

# AZALEA PARK HOLLYWOOD PARK

## REVITALIZATION ACTION PROGRAM



APRIL 20, 2002

# AZALEA PARK-HOLLYWOOD PARK REVITALIZATION ACTION PROGRAM

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February 6, 2002

**Dear Community Members,  
Government Officials and  
Agency Employees:**

The Azalea Park and Hollywood Park Revitalization Action Plan (RAP) started in October 2000 with the goal of creating a holistic approach to address revitalization efforts within the neighborhoods of Azalea Park and Hollywood Park in City Heights. Many issues addressed in the Plan are based on the creation of a village-like atmosphere in both neighborhoods.

Residents, both new and old, met with City staff at the Azalea Park Recreation Center to start this process. The “Charrette” was successful because it outlined the courses of action needed to fix the problems that residents identified in the neighborhoods. Subsequently, at each meeting, the participants discussed a part of the problem and established a course of action to solve the problem. This RAP was very different from the other Revitalization Plans that I have been involved with because law enforcement was not an issue. The RAP is a culmination of this holistic approach.

A part of the ongoing process to revitalize the neighborhoods is finding financial support to fund improvement projects. During the meetings, many financial avenues were discussed to assist in mitigating community-identified issues. Each issue has suggestions on where to find financial support. As the RAP is implemented, a holistic and creative approach will be needed to finance projects.

This document is the beginning of a long and arduous process to revitalize two significant neighborhoods in City Heights. Let this document be used, changed and shaped to continually provide the elements needed to make these two neighborhoods in City Heights a part of the greatest community in San Diego.

Many thanks to Mary Wright and Lara Evans, City planning staff, for their tireless efforts in providing excellence in service to City Heights and this project. Thanks to all City staff who attended meetings and did research on issues. Thanks to the members of the community who came to every meeting, participated fully and gave great guidance to this process.

Sincerely,

**Michael Dunn**

Chair of the Azalea Park and Hollywood Park  
Revitalization Action Plan Committee  
Azalea Park Resident

# Azalea Park - Hollywood Park Revitalization Action Program

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# Executive Summary

The proposed Azalea Park and Hollywood Park Revitalization Action Program (RAP) is the result of the community's desire to enhance their neighborhoods through a partnership with the City. This group of tightly-knit residents have worked together to reinforce their neighborhood identities and create a revitalization plan. The plan is intended to implement strategies for procuring neighborhood amenities and infrastructure that exemplify the artistic and inventive efforts of these residents. In these two communities, neighbors are friends, share neighborhood maintenance responsibilities and actively pursue community public improvements as well as policing, code enforcement and neighborhood identification programs.

The RAP provides an action plan designed to organize the Community's goals and objectives. This document functions as an implementation plan and status report intended to prioritize the most immediate community development goals. The RAP is also intended to implement the community's goals and recommendations found in the Mid-City Communities Plan, adopted by the City Council on August 8, 1998.

Area residents came together as a community and hosted a forum on October 10, 2000 with City representatives to discuss their vision and goals for a revitalized community. Thirty-nine residents attended the evening meeting. From that meeting, a revitalization committee was created to meet on a bi-weekly basis with city representatives to discuss implementing the goals and objectives of Azalea Park and Hollywood Park residents.

The vision established by program participants recognizes that traffic, streetscape, canyon and park improvements will provide the greatest physical and economic benefit to enhance and sustain the well being of both neighborhoods.

