



COMMUNITY ENGAGEMENT

SUMMARY & ANALYSIS

BACKGROUND

The current Barrio Logan Community Plan was first adopted in 1978. The community needs have changed and the mixing of industrial and residential uses in the Barrio Logan community is unhealthy. The plan update seeks to fix this situation in the future. The Barrio Logan Community Plan Update was adopted by City Council in 2013 after a five-year community engagement effort. The 2013 Plan Update was repealed by a citywide referendum in 2014. A recent Agreement between stakeholder groups, including the Barrio Logan Community Planning Group, proposes changes to land uses and zoning in a small area between industrial uses at the Port and the residential areas of the community.

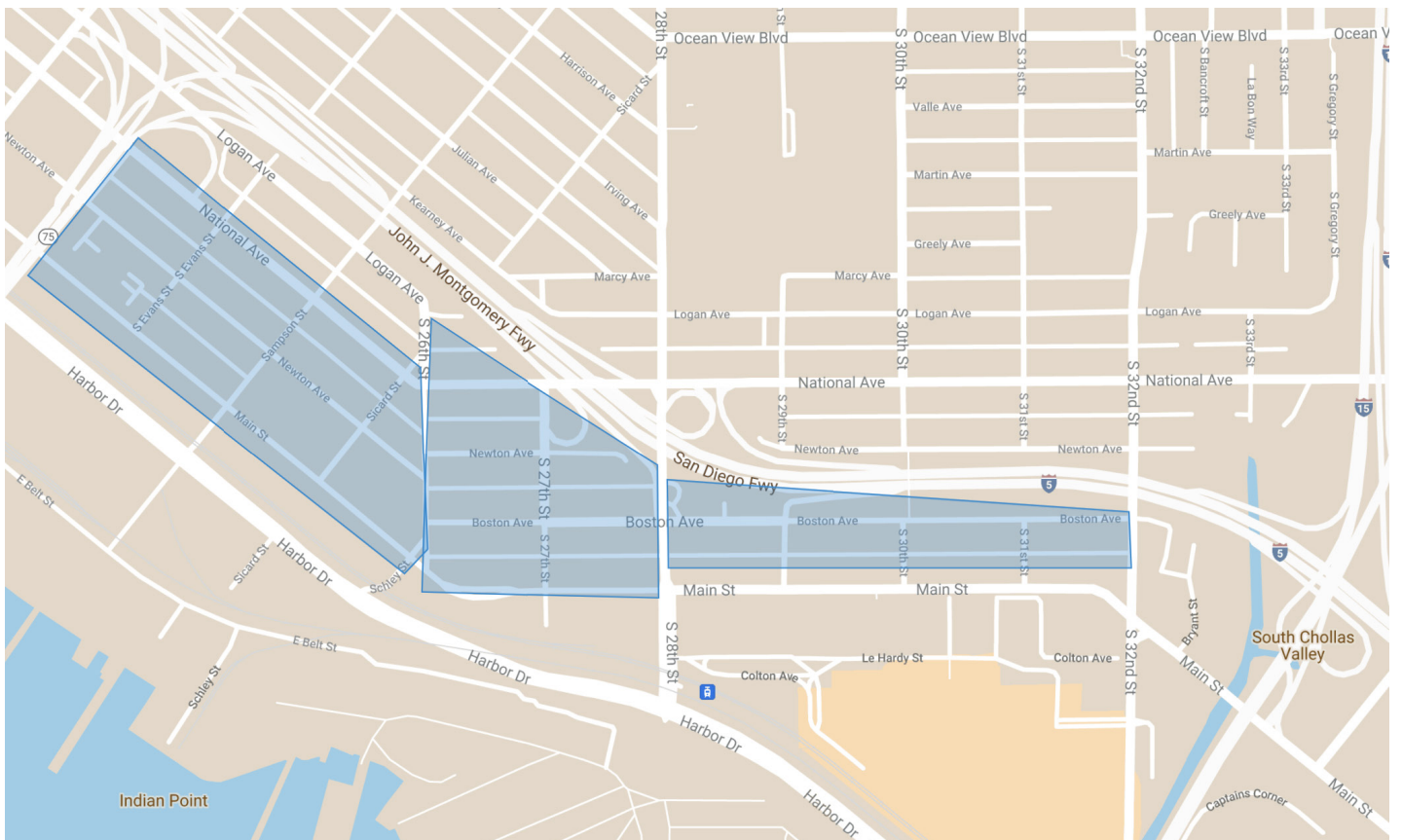
In March and April of 2021, Pueblo Planning conducted a combination of both in-person (outdoor, distanced, and masked) and over the phone engagement with residents of Barrio Logan to get their feedback on the proposed land use and zoning changes, as agreed upon by stakeholders, and hear what other elements would be important to include in the Plan. This memo will provide a summary of the common themes heard from the community. Additionally, the April 2021 Draft Plan (Draft Plan) and Memorandum Of Understanding (MOU) between the Barrio Logan Planning Group formed an Ad-hoc committee made up of members from the Environmental Health Coalition, the shipbuilding and ship repair industry and Barrio Logan Planning Group (BLPG) will be analyzed to determine how it is meeting the community's needs and vision and if there are gaps that can be addressed.

