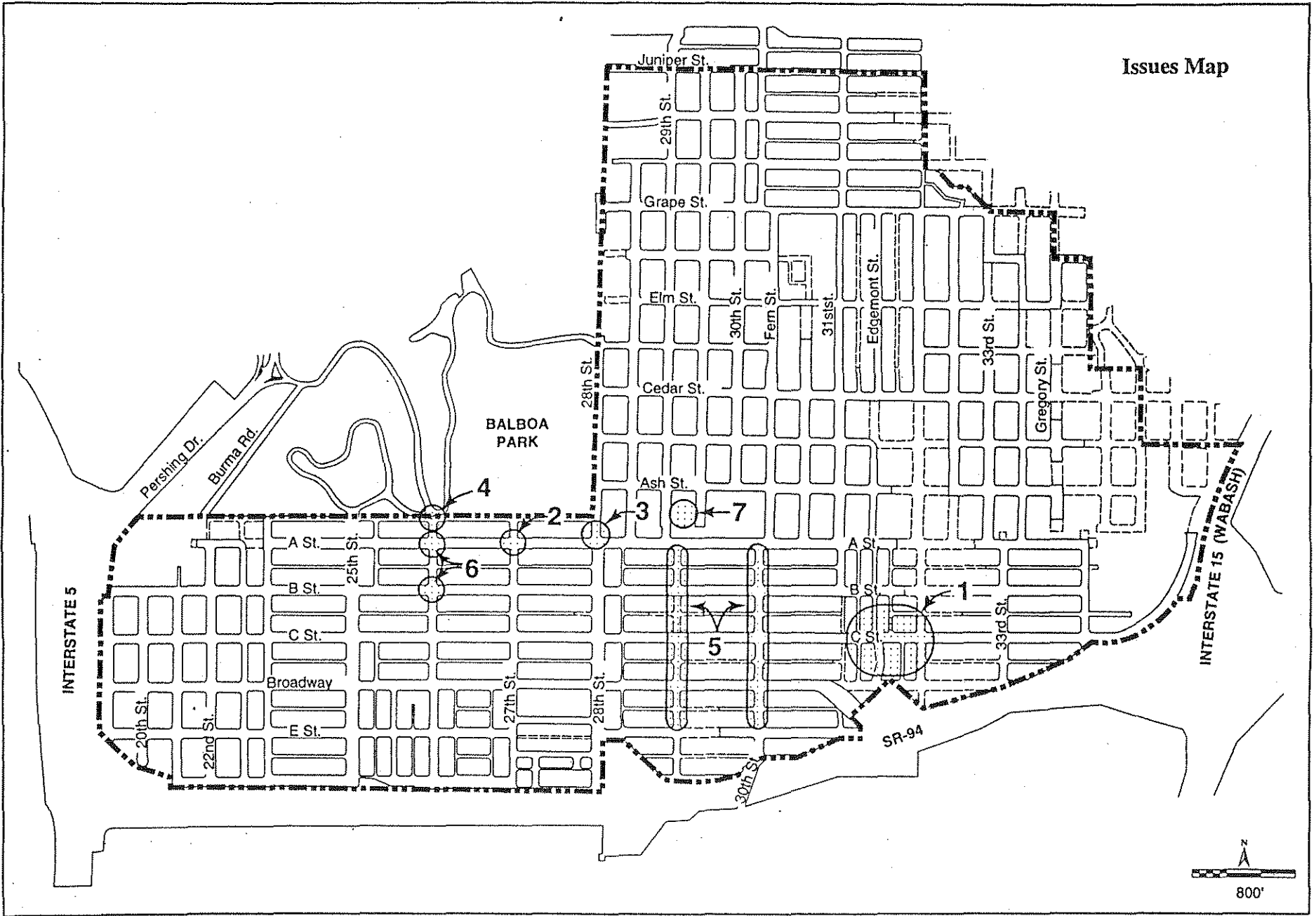
IDENTIFIED ISSUES - ENTIRE GROUP

ISSUES

- 1 • Canyon cleanups of litter - 32nd and B streets
 - Dislike street vendors - health issues, no taxes paid
 - Trash bag salvaging - trash pickers
Separate trash so individuals can take separated garbage
People who pick trash are regulars
 - Code enforcement too rigid (over enforcement)
 - Code enforcement staff should give explanation of regulations/things we can do.
 - One case of over-enforcement: a flower shop
- 2 • Alleyways at A and 27th have no lighting.
- 3 • Houses behind the park at A and 28th Streets are full of delinquents, children see them and imitate them.
 - Community should have a youth and children's library.
 - Need 25 more volunteers for citizen's patrol called RSVP described by Don Martz as a new program in Balboa Park for people 55 and over (usually retired), call 237-4161 or 299- 5041.
 - Ron McMullin also described a citizen's patrol for those 18 and over which has citizen's patrol in their own vehicles with cellular phones. He brought flyers.
- 4 • Andy Bowen complimented Golden Hill Park. He said, it was immaculate but that kids have a problem crossing 26th Street because cars drive too fast.

- Canyons are unique. Access to canyons and trails should be user-friendly. If we don't use them, others will (for other negative activities). The City has neglected them. It provides water for golf courses but not for canyons' plants.
 - Business' predatory advertisements are ugly.
 - We should spend our money within our community - it would improve commercial establishments.
 - Suggestion that trash should be put out in the morning instead of in the evening. Only 26 percent of community recycles. Trash can create revenue. We could contract with the Urban Core which employs youth.
 - Suggestion about kids and graffiti. Befriend kids, they are less likely to bother you if they know you.
- 5 ● Cars drive too fast along 29th and 30th Streets. Children have a hard time crossing it. There should be speed bumps and lights.
- 6 ● Concern about abandoned houses (26th and A, and 26th and B)
- 7 ● Concern about 5-6 homes condemned for school expansion

Issues Map



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Identified Issues - Entire Group
GREATER GOLDEN HILL
Community Workshop 1-27-96

IDENTIFIED ISSUES - TOPIC GROUPS

1. COMMERCIAL REVITALIZATION

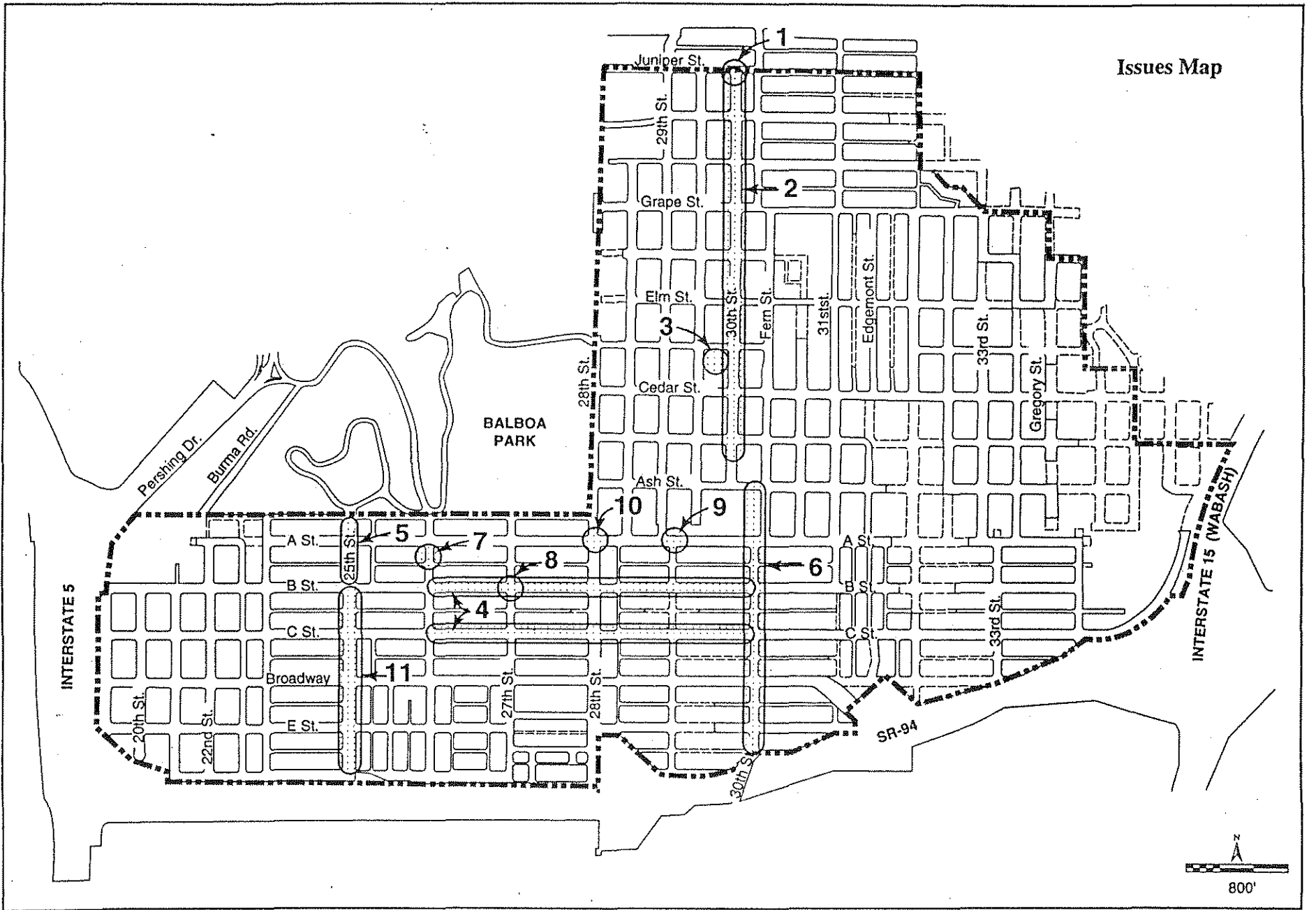
ISSUES

- 1 • Thirtieth and Juniper structures are not well maintained (but they are not abandoned).
- 2 • Place lights on 30th from Juniper to Beech. "Cobra" o.k. Use existing poles.
 - Need lighting in alleyways.
- 3 • At the southwest corner of Fern/Date is a problem (old, abandoned gas station).
 - Rewrite home-based business license permit regulations.
- 4 • Street pavement needs repair at B Street between 26th and 30th and at C Street between 26th and 30th.
 - Coordinate placement of business tenants into vacant properties.
- 5 • The two lanes along 25th between B and Russ should be converted to one lane to slow traffic and create space for diagonal parking.
 - Encourage small developments (not necessarily retail).
 - Encourage mixed use development to increase or serve a wider, larger market and use underutilized space.
- 6 • Speedup conversion of lights on 30th Street.
- 7 • At 26th and A streets, there is a red house boarded up.
- 8 • At 27th and B streets, the former CDT Building is vacant, creating a blight. (commercial). CDT is now the "Iglesia Presbiteriana Hispana."
- 9 • Safety concerns (regarding children) at 29th and A streets.

- 10 • Twenty-eight and A: "Mumbo-Jumbo" creates an eyesore.
 - Better communication of information (dispersal) needed
 - Involve business/property owners in providing city services.
 - Nice streets wanted.
 - Identify obstacles for "things" to work better.
 - Encourage businesses, a business association, meetings with business people, etc.
 - Continue annual cleanup/improvement program.
 - Solicit corporate sponsorship for supplies.
 - Create a merchant association.
 - Begin a coordinated effort to contact and persuade businesses to cleanup.
 - Continue tree planting.
 - Improve community signage.
 - New community pool
 - Create parks within residential areas.

- 11 • Twenty-fifth Street should be like Adams Avenue (bookstores and other activities).
Would need a plan to get businesses to move to 25th Street to maybe pull the same kind of businesses, and an anchor store.
 - Adams Avenue has character, 25th doesn't have identity - functions that could come: art/theater/carpenters hall/furniture/crafts and hobby shops/night club/arts and supplies/books/interesting food (inexpensive Asian food), Indian

Issues Map



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Commercial Revitalization
GREATER GOLDEN HILL
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restaurant, ethnic/dance studio/unusual businesses/stores (crafts-specific)
foreign language bookstore.

- Need more pedestrian-oriented commercial development (and destinations).
- Provide incentives (tax, etc) to attract preferred businesses.
- Develop mixed use corridors.
- Create tax incentives to develop existing corridors.
- Community Revitalization Committee to follow up on these ideas.
- Too many residential care houses. Unproductive.
- Provide jobs for unemployed people at less than minimum wage.
- Create apprenticeships/internships at less than minimum wage.
- Promote enterprise zones.