## Azalea Park and Hollywood Park

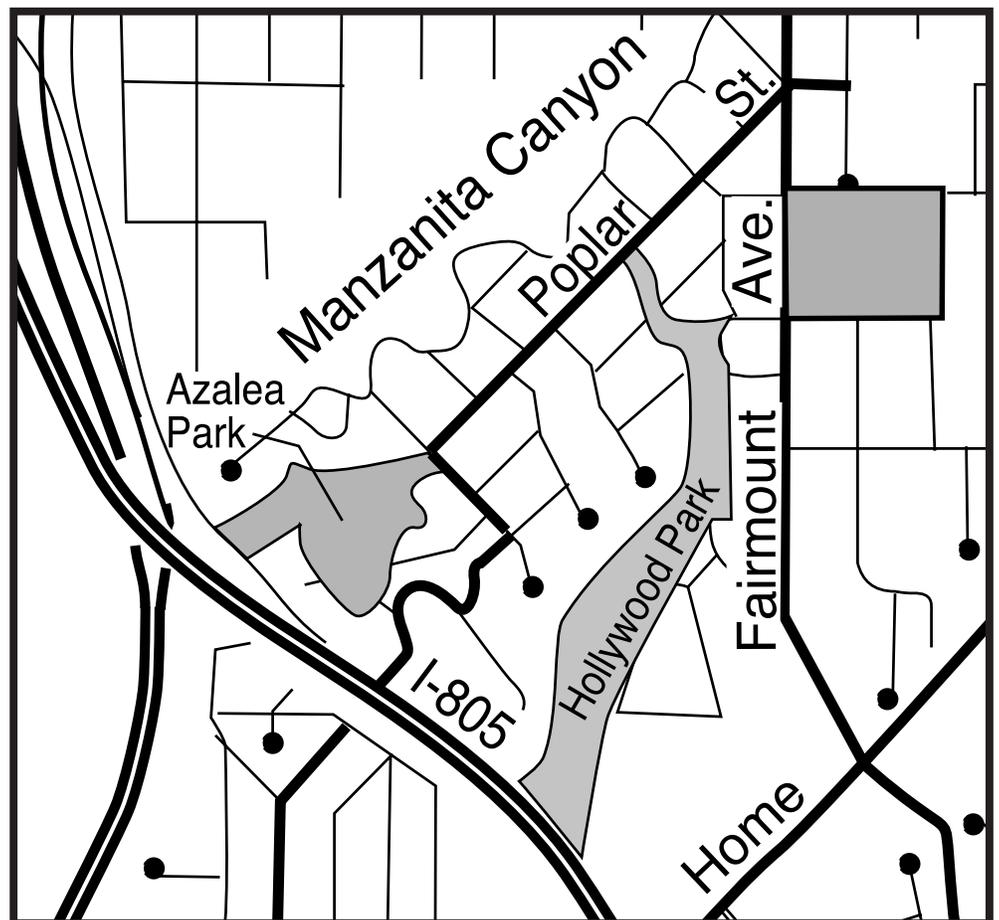


Figure 1



# Initiation of the Azalea Park-Hollywood Park Revitalization Effort

On October 10, 2000, the residents of Azalea Park and Hollywood Park and the City of San Diego Planning Department sponsored a workshop to identify the issues affecting quality of life in their neighborhoods. Issues raised by participants as part of the Azalea Park-Hollywood Park Revitalization Program will be addressed in relation to the goals and recommendations of the Mid-City Communities Plan. The Mid-City Communities Plan is the product of a four-year collaboration between residents and business representatives, the four recognized planning committees of Mid-City (including the City Heights Area, Kensington, Talmadge, Normal Heights and Eastern Areas) and City of San Diego planning staff.

## BACKGROUND

Azalea Park and Hollywood Park are two established neighborhoods within the Lexington Park sub-division of City Heights and the Mid-City Community. The neighborhoods of Azalea Park and Hollywood Park are defined by their relationship to the two public parks of the same names. Both neighborhoods are characterized by a mixture of single- and multi-family homes, most of which were constructed more than 45 years ago. Small apartment buildings are clustered along Poplar Street and most streets have one or two small multifamily structures among the single family homes. Several larger complexes have been built adjacent to Hollywood Park and along Fairmount Avenue.

## STUDY AREA BOUNDARIES

The RAP Committee defined the study area boundaries as represented in Figure I. The general boundaries of the Azalea Park-Hollywood Park Revitalization Action Program include Fairmount Avenue to the East, Interstate 805 to the West, Manzanita Canyon along the North and Home Avenue to the South.

## METHODOLOGY

During the months of October 2000 through March 2001, the revitalization team met on a regular basis with staff members of various City departments to address the six key issues identified by the community. A number of identified sub-issues were referred to the appropriate departments for immediate action (see following tables). These included issues related to policing, litter control, code enforcement, traffic control, canyon restoration and park improvements and are addressed in detail in this report.

The following methodology was followed during the development of this revitalization program:

- Staff conducted field surveys and inventories of land use, traffic, and physical conditions to confirm problem sources and identify solutions.
- Contacts and discussions with staff representing various City departments with responsibility for addressing the identified issues and to develop technical solutions.
- Validation of issues through neighborhood meetings and staff review.

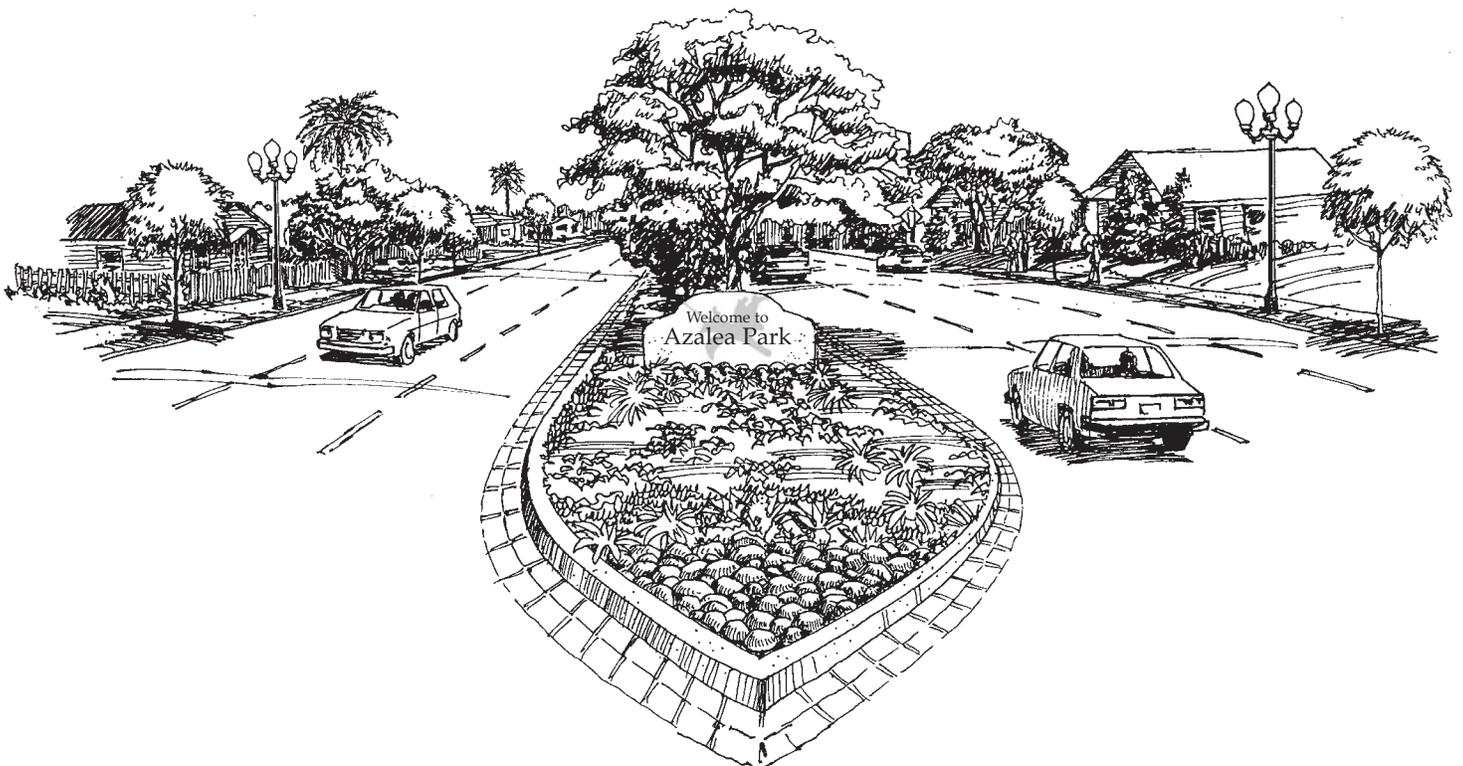
# Revitalization Program Recommendations and Accomplishments