OUTREACH AND ENGAGEMENT

Door-to-Door Outreach

Pueblo Planning co-developed an informational zine with Citythinkers for the community to learn about: what a community plan is, the history of the Barrio Logan Community Plan Update, proposed land use changes, and the major elements in the plan. Over 1,300 zines were distributed in Barrio Logan. During the week of March 24th, Pueblo Planning distributed zines and vaccine clinic information to approximately 500 households door-to-door in the areas noted in the MOU and adjacent areas.

Figure 1: Highlighted portion on map indicate the households who received a zine via door-to-door outreach.



Pop-up Outreach and Engagement

In addition to door-to-door distribution of informational zines, Pueblo Planning conducted an equivalent of eight pop-up events throughout the community to meet residents in their own neighborhoods. At all pop-up events, Pueblo Planning provided interested individuals with a zine and engaged the individual in an intentional conversation about the community plan. Pueblo Planning shared with community members what a community plan update is, the current status of the Barrio Logan Community Plan, and asked if there are any key priorities they would like to see in the plan. Typically, interactions with each person at pop-up events were approximately 5-10 minutes long.

On April 3rd, the Pueblo Planning team conducted outreach and engagement at a COVID-19 vaccination clinic event at the Logan Heights Family Health Center. The team was present from 8:00 am -2:30 pm, which is equivalent to conducting 3 pop-up events (each pop-up event is typically 1.5-2 hours). At this event approximately 450 people were engaged. During the week of April 12th, five pop-up events occurred at Northgate Market and Perkins Elementary. Approximately, 387 people were engaged at these pop-up events. At all pop-up events, a total of 837 people were engaged.

1-1 Phone Engagement

At the pop-up engagement events, individuals were asked if they would be interested in engaging in a longer conversation over the phone about the Plan. A total of 117 people were interested and called by the Pueblo Planning Team and a total of 40 people engaged in 20 minute conversations via phone. Pueblo Planning asked for consent to record phone conversations and then curated the audio to be used to help inform decision makers of community priorities. The following are the questions community members were asked:

- Where is your favorite place in Barrio Logan and why?
- Let's imagine it is 20 years into the future-- What would you need for Barrio Logan to feel familiar and like home? What are some images, colors, tastes, and feelings that come to mind?
- Is there anything that doesn't make you feel welcome or safe in public spaces? What are your ideas on how to make public spaces like parks and streets feel more welcoming and safe?
- What would make getting around (on foot, bike, or car) Barrio Logan safer and easier for you? Are there any places in the neighborhood that have been challenging to get to? If so, why and how would you like it to improve?
- What is important to you for housing in Barrio Logan?





- What types of jobs or economic opportunities are important to keep in or bring to Barrio Logan?
- When you think of a healthy environment in Barrio Logan, what are some images that come to mind?
- Based upon what you heard today about what is being proposed for (re-state location of zone change), are there any general thoughts you would like to share?
- Do you have any concerns that you would like the City to address as it relates to what is being proposed in (share the location)?
- Is there anything else you would like to share with us today?

- Retaining Chicano/Mexican Culture and Identity;
- Enhancing Public Spaces and Increasing Greenspaces;
- Centering Safety and Access in Mobility;
- Cultivating economic opportunities and benefits for local residents; and
- Supporting separate land uses to improve public health.

The top two themes that were most consistently mentioned by the majority of community members engaged include maintaining and building affordable housing and improving lighting infrastructure.

ENGAGEMENT THEMES & ANALYSIS

Those that we engaged at the pop-ups and via phone conveyed a lot of pride and love for their community, its history, and culture. There was a diversity of people that were engaged-- those who have lived in the neighborhood for 30 years to those who moved to the area a couple of years ago, 20 year olds to community elders, homeowners to renters, and a diversity of ethnic and racial identities.