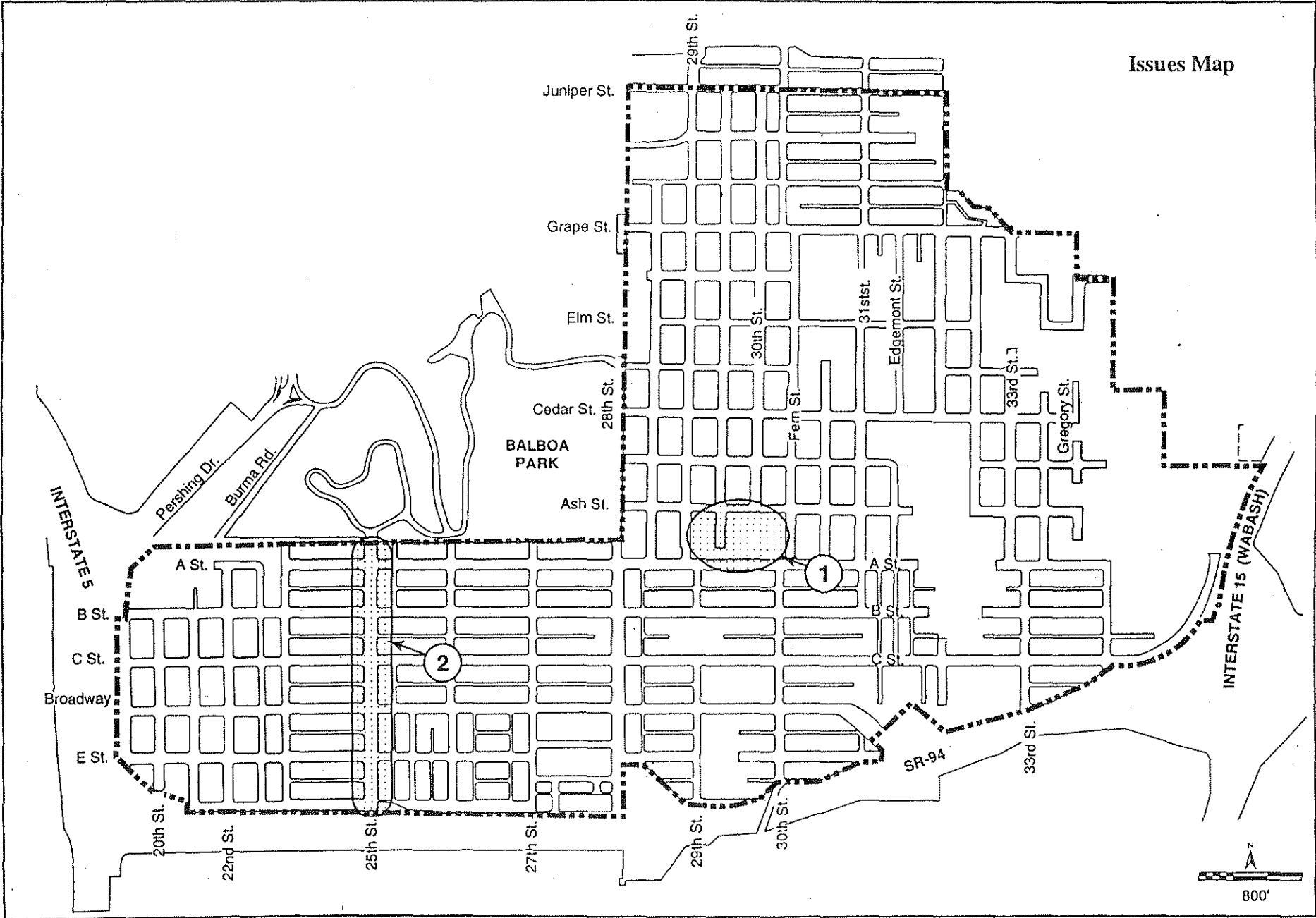
2. ENVIRONMENT/NEIGHBORHOOD CHARACTER/HISTORIC PRESERVATION

ISSUES

- Golden Hill has good visibility/geographic location. Media information on Golden Hill is incorrect.
- Ugly appearance gives image of failing community .
- Deterioration trend
- People need help in property maintenance, development, and implementation.
- Absentee landlords a problem.
- Properties look ugly/problem tenants.
- Uncovered trash bins, abandoned vehicles, excessive signs (poor design), visible collected refuse
- Lack of knowledge of available resources and tax incentives. Structures are in need of repair.
- Document prioritized needs and location .
- Damaged sidewalks
- Lack of street lighting
- Poorly maintained streets
- Erosion problems
- Traffic circulation (lack of control)
- 1 • Landscaping needed at Brooklyn School.

- Identify blighted properties and pursue community cleaning.
 - Organize tree planting workshops.
 - Street crossings, public improvements/lighting and length of response time by City are inadequate.
 - Bring absentee landlords into the community process (i.e. property maintenance and involvement).
 - Establish a good neighborhood policy and program to assist those who need help for property maintenance and improvement (including Brooklyn School).
 - Improve recycling program (on-site pickup and increased frequency).
 - Form a grassroots committee for community improvement.
 - Organize public events to improve community image.
 - Trash receptacles on public right-of-way
- 2 • Implement Bay to Balboa Park connection (landscaped thematic corridor).
- Need enhancement of community image.
- (a) • Need better-designed commercial areas/facade improvements/storefront image/code enforcement.
- Establish good neighbor policy and program for community .
- (b) • Eliminate visual clutter/excessive ads.
- (c) • Preservation and rehabilitation of historic and existing structures . Incentives for historic preservation and rehabilitation.
- Concerned about public safety/public improvements.

- More lights and trash receptacles on public right-of-way
- Need property rehabilitation in general, as well as programs and incentives for historic sites and housing.
- Poorly defined neighborhoods within community. Better identification at historic area boundary.

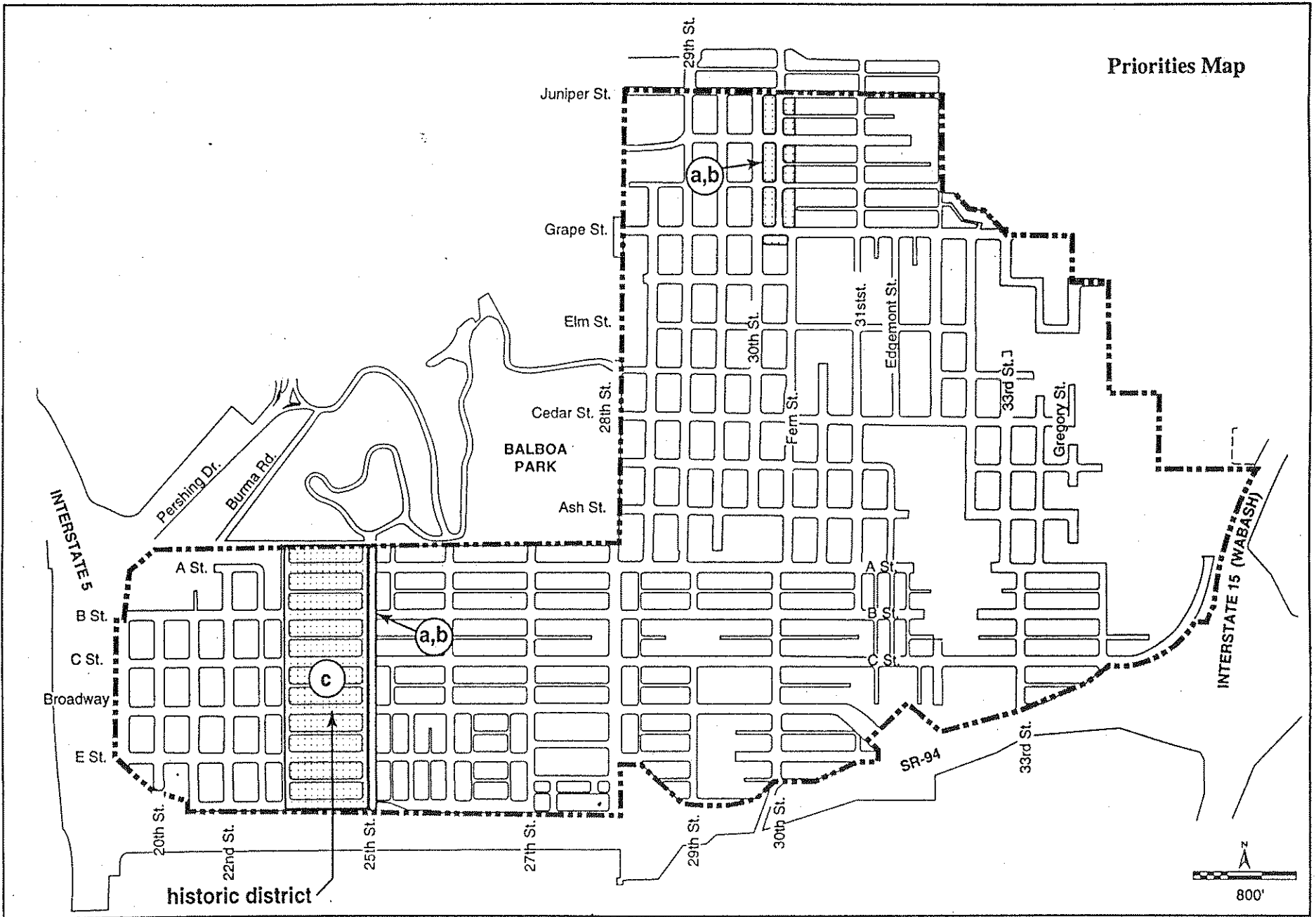


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Environment / Neighborhood Character / Historic Preservation
GREATER GOLDEN HILL
 Community Workshop 1-27-96

Priorities Map



Environment / Neighborhood Character / Historic Preservation
GREATER GOLDEN HILL
Community Workshop 1-27-96

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3. PUBLIC FACILITIES AND SERVICES

ISSUES

- Create a pedestrian friendly environment. Specific needs:
 - 1 - Sidewalk on Golf Course Drive
 - 2 - Sidewalks on 29th and C
 - 3 - Sidewalks on canyon rims

- 4/5 • Bump-out corners at Beech, Grape and 25th commercial areas, at 28th and B, and along entire B Street.

- Widen sidewalks and improve facades in commercial areas.

- Expand lighting program to all commercial streets.

- 6/7/8 • Install crosswalk at Recreation Center and 26th Street, at Cedar and Fern, and at 27th and Broadway. Consider street closures or cul-de-sacs.

- 9 (a) • Revitalize Recreation Center and playground. Specific needs:
 - New equipment
 - Keeping ballfields open for general use
 - Redesign entire outdoor space at recreation center
 - Landscape and add picnic area
 - More frequent police patrol
 - More coordination between Park and Rec and Community Services
 - Better security
 - Swimming pool and tennis courts
 - More basketball courts
 - Better maintenance of restrooms and all facilities