The Azalea Park-Hollywood Park RAP Committee identified recommendations to address each of the six key issue areas. In addition, implementation measures were identified to achieve each recommendation. Some of these implementation measures have been accomplished during the course of the RAP effort. The remaining measures have been prioritized by the committee.

The accomplished and prioritized implementation measures are outlined in tabular form on the following pages. Each entry describes the recommendation and related implementation measure(s) as well as the responsible lead party, anticipated schedule, current status, and projected cost.

The six key issues identified by the community include:

1. Traffic/Circulation Improvements
2. Code Compliance
3. Visual and Streetscape Improvements
4. Canyon Improvements
5. Community Promotion
6. Parks and Recreation



# Traffic/Circulation Improvements

Poplar Street is a 2-lane collector street that runs through the Azalea Park neighborhood and is characterized as a neighborhood serving commercial corridor. Many of the concerns with traffic are focused along this corridor. However, other traffic issues within the Azalea Park neighborhood were identified. The following are traffic and circulation principles that were seen by the community as important to the promotion of the neighborhood:

- Enhance safety along the Poplar Street commercial corridor by reducing the speed limit through traffic calming measures.
- Construct “curb extensions” to shorten the crossing distances for pedestrians at intersections.
- Prevent cut-through traffic on Manzanita Place from Fairmount Avenue.
- Reconstruct sidewalks and pedestrian ramps that meet Americans with Disabilities Act requirements.

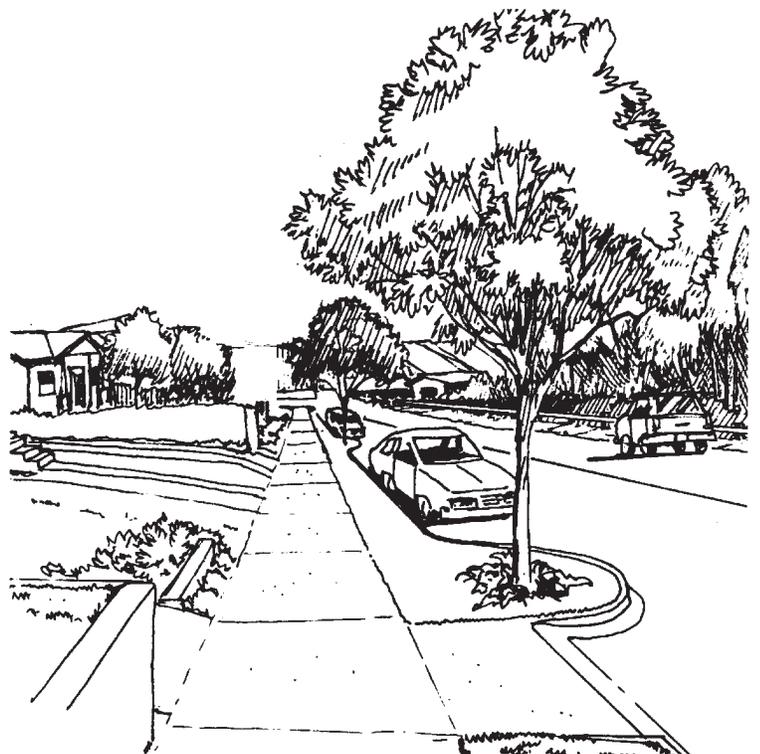
During community meetings, the following specific recommendations and implementation measures relating to traffic were proposed. The following traffic-related recommendations require additional analysis and/or alternative implementation measures.

1) Four-way stop signs were requested at Poplar Street and Sycamore as well as Violet Streets to enhance both pedestrian and vehicular safety. Staff analysis determined that these locations do not meet established warrants and policies for stop signs. Traffic engineering staff recommend an increase in enforcement to address safety concerns.

2) Two-way stop signs were requested at Dahlia Street and Poplar Street as well as Tulip Street and Pepper Street to enhance both pedestrian and vehicular safety. Staff analysis determined that these locations do not meet established warrants and policies for stop signs. Traffic engineering staff recommend an increase in enforcement to address safety concerns.