The most common themes community members shared during this engagement effort include:

- Maintaining and building affordable housing;
- Improving lighting infrastructure;

Maintaining and Building Affordable Housing

In regards to housing, there were three sub-themes that community members shared:

- Ensuring rent stabilization strategies and policies and new development requirements for affordable housing;
- Supporting maintenance of older homes; and
- Providing support for unhoused community members.

Rent stabilization to New Development Requirements

Many expressed support for the changes happening in the neighborhood, but shared frequently that they and low-income neighbors would also like to benefit from current and future changes. There is an



“There are people that live in a two bedroom apartment or a house with three families just to be able to pay. The rents are getting higher and higher.”

Talia, Barrio Logan Resident

appreciation for infrastructure investments, but a fear that the community members who have made Barrio Logan what it is today will not be able to remain in the area. Many expressed it is the people that make Barrio Logan what it is and if they are gone, Barrio Logan will no longer be special.

“I can tell you any new development is always great, what is really sad, is that once the property is re-developed, it is no longer affordable for any locals to rent any of that property because of the prices they ask for and I can tell you that from experience, I have seen it, and I seen that so many people get displaced.”

Fernando, Barrio Logan Resident

“Those that are benefiting from change now are outsiders, those most affected are the humble low-income folks.”

Community Member at Pop-up Engagement

There are two major elements of affordable housing that community members shared- stabilizing rent and ensuring an increased percentage of future housing that is affordable.

As rents have been rising, gentrification and displacement is already occurring in Barrio Logan and many community members shared that they know of low-income people who have lost their homes and had to move out of the neighborhood due to skyrocketing rents.

“One of the main things I would like to happen... is to keep my neighbors and my friends. I think that would definitely help me. What I mean by that is to make sure people do not get displaced or kicked out of Barrio Logan because of how much it has grown and developed, make sure that I still know my neighbors and that we share food and plants. I would want that to stay the same...definitely affordability and support for those who have been here for a long time.”

Isela, Barrio Logan Resident

The majority of those we spoke with mentioned they supported policies and programs that provide for rent stabilization and assistance to ensure that they and their neighbors are able to remain in their community. Like all issues, they are not experienced in silos, but have intersecting impacts. Some connected the limited parking issues with the fact that there are some apartments and houses with the capacity for one family that are occupied with two or three families who pull their income together to be able to pay for rent. Community members shared that increasing rents has led to overcrowded housing and limited parking spaces. Also, several stated that this made preventing the spread of COVID-19 much

more difficult and that Barrio Logan was impacted particularly hard by the pandemic in comparison to other neighborhoods.

“There is not enough housing...The housing has been so hard to get, especially low-income housing. That is why a lot of people live in a two bedroom or a house with three families just to be able to pay rent. The rents are getting higher and higher....everywhere is getting high-end, it increases the rents in the area.”

Community Member at Pop-up Engagement

In addition to supporting policies and programs that provide rent stabilization and support, community members shared that future development should also give low-income families the opportunity to not only be renters but homeowners. The majority of community members expressed a need for more affordable housing, particularly for the aging population and to accommodate working families.

Barrio Logan community residents clearly voiced that current lack of affordable housing is one of their largest concerns and a key priority for the community. The majority of residents expressed past and current challenges paying increasing rent prices that has and continues to displace residents. They also voiced concern about their on-going ability to pay rent prices or access affordable housing,

affecting their ability to remain in their community.

Even though there are a number of policies in the Draft Plan that seek to ensure housing affordability (See Policy 2.2.11, 2.2.12, 2.2.13, 2.2.14, 2.2.15), these concerns indicate that there can be improvement in City rent stabilization policies and programs and affordable housing requirements for current and future development in order to meet Barrio Logan resident needs. For example, recently Barrio Logan community members advocated for exceeding local affordability requirements for new developments to ensure that there is at least a 30% set aside for affordable housing which was supported by the Barrio Logan Planning Group.

Supporting Maintenance of Older Homes

There are many older homes in Barrio Logan. A handful of people expressed their appreciation for these homes and those who live in them. However, they also acknowledged that maintaining the homes for many homeowners has been quite difficult--from paint to clean lawns to more structural issues. Additionally, a few community members shared that those with historic homes have had difficulty maintaining their homes due to the expensive nature of ensuring compliance with historic restoration standards. Many shared that having programs and funds available to assist homeowners to maintain their homes could make a big difference in the look and feel of the neighborhood.