- Better open spaces

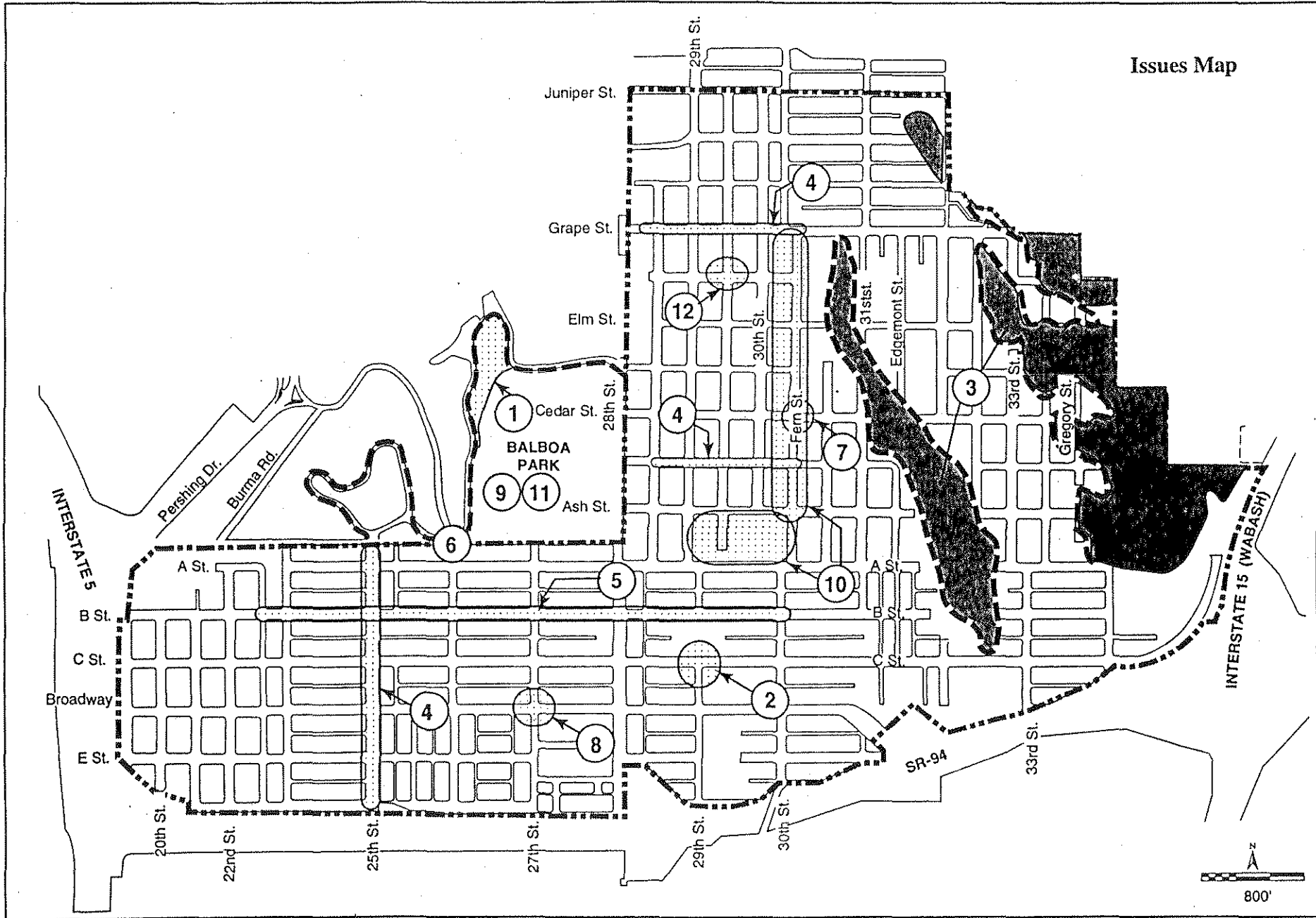
- Support local retailers

- A better sense of community

- A positive community spirit
- Attract exciting people and businesses
- (b) • More pedestrian friendly environment
- Improved child care needed
- Knowing your neighbors by name
- School and neighborhood partnership needed
- Neighborhood cleanup needed
- Lack of day care
- Discourage through traffic in commercial areas as well as residential areas.
- Vehicles go too fast.
- (b) • Lack of pedestrian friendly environments (farmers markets, cafes, art fairs)
- 10 • Lack of public parking (school, commercial)
- Lack of park space
- 11 • Perception of unsafe conditions at Recreation Center
- Poor quality street repair. Trim trees in Golden Hill Park that block view of downtown.
- Unsafe pedestrian/bicycle route to Roosevelt Jr. High
- 12 (d) • Utilize school expansion to revitalize community east of the playground and avoid impacts to homeowners on Date Street.

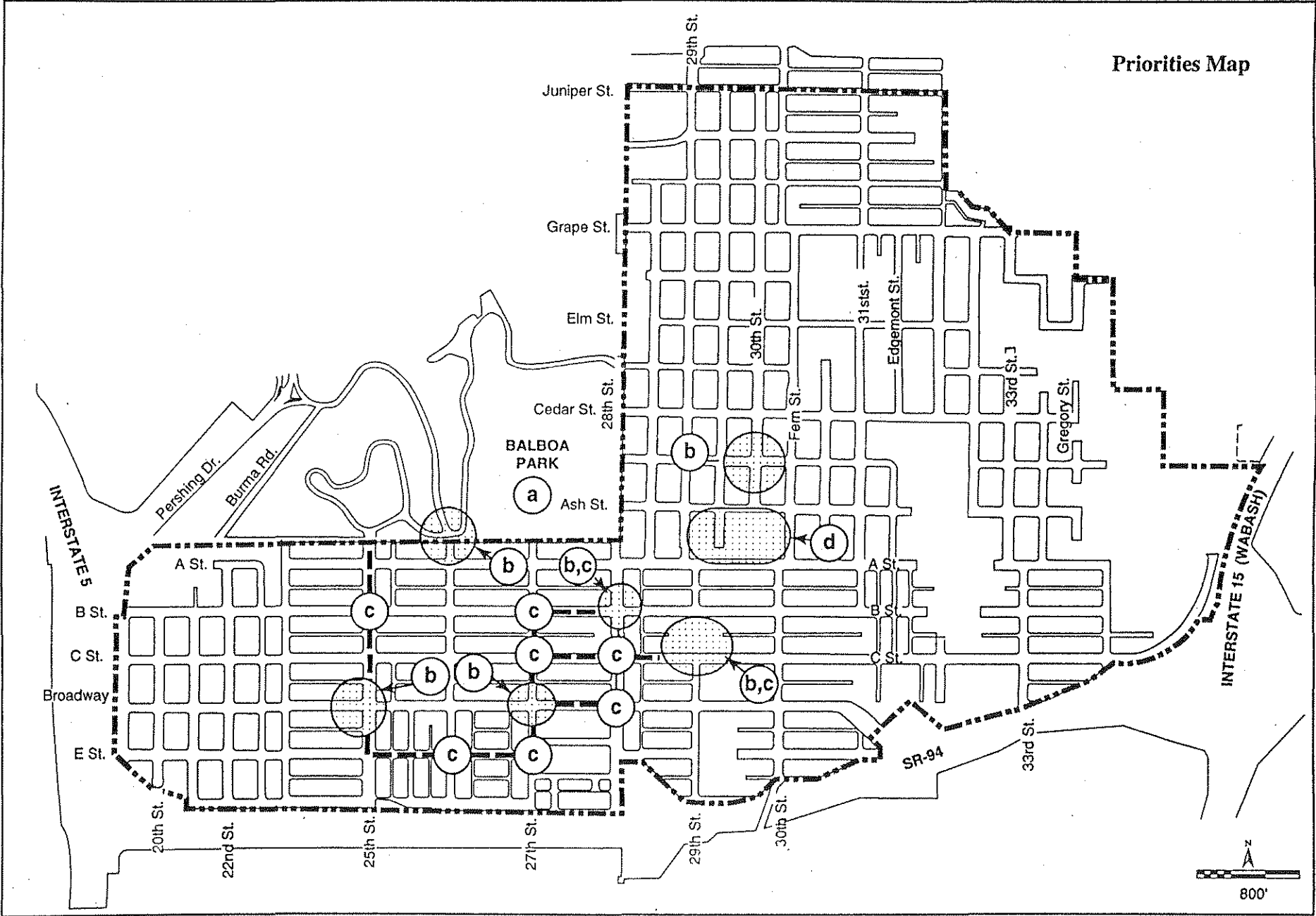
- Revitalize Recreation Center playground.
- Lack of pedestrian friendly environments
- (c) • Improve streets and sidewalks condition.
- Need aesthetic improvements in major transportation corridors
- Coordinated planning and design needed.
- Address school expansion needs.
- (d) • Announced upcoming school-sponsored workshops in Fall 1996.
- (d) • Announced March 13, 1996 Golden Hill Planning Committee at 6:30 p.m. School District to discuss process for school expansion and other issues.
- Lack of central gathering space
- Discourage high speed traffic in residential and commercial areas.
- Lack of support from businesses for community events
- Library facility needed
- Day care centers needed
- Lack of parks and open space
- Lack of recycling facilities programs

Issues Map



Public Facilities & Services
GREATER GOLDEN HILL
Community Workshop 1-27-96

Priorities Map



Public Facilities & Services
GREATER GOLDEN HILL
 Community Workshop 1-27-96

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4. CRIME AND SAFETY

ISSUES

- 1 • Need City support of Neighborhood Watch Program. Neighborhood Watch meets weekly with Police on Wednesdays, 5:30 p.m. at GHCDC.

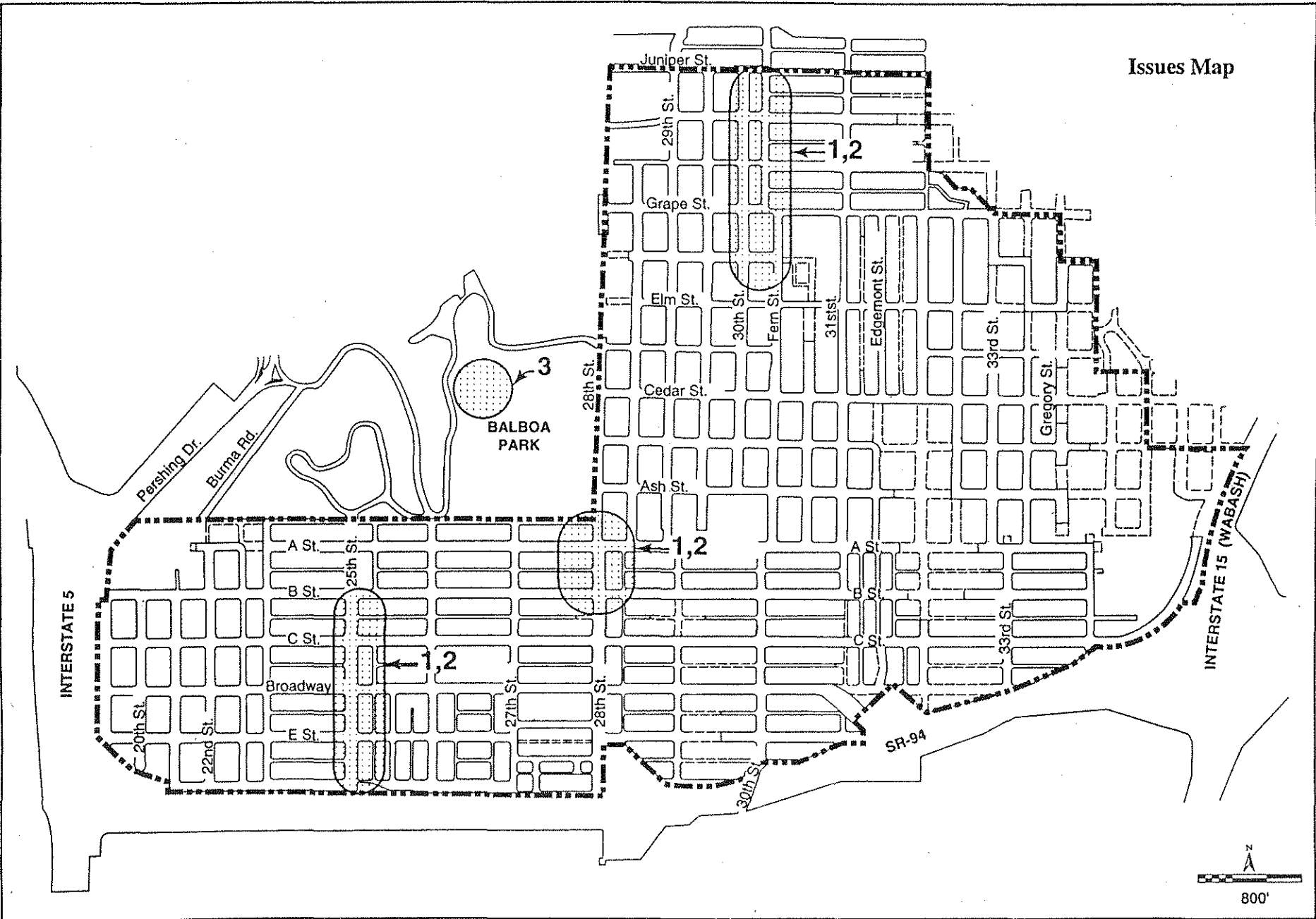
- 2 • Private security services are needed in business area.