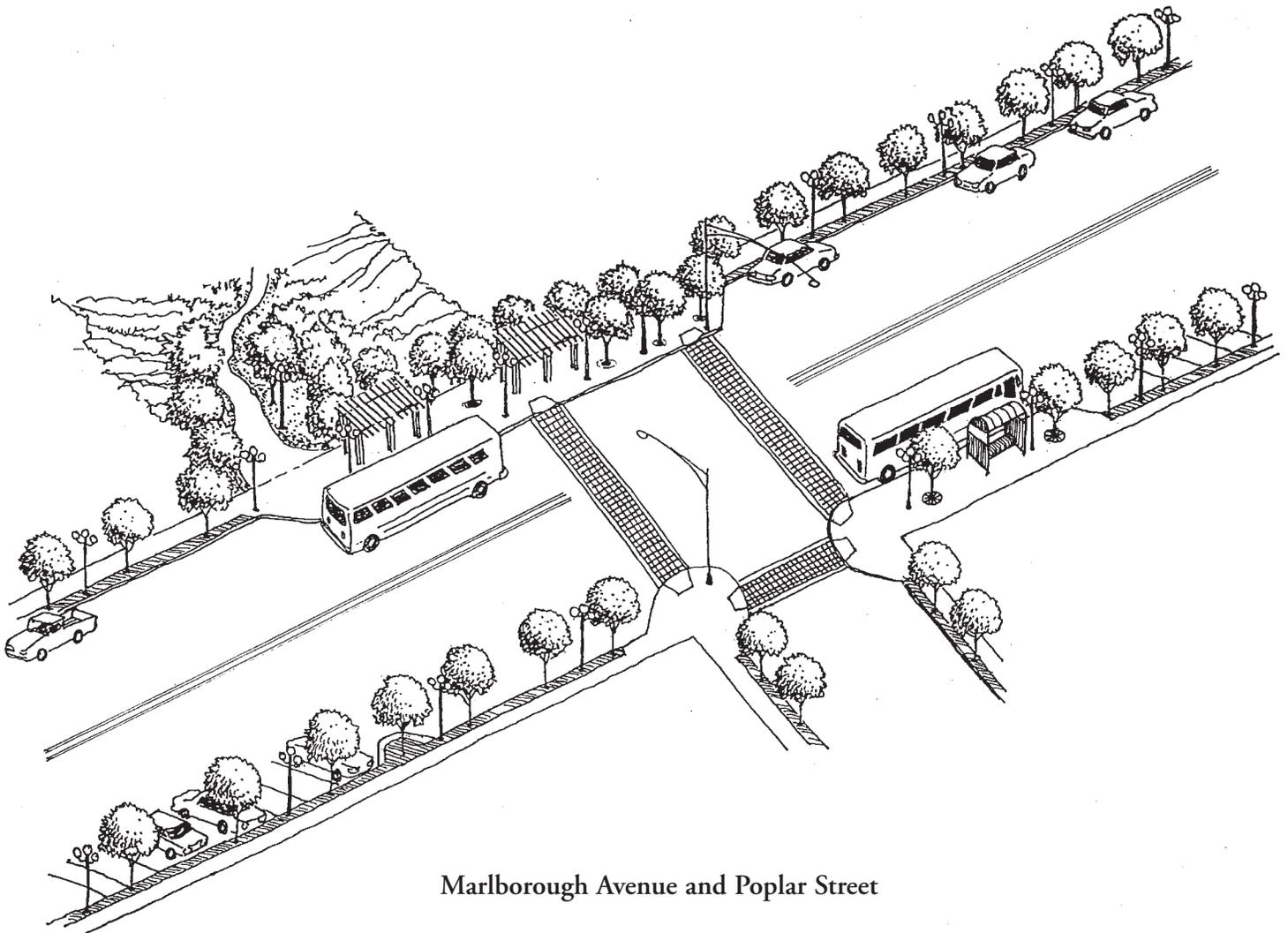
3) Speed humps were requested at Manzanita Drive from Marlborough Avenue to Columbine Street to enhance both pedestrian and vehicular safety. Staff analysis determined that speed humps do not meet established warrants and policies. Traffic engineering staff recommend an increase in enforcement to address safety concerns.

4) A turn-about at the intersection of Poplar Street and Columbine Street was requested to enhance both pedestrian and vehicular safety. Staff analysis determined that a turn-about does not meet established warrants and policies. Traffic engineering staff recommend an increase in enforcement to address safety concerns.



**TRAFFIC/CIRCULATION IMPROVEMENTS:  
ACCOMPLISHMENTS TO DATE**

Recommendation	Implementation	Lead	Sched.	Status	Cost
Enhance pedestrian and automobile safety along Poplar Street.	Install signs to reduce speed limit to 30 MPH.	City	FY 2001	Completed by Traffic Engineering.	Budgeted.
Improve pedestrian crossing of Fairmount Avenue adjacent to schools.	Repaint yellow crosswalk markings and/or install cross walks with enhanced paving, such as raised and/or brick paving.	City	FY 2001	Completed by Traffic Engineering. Crosswalks were repainted at Fairmount Avenue and Olive Street and Fairmount Avenue and Myrtle St.	Budgeted.