In the Draft Plan there are a number of policies supportive of rehabilitation and preservation of older and historic homes in Barrio Logan (See Policy 2.2.2, 2.2.6, 2.7.11, 2.7.12); however, there are no specific commitments or stated programs that could offer support to homeowners.

Providing Support for Unhoused Community Members

Community members expressed a range of emotions when discussing their unhoused neighbors--from discomfort to sadness. Many were empathetic of those individuals who are unhoused and shared that they would like to see City officials take initiative to improve their quality of life and provide pathways for stability. One person explicitly said that it is important to not just move unhoused people from one location to another, but to ensure they are supported with resources. The main concerns regarding the impacts of having unsupported unhoused neighbors were regarding trash near encampments and temporary dwellings and belongings blocking pedestrian access, particularly under bridges and on the pedestrian bridge over the 5 freeway. It is important to note that no one we interviewed identified as someone experiencing being unhoused. It is critically important for this community to be able to help shape

policies and programs that can best support them.

The Draft Plan mentions unhoused community members only once in the following statement without a stated plan for support services for this important community, "Chicano Regional Park will continue to serve as the main cultural core for the community, but with increased demand and usage, combined with an increased in unhoused residents, there will be a growing need for upgrades." Given the housing crisis, supporting the unhoused population is a growing concern and there is an opportunity in the Plan update to include policies and programs that support this population.

Improving Lighting Infrastructure

The second most frequently stated priority by community members is the importance of improving lighting infrastructure. Many shared that once the sun sets, it is incredibly dark in the neighborhood. Community members shared that, due to a lack of lighting, they feared walking at night or did not feel safe when coming home from work. A few people shared that if they seek to walk for exercise at night so they drive to a different neighborhood to do so or intentionally change their walking route within Barrio Logan to stay in well-lit areas.



“If I walk my dog and it is too late, I might have to change the route so I hit all the well-lit areas and not the ones that are darker.”

Montserrat, Barrio Logan Resident

The Draft Plan acknowledges the lack of adequate lighting and has a number of policies aiming to address this issue (See Policy 3.1.14, 3.1.9, 3.2.3, 3.2.8, 6.1.10, Policy 6.1.11, 7.2.2, 8.2.22). The Draft Plan specifically states, “Barrio Logan lacks adequate street lighting throughout the community. Street lighting is important to improve safety for pedestrians, vehicles, and properties at night.”

Retaining Chicano/Mexican Culture and Identity

Community members expressed great love for the character and identity of the neighborhood. There is a concern that downtown will encroach upon Barrio Logan and change the look and feel of the neighborhood. Many shared that they hope that Barrio Logan can keep its identity as a Chicano/Mexican (people used both Chicano and Mexican to describe the identity of Barrio Logan) community.

“I just really hope Barrio Logan can keep their identity as a heavily dense Hispanic community where we don’t lose many of the attractions that we have like the carnivals and what makes the community unique...it is being able to feel a part of Mexico in the community, I hope that in 20 years we will still have some of that.”

Fernando, Barrio Logan Resident

Chicano Park is the heart of the community and is the centerpiece of the neighborhood’s character and identity. It is an important space serving as a gathering place for the community and is a space where strong connections and great memories are formed. There are also many activities for youth to do there, from basketball to skateboarding.

People enjoy and are inspired by the murals. Community members go there to relax and enjoy the murals which allow them to think of their ancestors, roots, identity. There are many events at Chicano Park including singers, performers doing ballet folklorico, Aztec dancers and lowrider car shows. Almost every single resident expressed a deep love and appreciation for the park, their frequent usage of the park, and fond memories associated with the space.



“Definitely a lot of history with Chicano culture and Mexican American culture as well, that is definitely one of my greatest places to go to, especially when I am like, when I need to feel inspired to pursue higher education or anything like that, when I need some motivation, that is where I go to and look at the art and just remember where I am.”

Albierto, Barrio Logan Resident

The murals at Chicano Park and throughout the neighborhood is a major factor that has solidified its identity. In addition to the murals, the type of small “mom and pop” shops and restaurants that provide goods and services to the Chicano/Mexican community are incredibly important to the community. Also, the many community events such as car shows, art walks, aztec dancers, Chicano Park Day, etc. contribute to the uniqueness of Barrio Logan.

The Arts and Culture elements in the Draft Plan emphasize that, “Murals, sculptures, music, and dance are a central part of Barrio Logan’s identity, and enrich the public realm with stories of the community’s history and culture.” Additionally, there are many policies in this section which state its support for the arts and community events in the neighborhood (See Policy 11.1.1, 11.1.2, 11.1.3, 11.1.4), but do not explicitly state maintaining the Chicano/Mexican culture that is expressed through art in the built environment and programming through events. Additionally, there is not an explicit policy or commitment to ensuring resources for the maintenance of murals or support for vital programming.