- 2 • Lighting needed
 - Telephone booths should be removed.
 - Need more eyes on streets

- 1 • Business Neighborhood Watch needed
 - Block in/out access to promote "defensible space."
 - Litter and graffiti. Specific needs:
 - Use Trash Tigers
 - Increase their force
 - More frequent big items pickup
 - Parent education outreach
 - More trash cans
 - A big item dump (permanent cleanup)
 - Alternative youth activities. Specific needs:
 - Mentor people - outreach people
 - Cleaning house jobs for youth
 - Cultural activities

- 3
 - Bilingual library at Recreation Center
 - Golden Hill Band
 - Teen peer mentor support

Issues Map



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Crime and Safety
GREATER GOLDEN HILL
Community Workshop 1-27-96

5. LAND USE/HOUSING/CODE ENFORCEMENT

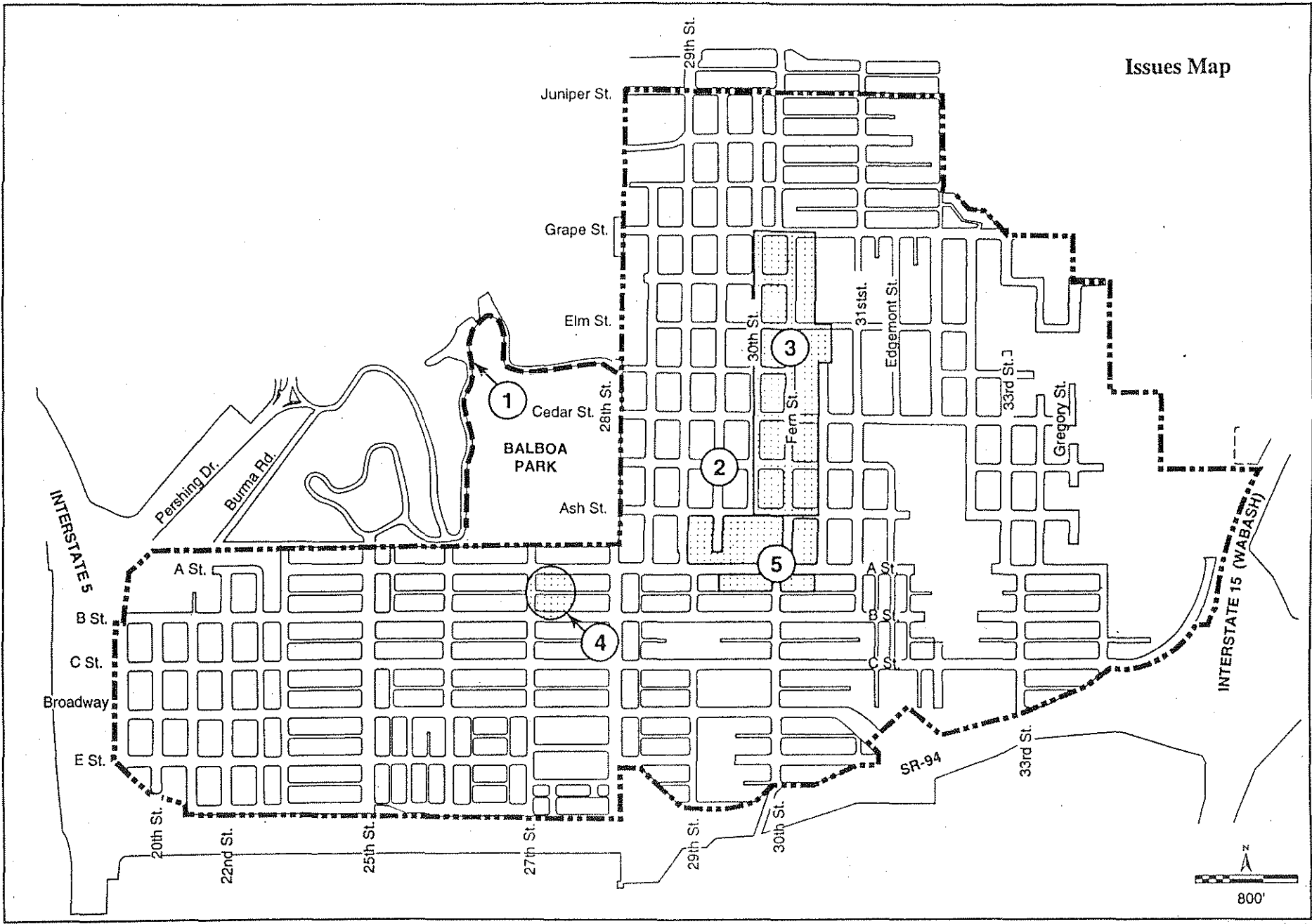
ISSUES

- Park not safe, not suitable for families and children - people doing drugs and drinking
- 1 • Need lighted trails/sidewalks by golf course. Park and Recreation should study.
- Need volunteer group to do code enforcement/compliance. (Organized by planning association.)
- 2 • Dumpster's at Amy's Market, 2953 Beech Street and Dale a problem.
- Why aren't we mixing tree species on streets, instead of planting only one specie?
- Absentee owners need to improve properties (need incentives to do so).
- 3 • Fern Street has been improved, but specific properties have not.
- Affordable housing possibilities - provide information to the public
- Community Planning Group should sponsor "habitat for humanity"- tie in with the housing for the homeless.
- Where are the street sweepers/cleaners? Haven't seen any for four months.
- Residents/business owners need to clean their properties - maybe have parking ticket revenue pay for maintenance.
- Should rehabilitate abandoned homes/businesses
- 4 • Former CDT building could become a recycling center - could be potential revenue source.
- Avoid densification by keeping and rehabilitating single family homes.
Note: 1988 ruling that we can't expand single-family homes or duplexes (possible sites in South Park).

- Change placement of trees, do not place in front of stop signs.
 - Good example exists at 25th Street commercial area. There are pedestrians and activities. Good to see storefronts used for community services.
 - Use porches in front of houses to monitor street. Make Golden Hill a walking community, possibly organize groups for walking. Also, congratulate people who are making improvements on residences.
5. • Control traffic near the school, near the alley and the lot next to it. Control traffic for children's safety by "Angle of Repose."
- (a) • Rehabilitation/reuse of structures - notify homeowners at northeast corner of 30th and A Streets, and at 30th Street between Juniper and Ivy Streets.
- Form a group for neighborhood improvement.
 - Seek out organizations that can help.
- (b) • Consider community uses for abandoned buildings. Research existing City policies and services.
- Have City follow-up with code enforcement.
 - Secure properties that are abandoned.
 - Community Development Corporation should lease for alternative uses.
 - Offer to touchup paint and take care of lawns for owners.
 - Improvements to properties/incentives needed.
 - Before City improvements are installed, adjacent properties must improve.
- (c) • Commercial businesses need to take care of adjacent sidewalks.

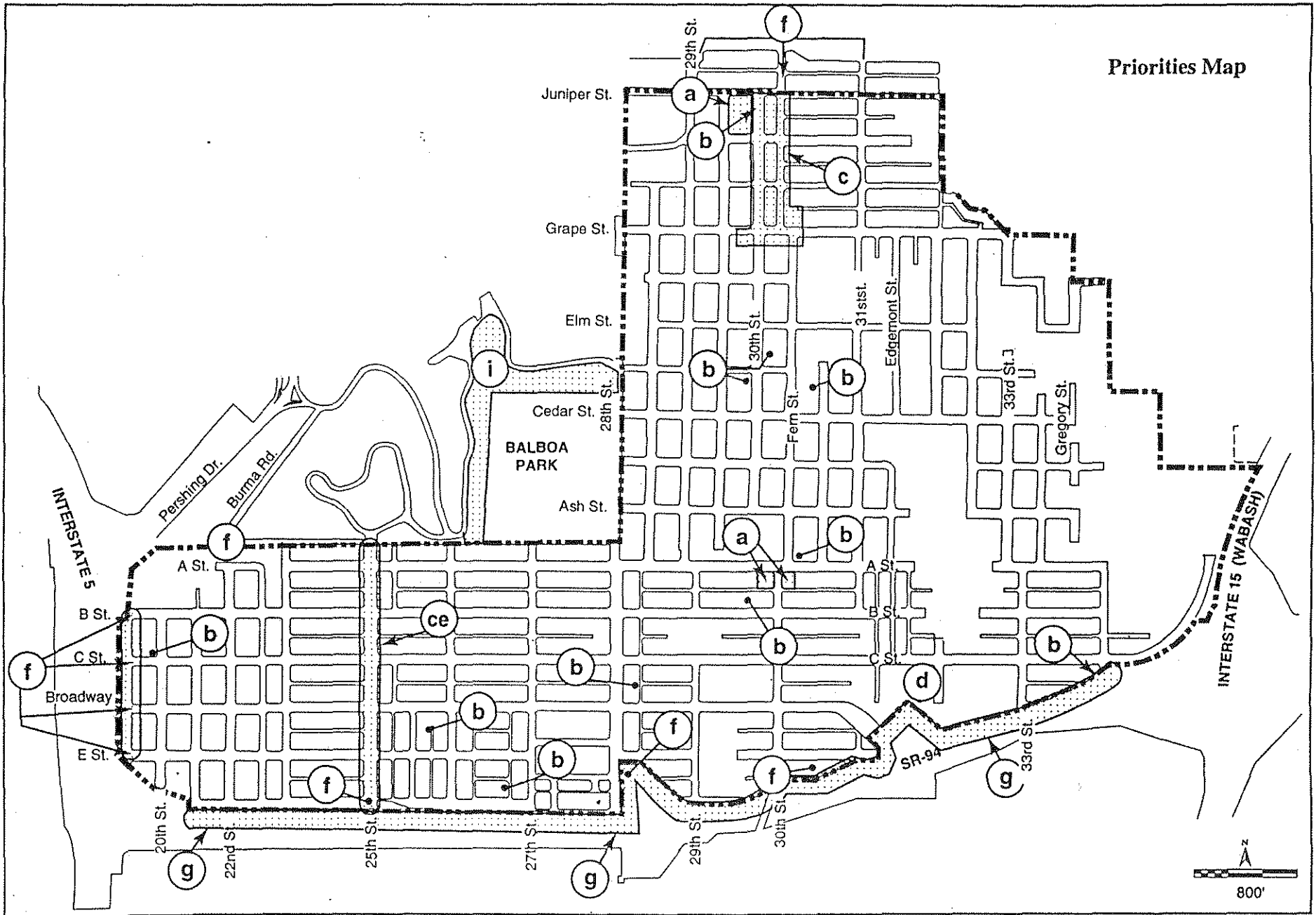
- Enforce code regarding dumpster/trash placement. Form a "better living" community group.
 - Acknowledge the well-kept properties.
 - Patronize/support businesses in the improved areas.
- (d) • Seek grant funding for a park at 32nd and C Streets. Encourage apartment owners to get involved with developing the park.
- (e) • Desired village atmosphere (action to create it)
- Improve 25th Street from freeway to park.
- (e) • Median on 25th Street needed.
- Sidewalks with trees needed.
 - Have 25th Street link with Sherman Heights and Logan Heights to gain access to bay. Consider cul-de-sacs for some streets in Golden Hill.
 - Attract more small businesses.
 - Eliminate strip malls.
 - Eliminate billboards.
- (f) • Have a welcoming sign at entrances to Golden Hill.
- (g) • Clean up freeway landscaped areas.

Issues Map



Land Use / Housing / Code Enforcement
GREATER GOLDEN HILL
Community Workshop 1-27-96

Priorities Map



Land Use / Housing / Code Enforcement
GREATER GOLDEN HILL
 Community Workshop 1-27-96

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SUMMARY OF ISSUES

- Lack of a central gathering place in the community
- 1 • Revitalization of Recreation Center at 26th and Golf Course Drive
 - New equipment
 - Open ballfields
 - Redesign outdoor space
 - More inviting atmosphere
 - Community parking
 - Coordinate with County Services
 - Swimming pool, tennis, basketball courts
 - Clean bathrooms and other facilities
 - 2 • Brooklyn Elementary School expansion needs:
 - West expansion impacts on residents on Dale Street
 - School Workshop Fall 1996 - look at alternatives
 - March 13, 1996 Golden Hill Planning Group meeting with school representatives
 - Utilize school expansion to revitalize the community east of the playground - creating a satellite campus.
 - Make Brooklyn a community school - no bussing - reserve more room for local children.
 - Safe bikeways to Roosevelt Jr. High
 - Training programs for youth
 - 3 • Lack of pedestrian friendly environment
 - Sidewalk to connect community to Recreation Center and 26th Street
 - Sidewalks at 29th and C and at Canyon Rim
 - Bump up corners at Beech, Grape, at 25th and B, at 25th and C, and at 28th and B.
 - 4 - Improve commercial facades and increase lighting and number of crosswalks
 - Recreation Center and 26th Street. Speed bumps to slow down traffic.
 - 5 - Crosswalks needed at Cedar and Fern, and at 27th and Broadway
 - Cul-de-sacs - to slow down traffic and funnel it to major streets
 - 7 - Fix holes on Golf Course Drive.