Marlborough Avenue and Poplar Street



## TRAFFIC/CIRCULATION IMPROVEMENTS: PRIORITIZED RECOMMENDATIONS

#	Recommendation	Implementation	Lead	Sched.	Status	Cost
1	Enhance pedestrian safety at the intersection of Poplar Street and Columbine Street.	Install curb extensions and crosswalks on all four corners of the intersection of Poplar Street and Columbine Street.	City	FY 2002- FY 2003	Under review by Engineering.	To be determined.
2	Improve pedestrian safety and reduce speeding through the area.	Install two-way stop signs at: Glenfield Street and Manzanita Drive; Dahlia Street and Poplar Street; Arbor Vitae and Manzanita Drive; Violet Street and Manzanita Drive; Tulip Street and Pepper Street; and Columbine Street and Manzanita Drive.	City	FY 2002	Traffic engineering determined that Glenfield Street and Manzanita Drive; Arbor Vitae and Manzanita Drive; Violet Street and Manzanita Drive; and Columbine Street and Manzanita Drive meet the criteria for stop signs.	Costs are anticipated to be borne by the affected department.
3	Prevent cut through traffic on Manzanita Place.	Close vehicular access to Manzanita Place from Fairmount Avenue by installing bollards.	City	FY 2002	Initiate a traffic study quantifying impacts.	Costs are anticipated to be borne by the affected department.
4	Alleviate intermittent flooding to surrounding residences.	1) Repair storm drains on Glenfield Street and Fairmount Avenue. 2) Reconstruct damaged storm drain inlets. 3) Create annual program to clean storm drains.	City	FY 2002- FY 2006	Refer to Streets Division.	Costs are anticipated to be borne by the affected department.
5	Reduce speeding throughout the study area.	1) Reduce speeds on Poplar Street through education, signage, and physical traffic calming measures.	City	FY 2001- FY 2006	Reduced speed signage was installed. Physical traffic calming measures are under review & education will be an on-going process.	Costs dependent on measures implemented.
		2) Increase traffic enforcement efforts.		FY 2001- FY 2006	Referred to Police.	Budgeted.
6	Enhance pedestrian and disabled access along Poplar Street.	1) Repair/install curb, gutter and sidewalks consistent with standards established by the Americans with Disabilities Act where sidewalks currently exist. 2) Inform property owners and residents of City's 75/25 sidewalk replacement program.	Property Owner	FY 2002- FY 2006	Utilize City's 75/25 sidewalk replacement program to repair and replace curb, gutter and sidewalks.	It is anticipated that 25% of the costs would be borne by the property owner or resident and the other 75% by the City.

# Code Compliance

Code compliance promotes conformity with the City's Municipal Code and helps to abate the impacts of inconsistent property maintenance and failure to observe existing codes regulating landscaping and trash disposal. Uniform adherence to the City's existing codes can help foster a sense of community pride, commitment and participation. The code compliance component of the RAP includes the following principles and are intended to encourage code conformance by residents and business owners alike:

- Enforce litter codes consistently and pro-actively.
- Assist property owners, through a design assistance program, to develop unobstructive enclosures for trash receptacles.
- Establish a litter abatement education program for local school children.
- Continuous clean-ups of canyons and other properties through an annually sponsored "spring cleaning" event, in coordination with the neighborhood, private garbage haulers and the City's Environmental Services Department and Project C.L.E.A.N.
- Azalea Park Neighborhood Association

## CODE COMPLIANCE: ACCOMPLISHMENTS TO DATE

Recommendation	Implementation	Lead	Schedule	Status	Cost
Organize code enforcement volunteer team.	Coordinate training and hold on-going meetings to discuss open cases. CHTC Code Staff trained 6 Azalea Park and Hollywood Park residents on 11/30/00.	Azalea Park Neighborhood Association	FY 2002- FY 2007	On-going.	Budgeted.
Prevent automobiles from parking in front of fire hydrants along Sumac Drive.	Paint curbs red in front of fire hydrants along Sumac Drive.	City	FY 2002	Completed by Streets Division.	Budgeted.

## CODE COMPLIANCE: PRIORITIZED RECOMMENDATIONS

#	Recommendation	Implementation	Lead	Sched.	Status	Cost
1	Prevent vehicles from parking in front yards.	Pro-actively enforce Municipal Codes for parking.	City	FY 2002- FY 2007	Refer to Code Enforcement.	Costs are anticipated to be borne by the affected department.
2	Remove graffiti.	1) Utilize graffiti abatement program with assistance from the SDPD. 2) Residents can receive training for graffiti eradication through Project C.L.E.A.N.	City/ Neighborhood Association	FY 2002- FY 2007	On-going since 1984.	1) Costs are anticipated to be borne by the affected department. 2) Costs are covered by \$7000 CDBG Funds shared with the rest of City Heights.
3	Require homes to display address.	Neighborhood Association to coordinate with property owners per Municipal Code 62.07.	Neighborhood Association	FY 2002	Neighborhood Association to initiate curb painting program.	To be determined.
4	Address commercial litter, loitering and graffiti issues.	Refer to Neighborhood Code for further investigation. Where applicable, report violations to ABC.	City	FY 2002- FY 2007	On-going.	Costs are anticipated to be borne by the affected department.