“I think the most important thing that I would like this neighborhood to maintain is the Latin culture, the representation of the Latin community. It is always good for improvements such as new restaurants and places, more diversity, but I feel like what makes it special, what makes it Barrio Logan is the fact that the Mexican community, the Latin community has always been here. 20 years from now, I would like to see that this place is rich with our culture being present.”

Joram, Barrio Logan Resident

Enhancing Public Spaces and Increasing Greenspaces

Improving cleanliness and increasing park access and greenspace are essential factors for a positive quality of life.

Improving Cleanliness

Many shared about the need for greater resources to keep the neighborhood clean. Community members shared that there are many public spaces that contain trash, such as near the freeways, under bridges, and in alleyways. Additionally, a handful of community members shared that in places where shipyard employees park, there is often trash found in those areas. Community members shared that more frequent community clean-ups, street cleaning, and more trash cans could resolve this issue. The trash is more than an issue of litter and aesthetics as

it sometimes impedes people from walking in their community. This issue is addressed in the Draft Plan in policy Policy 6.1.9 and 8.2.15.

Increasing Parks and Greenspace Access

Community members shared that they wanted more park space and greenspace such as more trees, plants, and flowers. More intentional landscaping throughout the community and increased connection to natural bodies of water, whether it be Chollas Creek or the Ocean, was something that was mentioned multiple times.

“It has always been Crosby Park...I always like going to the pier that is there, the pier that is going out to the water. It is just nice. Whenever I am feeling stressed out or the need for fresh air, it is always the right place to go to. Now that they have added some new things to the park like benches and tables on the pier, it just makes it feel more comfortable.....There are a lot of industrial places here, the biggest one are the ships that are here. When you look back at the history here in Barrio Logan, Crosby Park used to be a beach, and people used to be able to walk from their homes to the beach...when I learned about this when I studied about Barrio Logan in middle school, it was taken down to expand the ship stations, to think that it would be time in the future to give some of that back to the community.”

Joram, Barrio Logan Resident

In the Draft Plan, policy 3.1.12 and all the policies in section 4.3 (Urban Forest/Street) plans for an urban forest and greenspace. All the policies in 7.4 (open space lands) and policy 3.5.3 provide the foundation for Chollas Creek restoration and access. Additionally, park space will increase through the creation of the Boston Avenue Linear Park and Chollas Creek Park/Trail. Lastly, Policy 7.1.7 specifically seeks to improve waterfront access through a system of public plazas, bike paths, and parks. However, reconnecting Barrio Logan community members to beach access is not included in the draft plan and would require greater conversations with the community and Port of San Diego.

Centering Safety and Access in Mobility

In addition to community members sharing that street conditions could be improved, many shared about improving safety for people on bikes and pedestrians, mitigating freeway impacts, rerouting trucks, and enhancing north/south transit connections.



“I live a couple houses down from the 5 South Entrance, cars just zoom by my neighborhood like it is the freeway, I don’t know, maybe a speed bump or a sign for a speed limit.”
Montserrat, Barrio Logan Resident

Improving Safety for People on Bicycles and Pedestrians

Many shared about the need to improve infrastructure to better accommodate people walking and biking in the neighborhood. Additionally, some shared how difficult it is for elderly people to navigate the neighborhood due to broken sidewalks, fast moving vehicles, and a lack of adequate benches that could be used for respite. A few community members shared that they have a bicycle, but do not ride it very often because of not feeling safe doing so in Barrio Logan, particularly because of the speed of vehicles in the neighborhood and lack of infrastructure (bikelanes, traffic calming measures, etc.) to support people biking in the neighborhood. The Draft Plan has a comprehensive set of policies to improve safety for people on bicycles and pedestrians (See chapter 3 for the mobility element).

“It is not very bike-friendly. It is not super walk-friendly unless it is during the day. So maybe adding more emphasis on bike lanes and making sure the sidewalks don’t have cracks or there are no pot holes in the street...immediate dangers. There are a lot of old people in Barrio Logan, these grandmas and grandpas trying to get everywhere by foot. My grandma the other day, she was walking around, and she fell, because of one of the cracks, uneven parts of the sidewalk. She was fine but that is something that can be immediately fixed.”

David, Barrio Logan Resident

Mitigating Freeway Impacts

Many people, particularly individuals who live on or near Boston Avenue, shared that people drive too fast in the neighborhood as they are making their way to the 5 freeway.