- Commercial Development
 - Poor appearance of commercial area
 - Facade improvements needed. We should call EDS to explain program. Need more and better communication. Maybe we should have other meetings and mailings.
 - Mixed use needed
 - Funding for commercial revitalization needed. We need beauty shops, cafes, links between commercial areas.
- 6 - Consider closing off 25th Street and turn it into a pedestrian street.

- Improve Community Appearance
 - Annual cleanup program with a grassroots council of people
 - Encourage the facade rebate program up to \$7,000
 - 8 - Why doesn't 25th Street look like Adams Avenue? In Golden Hill, business provides only basic services.
 - Adams Avenue has some specialty businesses - give businesses tax incentives.
 - Need funding for commercial revitalization and for tree and lighting programs.
 - 9 - Mixed use on Broadway
 - Communication - how is the community to know about facade rebate?
 - More Community meetings
 - 10 - Vagrants on 25th Street - Give people less than minimum wage - set up internships at less than minimum wage

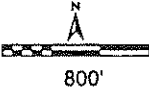
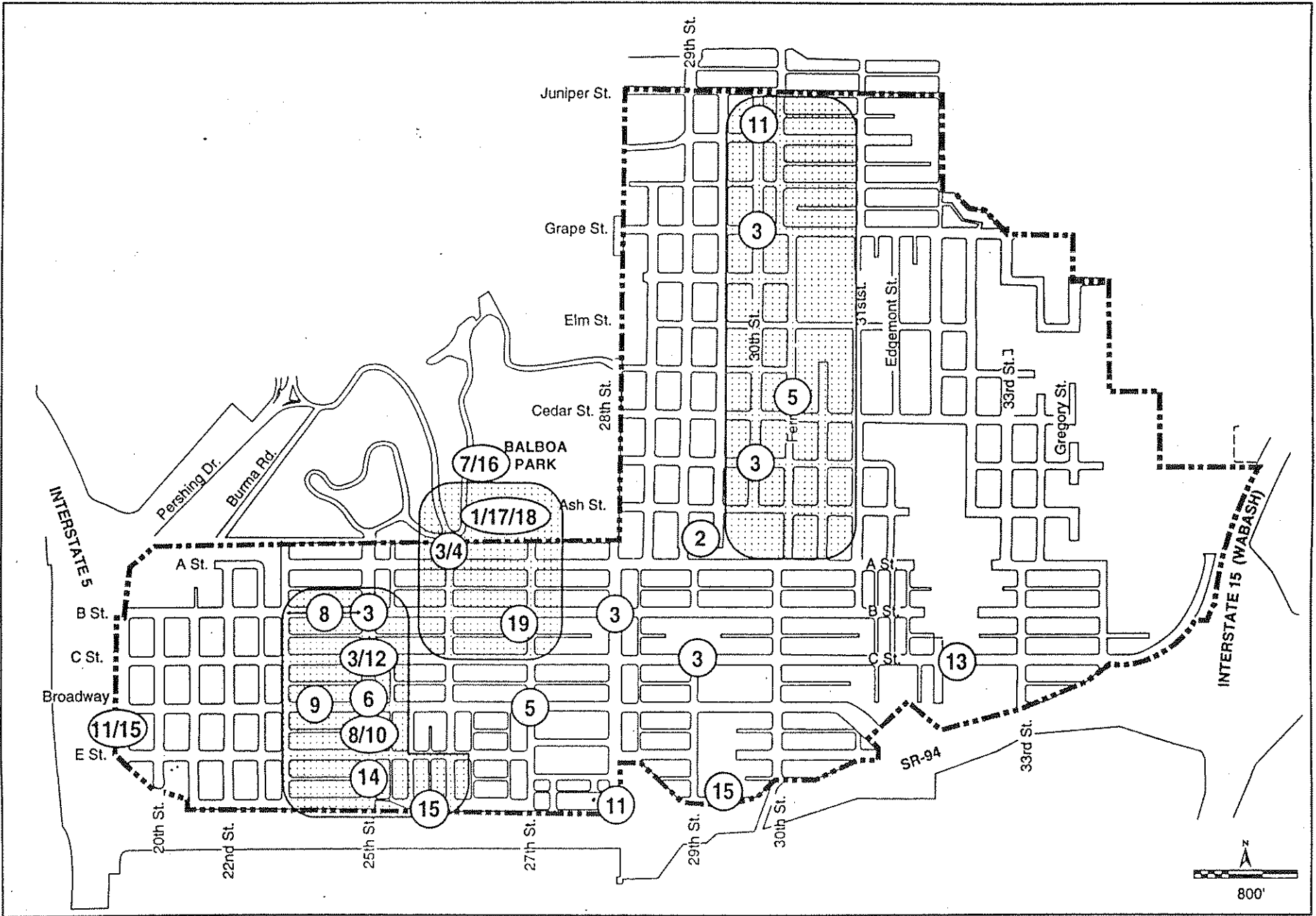
- What would make someone interested in Golden Hill? Positive things need to go on in the area to promote the community.
 - 11 - Need signs- "Welcome to Golden Hill"
 - Golden Hill entry signs being worked on
 - Identify the community through sign program; historic signs

- 12 • Would making 25th Street pedestrian help other streets? Diagonal parking and corner pop-outs will help.

- Land Use
 - Rehabilitation - reuse of structures
 - Identify bad properties and notify owners. Form a group to encourage improvement.
 - Find out what organizations exist that can help. Allow alternative uses for abandoned buildings. Research existing City policies and programs.
 - Secure abandoned properties - CDT (now Iglesia Presbiteriana Hispana) can be leased for alternative uses. Offer to paint up for owners and take care of the lawns.

- Provide incentives to improve properties. Before the City does public improvements, let's talk to owners and have them spruce up the neighborhood.
 - Commercial businesses should take care of adjacent sidewalks. Enforce code requirements regarding dumpsters. Form a group "Better Living Community."
 - Acknowledge the good properties. Patronize businesses who do a good job and improve their premises.
- 13 • Need funding for 32nd Street park at C Street. These big open canyon needs a rendezvous spot. There are many children in that area. Encourage apartment owners to participate in the enhancement of the area. Seek grants.
- 14 • Village atmosphere
- 25th Street beautification from the park to the bay
 - Consider cul-de-sac streets
 - More small business - eliminate strip malls
 - Get rid of billboards - "Welcome to Golden Hill" signs
- 15 - Clean up freeway landscaped areas
- 16 - Improve Golf Course Drive as a bike and pedestrian route
- Community should lead code enforcement
 - The City of San Diego wants to promote business but places obstacles via a home occupation permit. Many home-operated businesses require no customers, no employees. We need to rewrite the home occupation ordinance to allow these businesses.
 - Establish partnership with Code Enforcement: have only one CE representative for the area. Community should take the initiative by informing homeowners about code enforcement. When City has community support and early contact, it gets 60% compliance.
 - Neighborhood Character and Environment
 - Enhance community image. Market the community, do historical tours, create landmarks, identify historical area and install Golden Hill sign. Sponsor events to bring outsiders in.
 - Have a Jazz Festival, Market Day. People in San Diego should know us.
 - Better design of commercial areas
 - Institute a good neighborhood policy and create volunteer programs with Park and Recreation, City College, Brooklyn Elementary School to help people who can't afford to maintain their residences. Work on landscaping and anything they need.

- Preservation and rehabilitation. People need to be told about available programs and funding. Reduce City red tape for rehabilitation.
 - Need lighting and crosswalks. Take a walking survey by the community, don't let the City Engineers tell us what the problems are.
- Crime/Safety
 - Support neighborhood watch programs - need more follow up support from the Police Department - join Wednesday meetings at CDT. Evaluate Police realignment of the beats.
 - Abatement of litter and graffiti. More support of trash tigers - more adult supervision - more frequent big item pickup - more adult education and outreach, more trash cans in commercial areas.
 - High crime at B and Beech and at 25th and A. Use private security guards and lighting of alleys and businesses - remove phone booths. More eyes on the street. Strengthen our neighborhood watch.
 - Limit access to reduce through traffic - use cul-de-sacs and other ways to slow traffic.
 - Alternative youth activities - keep our youth busy - establish mentoring programs and outreach - job clearing house for youth for small jobs such as cleanup. The CDT could accommodate the clearing house. More cultural activities - a bilingual library - a Golden Hill band - teen meetings/support among the teens.
 - Question: Cars with big amplifiers disturb the neighborhood - these are ultra-low frequencies. We are being subjected to it all the time.
- 17 • A pool at the recreation center would be good because the weather is very hot most of the time - good idea for kids to cool off and stay out of trouble.
- What's the item about annual animal control? Not a priority here.
- 18 • More Park and Recreation Center activities after school - only activity is the arts and culture program.



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Summary of Issues
GREATER GOLDEN HILL
 Community Workshop 1-27-96

- Airport noise impacts the community. New plan for airport anticipates an increase from 12 million passengers to 23 million passengers/year. We should be talking about protection from the airport for Golden Hill. Should be eligible for noise mitigation, as is done in Point Loma.
- 19 • There are many boarded up buildings. Reuse the CDT (former name) building for a recreation center. Sherman Heights could apply together with Golden Hill for funding all of these programs. Coordination is desirable.
- Learn about government processes and government programs. If you have any questions about programs, call 236-5555 for information. The Mills Act provides property tax incentive to historic properties.

GREATER GOLDEN HILL

ISSUES AND PRIORITIES

TEMAS Y PRIORIDADES

| COMMERCIAL REVITALIZATION | PRIORITY BY RANK: PRIORIDADES | REVITALIZACION COMERCIAL |
|---|----------------------------------|--|
| poor appearance of commercial areas* | 1 | mala apariencia de las zonas comerciales |
| insufficient and poor quality of local establishments | 7 | comercios insuficientes y de baja calidad |
| need concentration of retail establishments* | | concentrar los establecimientos comerciales |
| funding for facade improvement programs* | 1 | financiamiento para los programas de mejoramiento de fachadas en los comercios |
| additional parking* | | más estacionamientos |
| more pedestrian-oriented developments* | 4 | más desarrollos comerciales orientados al peatón |
| additional office space* | 9 | más espacios para oficinas |
| improved bicycle access to commercial areas* | 8 | mejorar el acceso de bicicletas en las zonas comerciales |
| excessive and inappropriate signage* | 6 | los anuncios comerciales son excesivos e inapropiados |
| implementation of defensible space design* | 9 | implementación de diseños para espacios defendibles (seguridad pública) |
| commercial revitalization | | revitalización comercial |
| establishment of merchants association** | 7 | establecimiento de una asociación de comerciantes |
| too many alcohol outlets** | 7 | demasiadas licorerías |
| attraction of new businesses into the area** | 4 | atraer nuevos negocios a la zona |

| COMMERCIAL REVITALIZATION | PRIORITY BY RANK: PRIORIDADES | REVITALIZACION COMERCIAL |
|--|----------------------------------|---|
| creation of mixed use commercial corridors** | 1 | crear corredores comerciales de uso de suelo mixto en las avenidas principales |
| funding for commercial revitalization*** | 1 | financiar la revitalización comercial |
| feasibility of potential retail expansion | | analizar la factibilidad de la expansión de establecimientos comerciales en la zona |
| campaign to attract outside entrepreneurs/investors*** | 6 | realizar una campaña para atraer inversionistas/empresarios de fuera del area |
| reuse of abandoned properties | 2 | reutilización de las propiedades abandonadas |
| Other Items | | Otros Temas |
| lighting | 6 | iluminación |
| tenant placement | 3 | recrutamiento de inquilinos |
| deregulation of home-based business | 7 | eliminar la reglamentación que limita los negocios domiciliarios |
| ATM machine | 7 | instalar una maquina automática de transacciones bancaieas |

SOURCES (FUENTES):

- * Golden Hill Community Plan, City of San Diego Planning Department, 1990. Golden Hill Community Planning Committee.
- ** Greater Golden Hill Planning Retreat: "Planning Day Objectives '94 Revisited", 1995.
- *** Golden Hill Revitalization Program. City of San Diego Planning Department.