# CODE COMPLIANCE: PRIORITIZED RECOMMENDATIONS

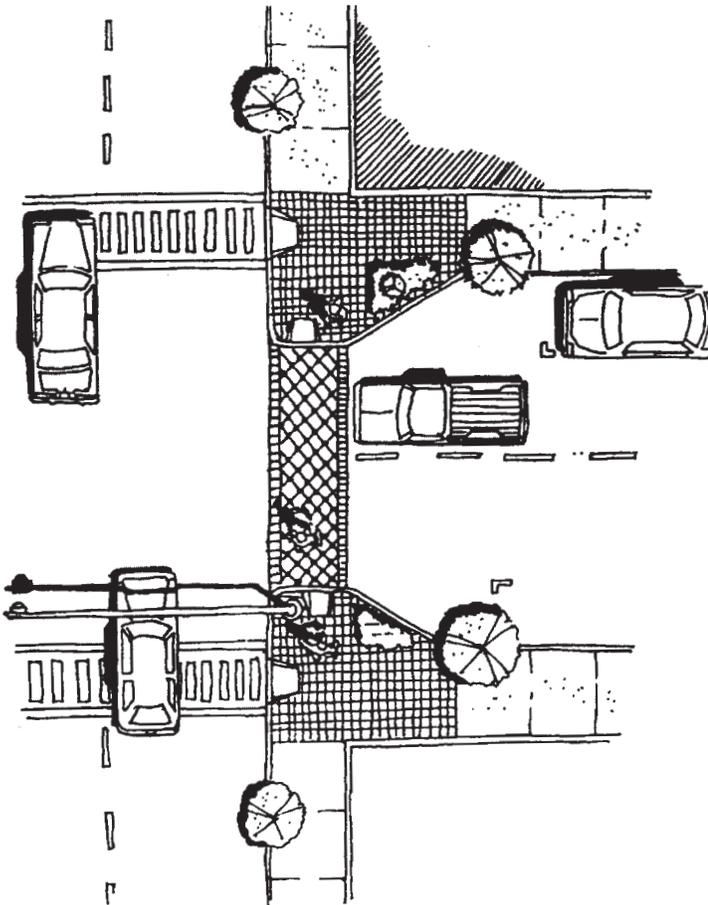
#	Recommendation	Implementation	Lead	Sched.	Status	Cost
5	Educate residents regarding pertinent municipal codes.	Hold community forum to review code language.	City	FY 2002-FY 2007	On-going.	Costs are anticipated to be borne by the affected department.
6	Improve pedestrian access along Poplar Street and Columbine Street.	Trim overgrown shrubbery. If necessary, refer to Code Compliance.	City	FY 2002-FY 2007	On-going.	Costs are anticipated to be borne by the affected department.
7	Remove abandoned cars.	Pro-actively enforce Municipal Codes for parking.	Neighborhood Association/ City	FY 2002-FY 2007	On-going.	Costs are anticipated to be borne by the affected department.
8	Improve appearance of the neighborhood.	1) Schedule regular "community clean-ups" and "facelifts" and create an on-going neighborhood "clean-up" calendar. 2) Enforce municipal solid waste codes. 3) Assist property owners, through a design assistance program, to develop unobstructive enclosures for trash receptacles.	Neighborhood Association/ City/ Project C.L.E.A.N./ SDNHS	FY 2002 - FY 2007	On-going.	Costs are anticipated to be borne by the affected department.
9	Assist homeless individuals residing along the commercial corridor, in parks and canyons to find housing and job opportunities.	Provide housing and job placement services.	City/ Social Service Agencies	FY 2002-FY 2007	On-going.	Costs are anticipated to be borne by the affected department.
10	Clean trash dumpsters at local markets and apartment complexes.	Contact merchants, property managers and refuse company to discuss exchanging old dumpsters for new receptacles.	Neighborhood Association/ Code Enforcement	FY 2002-FY 2007	Work with merchants and property managers to establish dumpster exchange program.	Costs are anticipated to be borne by the affected department and/or merchant.
11	Remove litter.	1) Install city-maintained trash receptacles along Poplar Street and at bus-stops.	City/ Neighborhood Association/ SDUSD	FY 2001	Completed. Streets Division will place 3 trash cans along Poplar Street and will monitor levels.	Costs are anticipated to be borne by the affected department.
				FY 2002-FY 2007	On-going.	
					Work with SDUSD and parents.	
12	Prohibit illegal after-hours activity in Azalea Park.	Enforce curfew and park hours.	City	FY 2002-FY 2007	On-going. Refer to San Diego Police Department.	Costs are anticipated to be borne by the affected department.
13	Improve appearance of alley along Modesto Street and Sumac Drive.	1) Utilize graffiti abatement program. 2) Remove litter.	City/Project C.L.E.A.N.	FY 2002-FY 2007	Refer to Neighborhood Code Compliance for further review.	Costs are anticipated to be borne by the affected department.
14	Prevent unleashed and unlicensed dogs from roaming freely in the neighborhood.	Pro-actively enforce Municipal Codes for animal control.	Neighborhood Association/ City	FY 2002-FY 2007	On-going. Refer to County Animal Control.	Costs are anticipated to be borne by the affected department.

# Visual and Streetscape Improvements

Many of the concerns raised by participants during the revitalization meetings relate to the character and visual quality of the streets within the study area. A comprehensive program of streetscape improvements, addressing both public and private property, has been developed based on participant comments.

**The visual/streetscape component includes the following principles:**

- Development of a street tree planting program for Poplar Street concentrating on the area from Fairmount Avenue to Violet Street as well as other streets in Azalea Park and Hollywood Park.
- Development of gateways setback southwesterly from the corner of Fairmount Avenue and Poplar Street as well as at the north end of the I-805 bridge to include prominent physical features that celebrate the character and diversity of the neighborhood.
- Construction of additional street signage that reflects the street names found in Azalea Park.
- Extension of commercial storefront design assistance and improvement program to aid merchants in improving their storefronts.
- Establishment of a residential design assistance and improvement program to assist homeowners in improving their homes and properties.
- Establishment of an apartment facade design assistance and improvement program to assist apartment owners to improve and maintain their properties.





## VISUAL AND STREETSCAPE IMPROVEMENTS: ACCOMPLISHMENTS TO DATE

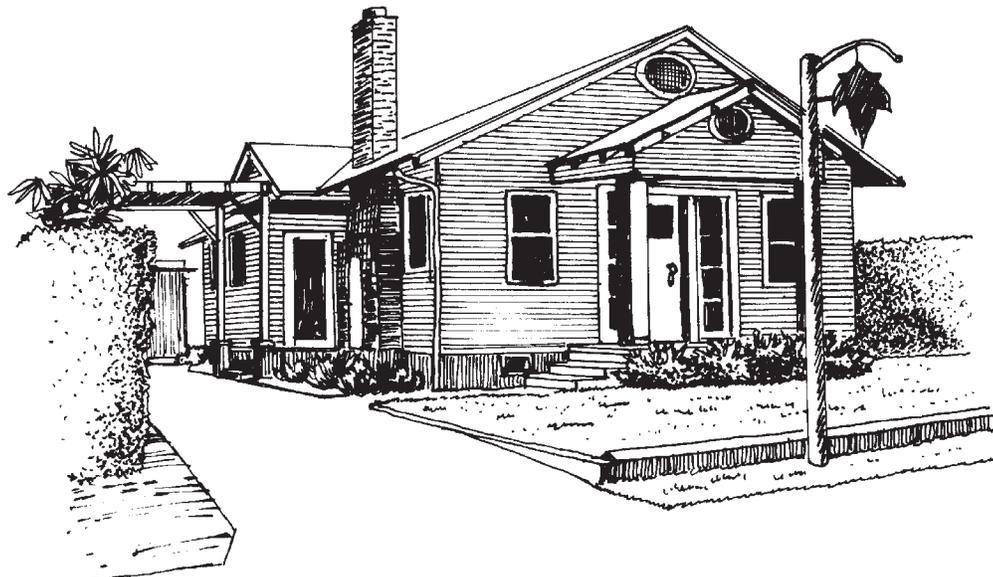
Recommendation	Implementation	Lead	Schedule	Status	Cost
Remove litter along Poplar Street.	Provide city-maintained trash cans along Poplar Street.	City	FY 2002	Completed. Streets Division has placed 3 trash cans along Poplar Street and will monitor levels.	Budgeted.