Community members also expressed that they would like to see a lot more safety features for the Coronado Bridge. There have been incidents where cars have fallen from the bridge and have killed people at the park, and having these safety measures can allow people to enjoy the park without fear of having a car fall on them. One of the most notable incidents happened in 2016 when a drunk driver crashed into Chicano Park, killing four people and injuring seven others during Chicano Park Day. Lastly, community members shared their concern about the pollution from speeding and idling vehicles on the freeways that cut across the community. Mitigation efforts identified by the community around reducing vehicle pollution ranged from regional transportation planning efforts around improving transit to reduce dependence on freeways, programs to transition to electric vehicles, and programs to ensure people can work closer to home and do not need to commute. Additionally, more localized mitigation measures identified by the community is creating buffer areas with vegetation and trees to protect the community from particulate matter. Additionally, ensuring current regulations that prohibit trucks from driving in the community are enforced can reduce pollution in the neighborhood.



“Barrio Logan is definitely located in a major freeway and like there is a lot of cars that pass by there and including the manufacturing jobs and obviously located close to a port in San Diego, that is definitely one of the biggest contributing factors that leads to exacerbated asthma and certain lung cancers, etc. to make Barrio Logan a little bit healthier, is to actually implement some sort of policies to actually reduce that level of pollution by either incentivizing electric vehicles or accommodating more bike usage or increasing public transportation in that area and the surrounding area.”

Albierto, Barrio Logan Resident

The Draft Plan policy 3.1.8 and 3.3.6 work to improve the pedestrian and bicyclists safety near the on and off ramps and slow speeding traffic. However, there is no specific policy regarding retrofitting the Coronado Bridge to protect people at Chicano Park.

Rerouting Trucks

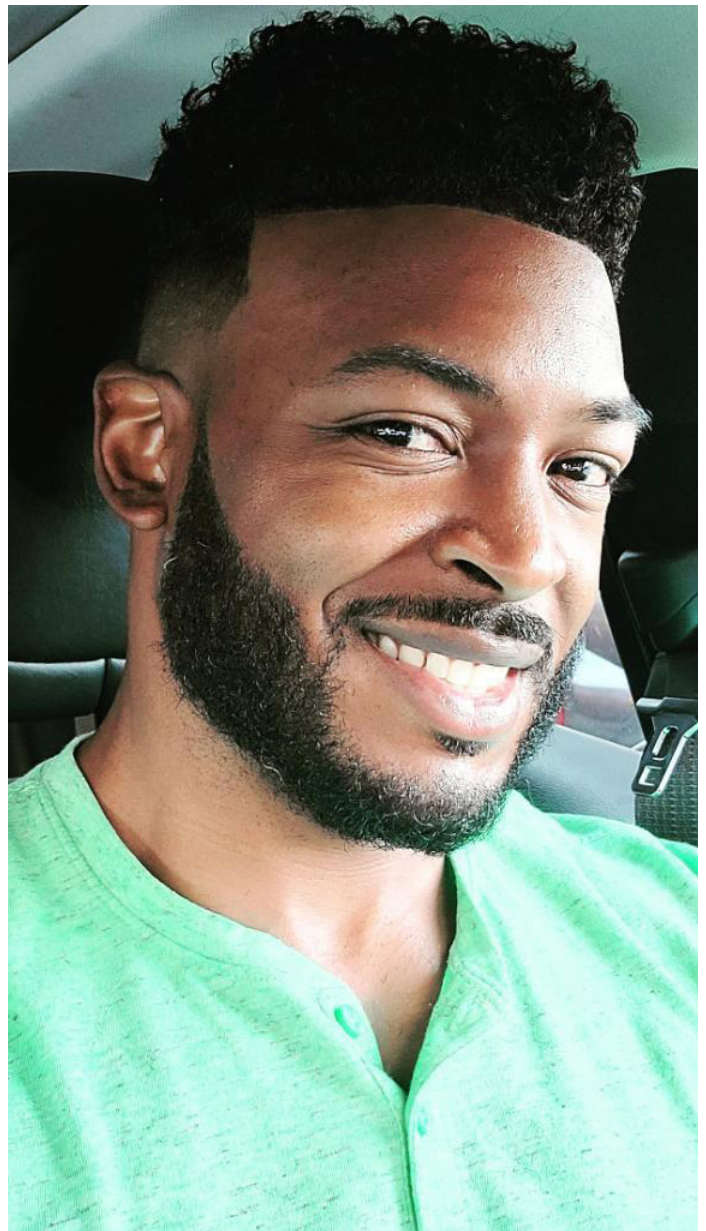
Despite efforts that have been made in recent years to reroute trucks, community members are still expressing concern regarding truck travel in Barrio Logan. Those that mentioned this as an issue often cited the pollution exposure and safety issues for pedestrians in the neighborhood.