GREATER GOLDEN HILL

ISSUES AND PRIORITIES

TEMAS Y PRIORIDADES

| ENVIRONMENT/NEIGHBORHOOD CHARACTER/HISTORIC PRESERVATION | PRIORITY BY RANK: PRIORIDADES | MEDIO AMBIENTE/IMAGEN DEL VECINDARIO/ PRESERVACION HISTORICA |
|---|----------------------------------|---|
| highway and airplane noise * | | ruido de los aviones y de las autopistas |
| development of energy conservation strategies* | | desarrollar estrategias para la conservación de energía |
| preservation of Golden Hill architectural character* incentive for historic property maintenance | 5 | preservación del carácter arquitectónico de Golden Hill, incentivos para el mantenimiento de los edificios históricos |
| screening of parking* | 9 | ocultar visualmente las zonas de estacionamiento |
| creation of sense of arrival at community entries* Bay to Balboa connection | 4 | creación de un sentido de entrada a la comunidad en los accesos principales |
| maintenance of open space at community edges* canyon edges | 2 | mantenimiento de los espacios verdes en las colindancias de la comunidad (en los cañones y arroyos) |
| elimination of visual clutter* excessive advertising | 3 | saturación de elementos que afectan estéticamente a la zona |
| additional landscaping* | 4 | mejoramiento del paisaje urbano |
| development of design guidelines* | | desarrollo de lineamientos de diseño |
| protection of view corridors* | | protección de los corredores con vistas |
| enhancement of community image**/events/marketing | 2 | mejoramiento de la imagen visual de la comunidad |
| completion of "Angle of Repose" project** | 1 | completar el proyecto del "Angulo de Reposo" |
| improved coordination of implementation projects** | 6 | mejorar la coordinación de las obras públicas y proyectos |
| poorly defined neighborhoods within community*** define historic area and boundaries | 8 | mala definición visual entre los barrios de la comunidad |
| treatment of community canyon edges*** | | tratamiento de las colindancias (bordes) de la comunidad con proyectos especiales |

| ENVIRONMENT/NEIGHBORHOOD CHARACTER/HISTORIC PRESERVATION | PRIORITY BY RANK: PRIORIDADES | MEDIO AMBIENTE/IMAGEN DEL VECINDARIO/ PRESERVACION HISTORICA |
|---|----------------------------------|--|
| better designed commercial areas***/facade improvement storefront image and code enforcement | 2 | mejor diseño de las zonas comerciales/ mejoramiento de fachadas/ejecución del código |
| better multimodal transportation system** | | mejor sistema de transporte multimodal (bicicletas, camiones, peatones) |
| excessively wide residential streets*** | 8 | calles excesivamente anchas |
| incentives to maintain historic properties* | | incentivos para mantener en buen estado a las propiedades con valor histórico |
| unclear boundaries of historic districts** | | los distritos históricos no están delimitados claramente |
| property rehabilitation in general*** funding, tax breaks and programs | 3 | rehabilitación de estructuras/financiamiento y otros programas |
| excessive advertising** | | demasiados anuncios |
| Other Items | | Otros Temas |
| good neighborhood policy and program for community improvement/absentee landlord, including Brooklyn School | 2 | se necesita un buen programa para las mejoras públicas y los propietarios ausentes, incluyendo la escuela Brooklyn |
| public safety/public improvement lights/trash receptacles | 2 | seguridad pública/mejoras públicas/iluminación/ receptáculos para la basura |
| recycling program | 7 | programa de reciclaje |
| rehabilitation of historic and existing structures | 5 | rehabilitación de estructuras históricas y otras |

SOURCES (FUENTES):

* Golden Hill Community Plan, City of San Diego Planning Department, 1990. Golden Hill Community Planning Committee.

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GREATER GOLDEN HILL

ISSUES/PRIORITIES

TEMAS Y PRIORIDADES

| PUBLIC IMPROVEMENTS- FACILITIES/ SERVICES | PRIORITY BY RANK: PRIORIDADES | OBRAS PUBLICAS/SERVICIOS SOCIALES |
|--|----------------------------------|--|
| utility undergrounding in commercial areas* | 6 | cableado subterráneo en las zonas comerciales |
| to discourage high speed traffic in residential and commercial areas* | 3 | definir estrategias para desalentar el tráfico que cruza a través de las zonas residenciales |
| development of a bikeway system* | 6 | desarrollar un sistema de circulación para bicicletas |
| aesthetic improvements in major transportation corridors* | 2 | embellecer los corredores viales principales |
| lack of comprehensive list of needed public services** | | falta de información sobre las necesidades de servicios públicos |
| development of data base for monitoring infrastructure improvements*** | | desarrollar una base de datos para registrar la información sobre obras públicas |
| coordinated planning/design of public improvements*** | 2 | coordinar la planificación/proyectos de obras públicas |
| school expansion needs* | 3 | resolver las necesidades de expansión de la escuela |
| day care centers* | 5 | más guarderías infantiles |
| overconcentration of residential care facilities* group home for children | | excesiva concentración de servicios sociales en la zona |
| inadequate library facilities, | 2 | deficiente servicio de biblioteca, servicio móvil |
| additional health care facilities* | 7 | más servicios para la salud pública |
| Other Items | | Otros Temas |
| lack of pedestrian friendly environments | 2 | falta de áreas para peatones |
| lack of central gathering space | 3 | falta un espacio de reunión pública como plaza central |
| revitalization of recreation center and playground | 1 | revitalización del centro de recreación y campos de juegos |
| lack of park space and open space | 5 | faltan areas verdes y parques |
| streets and sidewalks condition | 2 | mala condición de las calles y banquetas |

| PUBLIC IMPROVEMENTS- FACILITIES/ SERVICES | PRIORITY BY RANK: PRIORIDADES | OBRAS PUBLICAS/SERVICIOS SOCIALES |
|--|----------------------------------|--|
| lack of recycling facilities/program | 5 | falta un programa y equipo para reciclaje de basura |
| lack of parking | 8 | faltan espacios de estacionamiento |
| lack of support for indigent people | 7 | falta de apoyo a personas de pocos recursos |
| lack of support from business for community events | 3 | falta de apoyo a las actividades de la comunidad por parte de los comerciantes |

SOURCES (FUENTES):

- * Golden Hill Community Plan, City of San Diego Planning Department, 1990. Golden Hill Community Planning Committee.
- ** Greater Golden Hill Planning Retreat: "Planning Day Objectives '94 Revisited", 1995.
- *** Golden Hill Revitalization Program. City of San Diego Planning Department.

GREATER GOLDEN HILL

ISSUES/PRIORITIES

TEMAS Y PRIORIDADES

| CRIME/SAFETY | PRIORITY BY RANK: PRIORIDADES | CRIMEN/SEGURIDAD PUBLICA |
|---|--|---|
| creation of a beat* | | creación de una sola ronda para la policía |
| Support of Neighborhood Watch Programs* | 2 | apoyo al "Neighborhood Watch Program" |
| additional safety education programs* | | aumentar los programas de educación para la seguridad pública |
| abatement of drugs-prostitution** | 3 | reducir el tráfico de drogas y la prostitución |
| address homeless problem** | 4 | hacer algo para resolver el problema de las gentes sin hogar |
| abatement of litter and graffiti** | 2 | reducir la basura y el "graffiti" |
| incentives for business clean-up programs** | 5 | dar incentivos para programas de limpieza en las zonas comerciales |
| address high crime concentrations at "B" and "C" Streets and 25th to 30th area*** | 1 | resolver el problema de actividades criminales que se concentran en las calles "B" y "C", 25, 28 y 30 |
| Other Items | | Otros Temas |
| alternative youth activities | 2 | más actividades para los jóvenes |
| street lighting | 4 | iluminación de las calles |
| police response when called | 4 | mejorar la respuesta de la policía cuando se le llama |
| animal control | 4 | control de animales callejeros |

SOURCES (FUENTES):

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GREATER GOLDEN HILL

ISSUES AND PRIORITIES

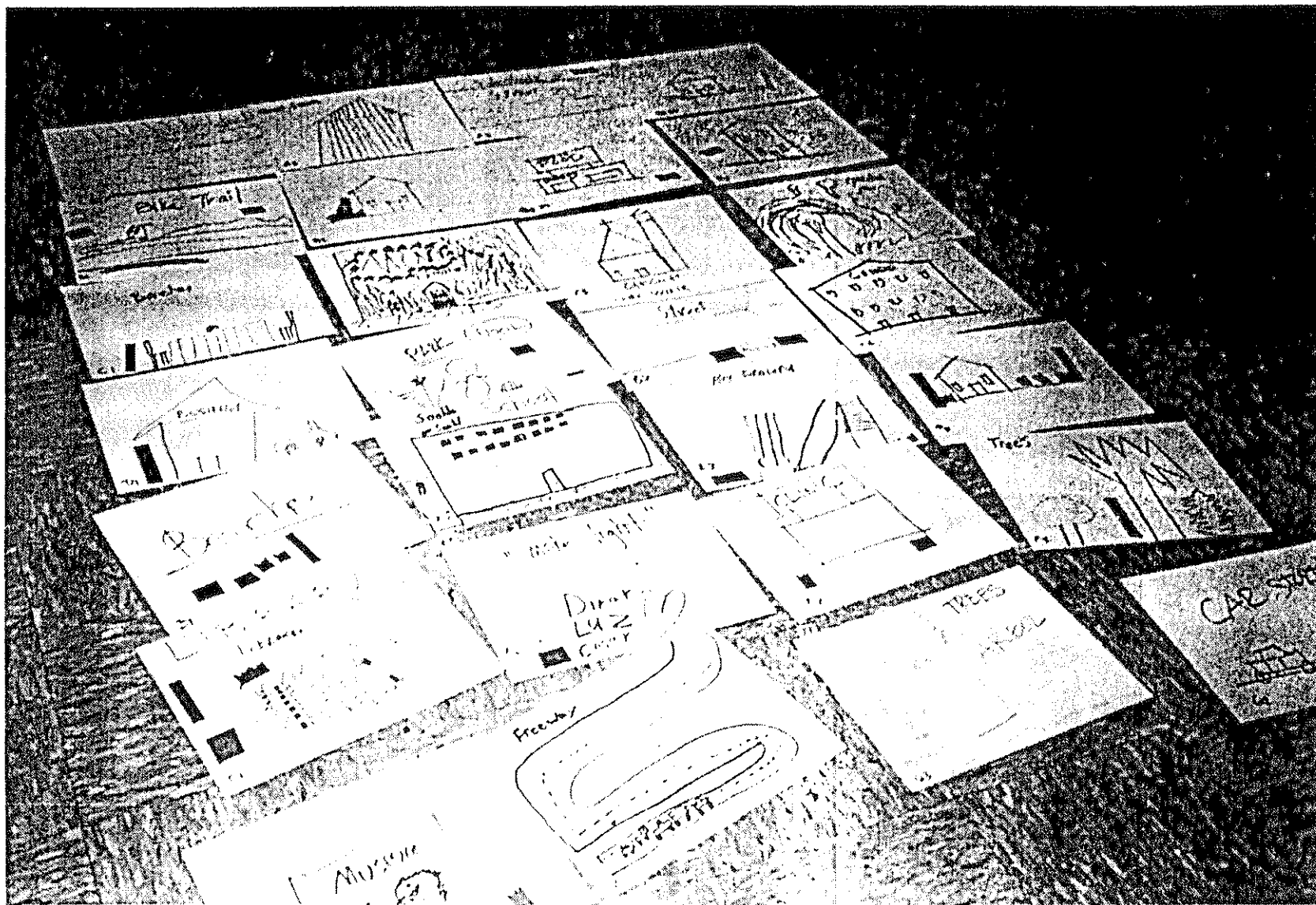
TEMAS Y PRIORIDADES

| LAND USES/HOUSING/CODE ENFORCEMENT | PRIORITY BY RANK: PRIORIDADES | USOS DEL SUELO/VIVIENDA/ CUMPLIMIENTO DEL CODIGO |
|---|----------------------------------|--|
| development of "park system" incorporating the "triangle"* | 5 | desarrollo de un "sistema de parques" incorporados al "triángulo" del parque Balboa |
| improvements to "triangle" (functions, services, appearance)* | | mejoras al "triángulo" en términos de sus servicios y apariencia en general |
| improved pedestrian and bicycle access to "triangle"* | | mejoras de accesibilidad para bicicletas y peatones en el "triángulo" |
| additional private recreational facilities * | | mas servicios recreativos privados |
| poor use of existing open space* | 5 | subutilización de los espacios abiertos existentes |
| funding for open space acquisition programs * | | financiamiento para un programa de adquisición de espacios abiertos |
| funding for park at 32nd Street* | 4 | financiamiento para la creación de un parque en la calle 32 |
| canyons preservation and views, and fire-fuel management* | | preservación de los cañones y sus vistas, fomento de la administración del uso del fuego y combustibles |
| vacation of streets in land contiguous to open space* | | cambio de condición legal de las calles adyacentes a los espacios abiertos para ser transferidas a terrenos adyacentes |
| rezoning to encourage compatible mixed use urban areas** | | rezonificación para fomentar áreas de uso de suelo mixto compatible |
| maintenance of canyons' natural vegetation*** | | mantener la vegetación original de los cañones |
| improved east-west multimodal access to Balboa Park*** | 5 | mejoramiento al acceso del parque Balboa (autos, bicicletas, peatones) |
| development of pathways, etc. in canyons*** | 5 | desarrollo de rutas peatonales y otras mejoras a los cañones |
| preservation of single-family areas* | 5 | preservación de las áreas de vivienda con casas unifamiliares |

| LAND USES/HOUSING/CODE ENFORCEMENT | PRIORITY BY RANK: PRIORIDADES | USOS DEL SUELO/VIVIENDA/ CUMPLIMIENTO DEL CODIGO |
|---|----------------------------------|---|
| rehabilitation of structures* | 1 | rehabilitación de las estructuras dilapidadas |
| development of design guidelines* | 1 | desarrollo de lineamientos de diseño |
| provision of adequate parking* | | creación de estacionamiento de autos |
| creation of a village atmosphere** | 4 | creación de un diseño para la zona con un ambiente de pequeño poblado |
| incentives for property improvements** | 2 | incentivos para el mejoramiento de las propiedades |
| encouragement of more home ownership** | 4 | promover la propiedad privada en viviendas |
| affordable homes** | | proporcionar un mayor número de casas al alcance de la población |
| strategies for reuse of abandoned houses*** | 3 | estrategias para el reuso de propiedades abandonadas |