## VISUAL AND STREETSCAPE IMPROVEMENTS: PRIORITIZED RECOMMENDATIONS

#	Recommendation	Implementation	Lead	Sched.	Status	Cost
1	Enhance streetscape features at the intersection of Poplar Street and Columbine Street.	Incorporate landscaping and sculptures.	City/ Neighborhood Association	FY 2002- FY 2004	Work with community group.	Depends on measures implemented.
2	Improve maintenance of public rights-of-way and promote pedestrian environment.	Provide temporary "No Parking" signs and create regularly scheduled street sweeping program.	City	FY 2002- FY 2004	On-going.	Budgeted.
3	Enhance street lighting.	Incorporate additional ornamental street lights into streetscape design.	City	FY 2002- FY 2007	On-going. Work with community group.	\$25,000.
4	Utilize landscaping as a means of improving public rights-of-way.	Plant street trees in curb extensions to promote neighborhood beauty and pride.	City/People for Trees/ LMD	FY 2002- FY 2004	On-going. Work with People for Trees and other interested groups.	\$5,000/year.
		Develop a residential landscape enhancement program. Create a weed abatement program.	City/ Neighborhood Association	FY 2002- FY 2005	On-going. Work with community groups to implement.	\$5,000/year.
5	Improve overall street appearance in the neighborhood.	1) Construct a landscaped median along Poplar Street from Fairmount to Violet Street. Incorporate trees and sculptures, if feasible.	Neighborhood Association/ City	FY 2002- FY 2007	Coordinate efforts with Traffic Engineering and City's revitalization staff. Also, refer as a community arts project.	Cost dependent on measures implemented.
		2) Provide landscaped planter boxes on I-805 overpass.			Coordinate efforts with CALTRANS	To be determined.
		3) Create community identifying gateways with prominent physical features to include landscaping, a fountain and art at the entrance of Poplar Street and Fairmount Avenue, at I-805 and Tulip Street and in the proposed round-about at Columbine Street and Poplar Street.			Refer as a community arts project to be coordinated with the City's revitalization staff.	Cost dependent on measures implemented.

**VISUAL AND STREETScape IMPROVEMENTS:  
PRIORITIZED RECOMMENDATIONS**

#	Recommendation	Implementation	Lead	Sched.	Status	Cost
6	Improve appearance of existing bus stop.	1) Create concrete bus stop pad. 2) Work with MTDB to construct new bus shelter at Violet Street and Poplar Street.	City/ MTDB	FY 2002- FY 2004	Refer to MTDB.	Dependent on measures implemented.
7	Improve appearance of neighborhood commercial corridor.	1) Develop incentive program for businesses to improve their store fronts. 2) Enforce local sign and facade codes.	City/ CHCDC/ CHBIA	FY 2002- FY 2007	On-going. Coordinate revitalization efforts with business owners to improve area.	Costs are anticipated to be borne by the affected department.
8	Improve appearance of residential structures/property.	1) Enforce building codes and landscaping regulations.	City/ SDNHS/ CHCDC/ Neighborhood Association/ CHTC & CHBIA	FY 2002- FY 2007	Annual Allocation.	Budgeted.
		2) Provide facade enhancement assistance for property owners.			To be initiated.	\$5,000 per property.
		3) Send letters to absentee landlords informing them of the poor state of their properties.			Work with property owners/ Neighborhood Association	\$500 for materials and mailing.
		4) Expand housing rehabilitation services and create a calendar of rehabilitation events.			On-going.	Part of larger program for Mid-City.
9	Discourage residential chain link fencing.	Provide design and landscape assistance for alternative types of fencing. Project C.L.E.A.N. provides plants to cover fences.	City/ Neighborhood Association/ Project C.L.E.A.N.	FY 2002- FY 2005	Ongoing. Work with property owners & BIDs.	\$5,000 per property.
10	Remove overhead utility lines and poles.	Work with utility companies to underground existing utilities.	Community Planning Group/ City	FY 2002- FY 2007	On-going.	Costs are anticipated to be borne by the affected department.





# Canyon Improvements

The canyon system, including Manzanita, Snowdrop, Tuberose, Shamrock, Violet, Hollywood, and Pepper canyons, is an integral part of both Azalea Park and Hollywood Park. Neighborhood participants stated that improvements to these neighborhood canyons are a high priority in terms of restoration and preservation. The development of a brush management plan for residents to utilize to reduce the risk of fire as well as restoration of the natural habitat are two important components addressed in the RAP.

- Reduce fire hazards.
- Restore natural habitats.
- Improve access to the canyons.
- Prohibit litter and dumping in and along the canyons.
- Erect plaques recognizing the entrance-ways to the canyons.