The Draft Plan contains specific routes trucks are allowed (primarily on Harbor and 28th Street) and prohibited. It is unclear from conversations during these engagement efforts which specific streets community members would like to prevent trucks from traveling on or if the existing Draft Plan satisfies their concerns.

Enhancing North/South Transit Access

Many expressed their appreciation for having great trolley access and East/West transit connection. Several community members mentioned remembering the bus route that would go up 28th Street and how helpful that was in accessing areas such as South Park and the importance of being able to easily access amenities, such as the Target, in other neighborhoods.

The MTS transit map indicates that there is a lack of North/South transit connections. The Draft Plan states, “Work with MTS and SANDAG to incorporate transit infrastructure and service enhancements for Barrio Logan, including those warranted by future demand and identified in SANDAG’s Regional Plan and future updates to the Regional Plan...” (Policy 3.2.9). This policy provides an avenue to address this stated need. Additionally, there is a planned North/South transit connection on 32nd Street, but having one also up 28th street could further improve access.



“I’d like to see less large trucks going through residential neighborhoods and less general industrial traffic..... even though I have been here for a long, long time, I have had a lot of friends of mine that would like to come to this neighborhood, but the number one reason they don’t come, they have kids, is because of asthma issues.”

Monte, Barrio Logan Resident



Supporting Separate Land Uses to Improve Public Health

Everyone Pueblo Planning spoke with was in favor of the provisions in the MOU that established the new land use zoning, and were in particular in favor of separating industrial and residential land uses.

“I think that is definitely very responsible urban planning but obviously it has to be well-thought out because obviously those kind of policies were often omitted in the planning process back in the 1950s and 1960s but definitely that is one step forward in actually promoting spatial equality.”

Albeirto, Barrio Logan Resident

However, some community members shared that even though they were in favor of separating industrial uses from residential uses, their preference would be to see the elimination of heavy industrial use all together to provide more space for housing and reduce the amount of pollution in the neighborhood. Some people shared specifically the impact of trucks, trash, and rodents from having many recycling centers adjacent to homes and commercial spaces and their wish for other types of businesses and amenities to take their place.

“We do not want any more industrial businesses for example like the recycling companies...if you look at any other zip code, you are not going to find any, they are all here in 92113...we want medical facilities, perhaps more senior centers that a lot of the people that live here can work there as caregivers, as health preparation, the jack of all trades that we have here.”

Philomena, Barrio Logan Resident

Most cited the ongoing, harmful legacy of industry adjacent to residential homes and the cumulative health impact of freeways, port operations, and manufacturing jobs. These concerns were shared both when residents voiced support for the separated uses and when residents shared their concerns that some industries, such as the shipyards, would be able to stay. Many shared an eagerness to see the separated land uses and often shared their and/or their neighbor's own personal experiences regarding health issues of asthma, cancer, and difficulty breathing. Also, a few recounted their experience of the smoke and fumes from the USS Bonhomme Richard fire that happened July of 2020, which burned over four days in the port immediately adjacent to homes in Barrio Logan. They shared stories of their struggles to leave the toxic smoked filled neighborhood as they could not get support to get a hotel away from the neighborhood quickly enough due to limited hotel vouchers. In light of these ongoing and recent traumas, it is

“I would vote yes on that for sure. If you...are going to get more businesses into the area and not going to permit industrial businesses to pollute the area, that would be nice, because there are a lot of families living here, you might remember when the ship burned on the bay, we all smelt the burning and we live here....”

Benjamin, Barrio Logan Resident



understandable that community members shared mixed feelings. They simultaneously welcomed the separation of land uses, but also, maintained a level of cautious skepticism and would like the removal of polluting industries.

“Toda la gente que vivimos aquí, tenemos asma, tenemos alergias, hay mucha gente enferma que ha padecido de cáncer por lo mismo, por que tenemos a NAASCO que bota toneladas al mar. La comunidad está bastante dañada con tanto químico.”