SOURCES (FUENTES):

- * Golden Hill Community Plan, City of San Diego Planning Department, 1990. Golden Hill Community Planning Committee.
- ** Greater Golden Hill Planning Retreat: "Planning Day Objectives '94 Revisited", 1995.
- *** Golden Hill Revitalization Program. City of San Diego Planning Department.



Children's Block

TO: Revitalization Steering Committee
FROM: Janice Davis

RE: GREATER GOLDEN HILL BUSINESS SURVEY
SUMMARY OF KEY RESULTS

Demographics

Twenty-eight (28) surveys were completed. Respondents represented over 60 area residents. Respondents were 12 males and 15 females (one did not identify self by age or sex).

Of all the products and services the survey queried, a handful were not marked at all by more than half of the respondents -- indicating that the respondent and his/her family doesn't buy/use them. This information provides another look at the characteristics of our respondents.

| | <u># Not Marked</u> |
|------------|-------------------------|
| Child care | 21 |
| Legal | 18 |
| Laundromat | 18 |

Products and Services Most Often Purchased in GGH:

| | |
|----------------|----|
| Coffee/Dessert | 13 |
| Gas Station | 11 |
| Video Rental | 10 |
| Groceries | 9 |
| Shoe Repair | 8 |
| Landromat | 7 |

When asked why the items/services were usually purchased elsewhere, the response "Can't get in GGH" was highlighted more often than "Better Selection (elsewhere)", indicating that respondents are willing to do more shopping in the neighborhood.

Rating of Various Aspects of Existing Businesses:

Respondents were generally pleased with the attitudes of local shop owners and clerks. Parking is considered "good" to "fair". Hours of operation and interior appearances were also generally considered to be "good" to "fair". Respondents were least impressed with advertising and exterior appearances of shops.

Please see complete survey results for listings of all comments made regarding additional businesses needs and suggestions for improvements.

GREATER GOLDEN HILL
BUSINESS SURVEY

1) For the following products or services listed, place an X in the column that indicates where you usually purchase the items. If you do not purchase a particular item, leave the line blank.

| Product or Service | GGH | Logan Sherm Hts | Downtown Centre City East | North Park | Hillcrest | Other - Note Where | No Mark |
|---------------------|-----|-----------------|---------------------------|------------|-----------|--------------------|---------|
| Accounting | 1 | | | | 2 | 12 | 13 |
| Banking | 2 | | 6 | 10 | 10 | 2 | |
| Legal | | | 4 | 1 | 1 | 3 | 18 |
| Child Care | | | 3 | 1 | | 4 | 21 |
| Family doctor | | | 3 | 3 | 4 | 16 | 2 |
| Medical Specialists | | | 5 | 2 | 5 | 12 | 7 |
| Printing | 2 | | 6 | | 2 | 5 | 14 |
| Insurance | | | 4 | | 3 | 14 | 8 |
| Dry Cleaning | 4 | | 5 | 4 | 6 | 4 | 5 |
| Shoe Repair | 8 | | 4 | 3 | 4 | 3 | 6 |
| Laudromat | 7 | | 1 | 1 | 2 | | 18 |
| Gas Station | 11 | | 8 | 6 | 3 | 5 | 1 |
| Auto Repair | 5 | | 4 | 6 | 3 | 7 | 4 |
| Barber, Hairdresser | 4 | | 2 | 5 | 8 | 7 | 3 |
| Groceries | 9 | 3 | 1 | 12 | 13 | 2 | 1 |
| Pharmacy | 2 | | | 9 | 8 | 8 | 3 |
| Gardening | 1 | | 1 | 2 | | 19 | 7 |
| Building materials | | | 1 | | 1 | 24 | 3 |
| Interior decorating | | | | 1 | 1 | 11 | 14 |
| Craft supplies | 1 | | 5 | 2 | 2 | 9 | 13 |
| Auto parts | 1 | | 10 | 8 | | 3 | 7 |

| Product or Service | GGH | Logan Sherm Hts | Downtown Centre City East | North Park | Hillcrest | Other - Note Where | No Mark |
|----------------------|-----|-----------------|---------------------------|------------|-----------|--------------------|---------|
| Appliances, Large | 2 | 1 | 3 | 2 | | 16 | 5 |
| Appliances, small | 1 | 1 | 4 | 1 | | 17 | 5 |
| Furniture | | | 1 | 1 | 3 | 13 | 11 |
| Toys | | | 2 | 1 | 1 | 11 | 13 |
| Clothing, women's | | | 9 | | 2 | 14 | 8 |
| Clothing, men's | | | 8 | 1 | 3 | 10 | 9 |
| Clothing, children's | 1 | | 4 | | 1 | 8 | 14 |
| Shoes | | | 11 | 1 | 3 | 15 | 2 |
| Appliance repair | 4 | | 5 | 6 | 1 | 2 | 13 |
| Restaurant | 9 | | 16 | 12 | 18 | 5 | 2 |
| Fast food | 6 | | 4 | 11 | 5 | 1 | 8 |
| Coffee/dessert | 13 | | 3 | 4 | 8 | 1 | 9 |
| Bookstore | | | 4 | 5 | 8 | 12 | 4 |
| Library | | | 14 | 9 | 2 | 3 | 4 |
| Recordings | | | 3 | 2 | 6 | 5 | 14 |
| Video rental | 10 | | 2 | 7 | 8 | | 4 |
| Gifts | 4 | | 10 | 5 | 10 | 9 | 4 |

2) For the products and services you generally purchase outside of Greater Golden Hill, check the reason(s) you generally purchase them elsewhere.

| Product or Service | Can't get in GGH | Better Price | Better Selection | Better Quality | Better Service |
|--------------------|------------------|--------------|------------------|----------------|----------------|
| Accounting | 8 | 1 | | 4 | 5 |
| Banking | 22 | | 1 | 2 | 2 |
| Legal | 5 | | 2 | | 1 |

| Product or Service | Can't get in GGH | Better Price | Better Selection | Better Quality | Better Service |
|----------------------|------------------|--------------|------------------|----------------|----------------|
| Child Care | 5 | 2 | 1 | 2 | 2 |
| Family doctor | 18 | | 3 | 3 | 3 |
| Medical Specialists | 16 | | 2 | 3 | 3 |
| Printing | 7 | 4 | 2 | 2 | 4 |
| Insurance | 11 | 1 | 2 | 1 | 2 |
| Dry Cleaning | 6 | 4 | 3 | 5 | 1 |
| Laundromat | 2 | 1 | 1 | | |
| Gas Station | 8 | 7 | 3 | | |
| Shoe Repair | 6 | 4 | 1 | 3 | 2 |
| Auto Repair | 6 | 1 | 8 | 9 | 5 |
| Barber, Hairdresser | 3 | 3 | 5 | 6 | 6 |
| Groceries | 5 | 10 | 16 | 7 | 7 |
| Pharmacy | 12 | 7 | 6 | 3 | 3 |
| Gardening | 13 | 4 | 8 | | |
| Building materials | 10 | 9 | 15 | 2 | 2 |
| Interior decorating | 10 | 2 | 4 | 1 | |
| Craft supplies | 12 | 2 | 1 | 2 | |
| Auto parts | 11 | 2 | 4 | 2 | 2 |
| Appliances, Large | 6 | 5 | 9 | 3 | 3 |
| Appliances, small | 7 | 5 | 10 | 3 | 4 |
| Furniture | 10 | 4 | 9 | 3 | 3 |
| Toys | 4 | 7 | 9 | 2 | 2 |
| Clothing, women's | 10 | 4 | 8 | 1 | |
| Clothing, men's | 13 | 4 | 6 | 1 | 1 |
| Clothing, children's | 6 | 4 | 7 | 1 | 1 |

| Product or Service | Can't get in GGH | Better Price | Better Selection | Better Quality | Better Service |
|-----------------------------|------------------|--------------|------------------|----------------|----------------|
| Shoes | 13 | 4 | 8 | 1 | 1 |
| Equipment, appliance repair | 3 | 2 | | 2 | 1 |
| Restaurants | 8 | 4 | 9 | 5 | 3 |
| Fast food | 5 | 1 | 9 | 1 | 3 |
| Coffee/dessert | 2 | | 4 | 2 | 1 |
| Bookstore | 14 | 3 | 9 | 2 | |
| Library | 15 | 1 | 4 | 2 | 2 |
| Recordings | 3 | 1 | 6 | 1 | |
| Video rental | 4 | | 5 | 1 | 2 |
| Gifts | 6 | | 8 | | |

3) Please rate the following aspects for GGH businesses overall.

| Aspect | Very good | Good | Fair | Poor | Very Poor |
|-------------------------------|-----------|------|------|------|-----------|
| Attitude of clerks | 3 | 11 | 6 | 2 | 1 |
| Attitude of owners | 4 | 11 | 4 | 1 | 2 |
| Parking | 1 | 10 | 11 | 2 | |
| Hours of Operation | 1 | 9 | 12 | 2 | 1 |
| Pleasant shopping environment | 1 | 7 | 8 | 7 | 2 |
| Exterior appearance of stores | | 3 | 9 | 11 | 3 |
| Interior appearance of stores | | 6 | 13 | 5 | 1 |
| Advertising | | 3 | 11 | 6 | 4 |

4) What businesses do we need in Greater Golden Hill?

Restaurants, Thrifty Jr. gas, Ralph's, real video stores.

Clothing, stationary, printing, PRODUCE!!, ice cream or soda fountain, shoes, bookstore.

Bank, supermarket, another gas station

Bank, grocery (chain), gas (chain).

Quality crocery with good selection, good prices, good service in pleasant environment, natioanl chain gas station, more quality restaurants like the Big Kitchen, bank branches.

Kinkos type printing, mail store (packaging), card store, restaurants within walking distance...Stores worth walking to..
 Banking, medical/pharmacy, credit union, (increase lighting).
 Major grocery store. Recycling.
 Restaurants, sporting goods, bookstore, auto mechanic.
 Discount drug store.
 Bookstore, gym, health food store, children's things, banks....Library!!
 Banking! An ATM. Library, Gardening shop.
 ARCO gas station. Bank branch or ATM.
 No large grocery please. We like the smaller stores. Quality clothing stores. ATM, books, and gardening supplies.
 Garden shop, ATM's, NO large chain grocery stores or restaurants.
 Restaurants, groceries, pharmacy, clothing boutiques, deli, and gourmet foods.
 Outdoor markets.
 Family restaurants; evening family-oriented cultural events at cafes, etc.
 Bank/ATM, library, reasonably priced grocery store, and a nursery/building center.
 Greater selections.
 Bank, library, nursery.
 Dry cleaning. Good, clean grocery store. Pharmacy, Coffee shop on 25th.
 Bank, major grocery...basically most amenities. GH businesses seem subsistence level with few exceptions.
 Dry cleaning, health food, grocery store with selection. Restaurants for dinner like Cafe on Park.
 Restaurant; basic services (dry cleaning, shoe repair); bookstore/newstand.

5) What suggestions for improvement do you have for Greater Golden Hill merchants?

Clean up your act inside and out. Project an image of "upward" rather than hanging on by your fingernails. This is tough to do with clientele you serve, but maybe you need to encourage a different attitude.
 More personal service, and improved upkeep.
 One-stop shopping district. More fish selections at Gala --GALA is IMPROVING though!
 Exterior improvements
 Make advertising small and pleasant. Create a village atmosphere. More plantings.
 Train employees to be friendly.
 We need some stores that do a larger volume of business. No more liquor stores! ATM!
 Better merchandise geared towards the diversity of the community, not just Hispanic.
 Upkeep exteriors. No more liquor stores! Stricter age enforcement for liquor purchases.
 More street lights, evening hours for businesses. REAL stores on 28th.
 Better service, prices, and appearance.
 Follow the examples of the Big kitchen, Studio Maureen, Santos, Rebecca's regarding curbside appeal, quality of goods & services, community involvement and advertising.
 Keep upgrading appearances, litter clean up
 Small businesses should add to community flavour in offering decor, advertising

(like Big Kitchen).

Discourage loitering and creation of hang-out type atmospheres at convenience stores. Encourage merchants to police trash and litter on premises on a daily basis. Speedier graffiti removal from walls, signs, dumpsters. Don't wait for someone else to do it for you.

Too many boarded up business windows.

Discourage food sales out of carts...health hazzard and unappealing.

Clean up ugly signage. Keep businesses and surrounding areas clean.

SURVEY RESPONDENT'S DEMOGRAPHICS

AGE 20 - 29 : 4
 30 - 39: 9
 40 - 49: 9
 50 - 59: 1
 60 - 69: 1
 70 - 79: 1
 UNK: 3

SEX Male: 12
 Female: 15

HOUSEHOLD DEMOGRAPHICS

| Age group | Number in school | Number employed | Number looking for work |
|-----------|------------------|-----------------|-------------------------|
| 0 - 12 | 10 | | |
| 13 - 20 | 7 | 1 | 2 |
| 21 - 40 | 8 | 20 | 1 |
| 41 - 60 | | 10 | 1 |
| Over 60 | | | |

Any other comments?

Get youth involved in improving the area; create incentives by getting sporting events tickets, fishing trips, etc.

It's improving! We just need to keep at it!

I have a home-based business so would appreciate services supporting my business...like Kinkos, mail/packaging.

Improve communication within community.

We have to do what we can to make the kids feel more self confident--improve the rec center, more jobs, business-led mentoring programs, etc.

More after school activities...dance, arts, clubs to include kids at rec center.

Branch library (2)

Loud airport and traffic noise...dirty, oily dust.

No airplane traffic after 11 PM and before 6 AM.

More tree plantings. Encourage large apts to be more responsible for trash and upkeep.

Fern Street Business District Survey Results

NEIGHBORHOOD REVITALIZATION

Overview of Results:

1. Great reviews on the food and service at all our restaurants -- but they are viewed as only "take-out" restaurants due to discomfort/lack of atmosphere. Many requests for improving these restaurants to make them more pleasant sit-down dinner places.
2. Substantial interest in additional restaurants, with some emphasis on comfortable place to sit and have dinner with wine type atmosphere.
3. Overall perception that the area is dirty and ugly. Three locations were most cited for significantly contributing to this perception:
 - a) The unpainted warehouse south of Juniper,
 - b) Moore's storage of appliances in a way that creates poor window displays, and
 - c) Paper window signs (at their worst on the liquor store at Juniper/30th.)
4. Many respondents did not know about the businesses listed; several suggestions for coupons or other group marketing effort to acquaint area residents with these businesses.
5. Consumer experiences with out-dated food at grocery stores appear to make them wary of patronizing these stores. For example, inconsistent efforts such as improved wine availability at Gala but poor/unpredictable meat selection sends mixed messages to these consumers.
6. Many constructive suggestions for painting, storefront improvements, awnings, signage and similar exterior changes that would make the area more attractive to consumers.

Below are the particular responses. When one comment showed up frequently, it was so noted.

| Business name | Suggested new or better goods or services | Building improvements (maintenance, lighting, signage etc inside or outside) |
|---------------|---|---|
| Gala Foods | cashiers need to look at & smile at customers , food is marginal quality & moldy bread. need better quality meats & wines (several responses covered all the preceding); prices are high, freezers sometimes have melted ice cream: sometimes a good meat selection - make a butcher available; some recent improvement seen; doesn't like security guard following around; have longer hours; "you're doing an excellent job"; include a "farmers market" with crafts & ethnic foods; need fresh meat and dairy. | Add Trees to parking area (several responses); better landscape maintenance needed (several responses); improve window signs; build small stores in parking lot facing Fern st to give a more neighborhood feel to this area; need more or better doorways; |

| | | |
|---------------------|--|---|
| 7/11 | better than most neighborhood 7-11's; be more competitive on egg and milk prices; make the ATM more private. | clean up (several responses); sweep parking lot more often; improve the "curb-appeal"; more plantings; improve the parking/driveway circulation; parking too steep and too limited; "a necessary evil" |
| El Sombrero | good food (several responses); include some low calorie choices; include a salsa bar like in other el Sombreros; employees could be nicer; want healthier menu; love the food but worry about the lard or post sign that says there is no lard; | needs more comfortable sitting area; good remodel; awnings and paint should be more appropriate color. |
| Mazara Pizza | great food & service (several responses); include low calorie choices; create real eat-in restaurant (improve comfort of sitting there); always friendly; would like glass of wine with pizza; | better coordination of paint/signage; colors; Newly expanded area is too bright (tone down lights); create atmosphere that invites lingering over a meal; use plants, lighting candles, table cloths etc to create atmosphere; good work on the expansion; add flowers etc outside like Rebeccas' did. |
| Tortilleria Sinaloa | add wheat tortillas; "great tortillas", an asset to the neighborhood; "yummy!"; sell torta rolls. | Not clear whether they are commercial (wholesale) or retail too; paint more appropriate color |
| Big Kitchen | Great food; improve coffee; prices are high (several responses brought all these up); like the good food at reasonable prices; espresso stand on plaza needed; | great; install awnings; need better protection from rain/sun while waiting; |
| Rebecca's Cafe | Great: be consistent in having lunch available; "where are you"; had bad experience with rude employee after initial opening and saw ants in the pastry case on second visit; include a soup or salad for lunch you can depend on; stay open until 10:00pm | great |
| Moore's Appliance | tried to cheat respondent-should be more honest; "an honest repairman" | Displays aren't well thought out; new paint needed; eliminate the warehouse look; make interesting window displays; keep area clean, more attractive signs; new paint job is o.k. but inside looks like "pig-pen"; "junky looking"; offer a more inviting retail (resale) area; cover up or clean up appliance storage area; get appliances off the sidewalk. |
| Liquor Stores | too many liquor stores; rotate and dispose of out dated stock; "tear down". | buildings & grounds are not appealing; hurts entire business area; signage is bad & obnoxious (several comments); fix parking lot; add trees; clean up their areas; paint the buildings; improve lighting. |

| | | |
|-----------------------------------|--|---|
| Video Store | Improve selection and # available; "where is this?"; increase foreign and classic films; offer or send brochures to the surrounding area. | Spruce up the outside; better signage; like the new awnings |
| Penny Smart Thrift Shop | aim for a boutique of "fine used furniture" rather than penny smart ; looks like "junk to me"; owners always friendly but could be neater and more orderly inside; "fine addition to the neighborhood" | need more upscale window displays; use window space to better advantage; reference to Jesus makes it seem as if the Christmas decorations remain, signage painted on windows is unattractive; clean the graffiti off the building, "religious signs turn me off". |
| Under the Sun shop & dry cleaners | "Where are you"(several responses); prices at cleaners seem high; nice place for Christmas shopping. | Levi sign on the plaza is tacky; better; more interesting signs; |

| | | |
|-------------------------------------|--|---|
| Shoe Repair | terrific work; nice man; didn't know he was there; does a good job at reasonable prices.; list prices & services | better upkeep; improve appearance with awnings or similar to improve visibility; clean the area |
| Fern St Beauty Salon | should offer a special to attract local customers | Improve signage |
| Faron's Hair | | add awnings |
| Trade Roots Reggae | play music at a block event; ; looks inviting but unsure if merchandise if for African-Americans only; nice place: "scary" | |
| B&S Party Supplies | Good Job!; nice choices but unless you go in you don't know what is there; appears cheap and "rinky dink" | |
| Launderland | machines don't work; no where to go to get your money back | cheap & cheesy looking; keep it cleaner; keep sidewalk clean; improve the parking area; "cleanest around here"; clean up and wash windows |
| Ideas for new storefront businesses | photocopy shop; more dinner restaurants w/outdoor eating areas; bakery, ATM. more restaurants; bookstore; specialty store; dog wash; music store, art supply store. Oriental food for the old Whistle stop; Like the new street trees/lighting; Chinese restaurant | |

| | |
|-------------------------------|--|
| Other Comments or Ideas | Create a coupon book for local use (several responses); coordinate sales promotions among the businesses; have a street festival to showcase the local businesses; Need a greenery recycle bin; Better sidewalk maintenance; area always looks grubby, Improve street appeal and displays; facelift the building across from Rebeccas; eliminate the hodgepodge appearance through a common store front theme; help the 30th & Juniper intersection with more creatively designed storefronts; Paint over graffiti immediately; store fronts should paint and clean up; Warehouse buildings are an eyesore and depreciate the value of the entire business area; Keep the losers off the streets by not giving money to panhandlers; Continue trees up 30th to Kalmia; need professional window displays at most store fronts; "I never go to this business district because it is too ugly" |
|-------------------------------|--|

MacLeod: 4-22-96

WORKSHOP PARTICIPANTS

LUIS ARVIZU
MARK BACA
BEN BALANAC
SYLVIA BEACH
PAM S BEDINGTON
SCOTT A BENNETT
RICH & JANE BENTLEY
REMIGIA BERMUDEZ
FLORES BISHOP
RAFAEL BOUFFARD
ANDREW BOWEN
SHEILA BROWN
CLINT BURDETT
T. BURNS
BERTHA CARBAJAL
ERIC & PAIGE BURTON
MICHAEL CARRUBA
JOYCE CASTILLE
ROSA CHAGOLLA
SYLVIA COAD
ROSEANNA CRAY
JEAN D'CENTONGUER
REBECCA DIAZ
RUTH DIAZ
DEBBIE DODSON
MARTIN EDER
CHEZZIE L EGAN
PAUL ESCH
JIM ESSEX
JANET FAIRBANKS
MANUELA FIGUEROA
JW FINCH
FINELLA
CLAIRE FITZGEORGE
HERB FOELBER
SHEILA FORD
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IRMA GARCIA
MINERVA GERMAN

MIKE GEROW
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DAVID HARRIS
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R. LORENZO HIGLEY
BILL HILSDORF
BOB HOOGBRUIJN
ELSA HOOGBRUN
JAY HULE
MITCH JENKINS
GETSA H JIMENEZ
ED JIMENEZ
MONA JOHNSTON
BEVERLY JOYCE
MARTI KRANZBERG
CARMEN LINARES KALO
SAMANTHA N KEENAN
EDWARD S KINNEY
LILLY LY
BARBARA MARTIN
MOLLY MARTINEK
DON MARTS
MARY MASCHAL
LAUREL MAVK
WILLIAM MAY
KIMBERLY FRANK/KATE MAYRE
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MICHAEL RUIZ
ROB RUNDLE
CHARLES HILL SAINT
DOROTHY SHERMAN
AMALIA SOLORZANO
JERRY STINSON
ROBERT SUITE
SUSAN SWISHER
SUE SYLVA
PAT & DESIREE TAYLOR
SUSAN THOMPSON
AMDRO TORENO
RICHARD TRUMBLE
CHRISTINE TUCKER
ISABEL VALDIVIA
SAM VARGAS
DOMITILA VAZGUEZ
HUGO VERA
F. VERHOOK
GUADALUPE VILLEGAS
ANGELES VILLEGAS
ANDY WATT
ANN WATT
JOHN WATT
RICHARD WEINIOT
JANET WOOD
MARGORIE ZELF

* PLUS: 23 CHILDREN
25 CITY STAFF
15 COMMUNITY TEAM MEMBERS

TOTAL 120 PEOPLE