Griselda, Barrio Logan Resident

In addition to a robust conversation regarding separating industrial uses from residential, many had a lot to share regarding the Neighborhood Commercial zone. Many shared that they would like more businesses that can lead to a self-sustaining community, where people can get all their needs met, particularly businesses that provide goods and services for the “Mexican community.” Also, some community members shared that they would not like “big-box” stores, such as Wal-mart, moving in and do not want marijuana dispensaries or places that serve alcohol in this zone, particularly near Boston Avenue’s residential zone.

Cultivating Economic Opportunities and Benefits for Local Residents

Community members consistently expressed the resilience of the community and shared that the culture of the community is expressed in different forms, from art to food, and that they would like to see more career opportunities in those fields being available to them in their neighborhood. Many shared that they would like to see more locally-owned small businesses in order to keep the money circulating in and benefiting the community. Thus, there was a stated aversion to big corporations being rooted in the community. Additionally, the types of jobs others shared that they would like to see in the community included nurseries to banks to recreational centers. Also, some community members shared their support of local street vendors and the role they play in the neighborhood. Essentially, many expressed that they would like to have a self-sustaining neighborhood where all their needs could be met at an affordable price. One community member at a pop-up event shared, ***“Things have gotten really expensive, even mom and pop shops are expensive and out of reach for me.”***



In addition to the type of economic opportunities and industries community members expressed wanting in Barrio Logan, they also shared a concern about being able to keep the locally owned small businesses in the neighborhood. A handful of community members shared that some businesses have either closed or left the neighborhood due to the high rents. For the most part, community members like the changes being made in the business corridors, but would like to ensure residents and current businesses are able to stay to benefit from these storefront and infrastructure improvements. Providing support for low-income entrepreneurs and access to affordable commercial space in the neighborhood are two common themes community members emphasized.

“When all this re-development happens, which is really needed..it is going to alleviate some of our housing crisis our community has, I just hope when the City approves all these plans, someone can say...just like we have low-income housing for certain people that we can have low-income commercial land for entrepreneurs that want to start businesses.”
Fernando, Barrio Logan Resident

“The Barrio Logan small businesses that are already there...keep them going, keep them alive. That is the livelihood of many of these families.”
David, Barrio Logan Resident

The Draft Plan has policies to protect and preserve small retail business and encourage the development of neighborhood serving commercial uses (see policy 2.7.7 and 5.2.3). However, there are no policies specifically supporting low-income entrepreneurs and keeping commercial spaces affordable for local shopkeepers. Additionally, there is an opportunity to include a policy that supports the presence of local street vendors.

Conclusion

Barrio Logan is a diverse and animated neighborhood with residents who are passionate about their community and invested in seeing it continue to grow and thrive. Pueblo Planning reached hundreds of residents to provide them information about the Barrio Logan Community plan and had conversations with dozens of individuals about their feedback, needs, concerns, and priorities for the plan. While community members unanimously support land use designations that separate industry from residential, some community



members remained concerned about the damaging health impacts of on-going industrial activity directly adjacent to the homes of elders, families, and individuals. In addition to these visions of improvement to the area, Pueblo Planning heard a resounding, unified community voice that takes great pride in the culture, arts, history, people, and vibrancy of Barrio Logan. Barrio Logan community members deeply value their neighborhood and look forward to continued improvements in the area that preserve housing, health, culture, and meaningful growth.



COVID-19 Vaccine Information

Family Health Centers of San Diego's doctors, nurses and America's leading medical experts are in full support of the COVID-19 vaccine and we encourage you to get vaccinated when it is available to you.

Are the benefits of taking the vaccine?
Help keep you, your family and our community healthy and safe. It can help end the damage to the economy caused by lockdowns and prevent more illness and death.

Do we know the vaccine is safe?
COVID-19 vaccines went through the same transparent and rigorous process as other regular vaccinations, like the flu or chicken pox. Every component was reviewed by the Federal Drug Administration (FDA) and an independent panel.

COVID-19 Vaccine

You must live in the 92113 zip code to be eligible.

People who are over the age of 65, work in essential industries or have disabilities are eligible for the COVID-19 vaccine.

Essential industries include:
Health care and residential care
Emergency services

- Medical conditions include:**
- Asthma
 - Autism
 - Cancer
 - Cerebrovascular disease
 - Chronic kidney disease
 - Chronic pulmonary disease
 - Cystic fibrosis
 - Down syndrome
 - Hypertension
 - Immunocompromised
 - HIV/AIDS

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LEARN MORE ABOUT THE COMMUNITY PLAN UPDATE!

¡CONOZCA MÁS SOBRE LA ACTUALIZACIÓN DEL PLAN COMUNITARIO DE BARRIO LOGAN!