## CANYON IMPROVEMENTS: PRIORITIZED RECOMMENDATIONS

#	Recommendation	Implementation	Lead	Sched.	Status	Cost
1	Restore canyon habitats in both neighborhoods.	1) Adopt a preservation program to enhance and promote area canyons. 2) Identify funding for a park ranger to help manage canyons.	City/ Neighborhood Association	FY 2002- FY 2007	On-going.	Costs are anticipated to be borne by the affected department.
2	Improve access to Manzanita Canyon.	1) Create bike/pedestrian/skate pathway along sewer/fire road in canyon with access from Marlborough Avenue.	Neighborhood Association/ City	FY 2002- FY 2007	Refer to Park and Recreation Department for further analysis.	Costs dependent on measures implemented.
		2) Install a permanent map placard at the entrance to Manzanita Canyon.			Refer to Park and Recreation Department for further analysis.	\$1,000.
		3) Create a handicap accessible pathway into Manzanita Canyon.			Refer to Park and Recreation Department for further analysis.	Costs dependent on measures implemented.
3	Prevent park litter from entering canyon.	Place additional trash receptacles in Azalea Park and provide regularly scheduled refuse pickup by Environmental Services.	City	FY 2002- FY 2007	Referred to Environmental Services.	To be determined. Cost dependent on number of receptacles.
4	Identify and reduce fire hazards in canyon.	Create brush management and mitigation program.	Neighborhood Association/ City	FY 2002	Coordinate efforts with Fire Department/ Neighborhood Association.	Costs are anticipated to be borne by the affected department.
5	Prohibit dumping in canyons.	Install "No Dumping" signs at canyon entrances and cul-de-sacs.	City	FY 2002- FY 2007	Referred to Environmental Services.	Costs dependent on measures implemented.



# Aerial Map of Canyon Systems





# Community Promotion

Community promotion is a key component of the revitalization strategy to be undertaken by area residents. Area residents have a history of initiating successful efforts to enhance and promote both Azalea and Hollywood Parks. Participants in the revitalization program made recommendations relating to the enhancement of public safety and the promotion of the study area as a desirable location to live and work. This comprehensive program relates to improving the character and visual quali-

ty of the street. The following principles highlight the concerns of the residents as well as incorporate solutions:

- Ensure that many positive characteristics of Azalea Park and Hollywood Park are preserved.
- Foster investment in quality commercial establishments.
- Reinforce neighborhood identity through gateway elements.

## COMMUNITY PROMOTION: PRIORITIZED RECOMMENDATIONS

#	Recommendation	Implementation	Lead	Sched.	Status	Cost
1	Reinforce neighborhood identity.	1) Install “gateway” elements at Fairmount Avenue/Poplar Street and I-805 and Tulip Street.	Neighborhood Association/ City	FY 2002- FY 2004	Refer as a community arts project.	(Refer to Streetscape Improvement rec’s).
		2) Identify locations for landmarks and incorporate new development and/or streetscape improvement programs.		FY 2002- FY 2004	On-going.	Budgeted.
		3) Change street names on Marlborough Avenue and Glenfield Street to be consistent with other neighborhood botanical street names.		FY 2002- FY 2004	Neighborhood Association will submit application to Engineering for review.	Budgeted.
2	Discourage storage of residential trash receptacles in the public view.	Create flyer and talk with residents about locating trash cans to alternate, private area.	Neighborhood Association	FY 2002- FY 2007	On-going.	\$500 for cost of printing and fliers.
3	Provide regular street cleaning throughout neighborhood.	Provide temporary “No Parking” signage indicating schedule for parking restrictions and street sweeping.	City	FY 2002	On-going.	Budgeted.
4	Promote commercial building on Marlborough Avenue between Poplar Street and Manzanita Drive.	Process street vacation.	City	FY 2002	Neighborhood Association will submit application to Development Services, Street Vacation Division.	Budgeted.
5	Market commercial corridor north of Heather Street to Fairmount Ave. to new businesses.	1) Evaluate opportunities to market the commercial corridor to new businesses. For example, a bookstore, a dog-o-mat and a cafe. 2) Create a Business Improvement District.	Neighborhood Association, CHCDC/City/ CHBIA	FY 2002- FY 2007	On-going.	Budgeted.
6	Clean sidewalks in commercial corridor.	Discuss options such as power washing and regular cleaning with tenants and property owners.	City/ Neighborhood Association	FY 2002- FY 2007	Initiate program with local merchants.	To be determined.

# Parks and Recreation

The Lexington Park subdivision has two dedicated City parks: Azalea Park, which comprises 9.00 acres, and Hollywood Park, constituting 13.19 acres. Azalea Park provides the neighborhood with a small recreation center, basketball court, a children's play area, picnic tables and an amphitheater like slope area. Hollywood Park serves the surrounding area with its children's play area, two softball fields, and picnic areas. Hollywood Park is the beginning of an inner city system of inter-connective canyon trails and is a regional center for youth soccer.

The following recommendations stem from the community's desire to have open recreation areas:

- Expansion of existing park space
- Evaluation and development of new park space

## COMMUNITY PARK AND RECREATION: PRIORITIZED RECOMMENDATIONS

#	Recommendation	Implementation	Lead	Sched.	Status	Cost
1	Create more park and recreation opportunities for children and adults.	Expand Park and Recreation Facility.	City/Neighborhood Association	FY 2002-FY 2007	Work with Park and Recreation Dept. and community groups.	Costs dependent on measures implemented.
2	Develop a public area from 43rd Street and Fairmount Avenue to Manzanita Place.	Evaluate the opportunities to develop a neighborhood park.	City/Neighborhood Association	FY 2002-FY 2007	Work with Park and Recreation Dept. and community groups.	Costs dependent on measures implemented.

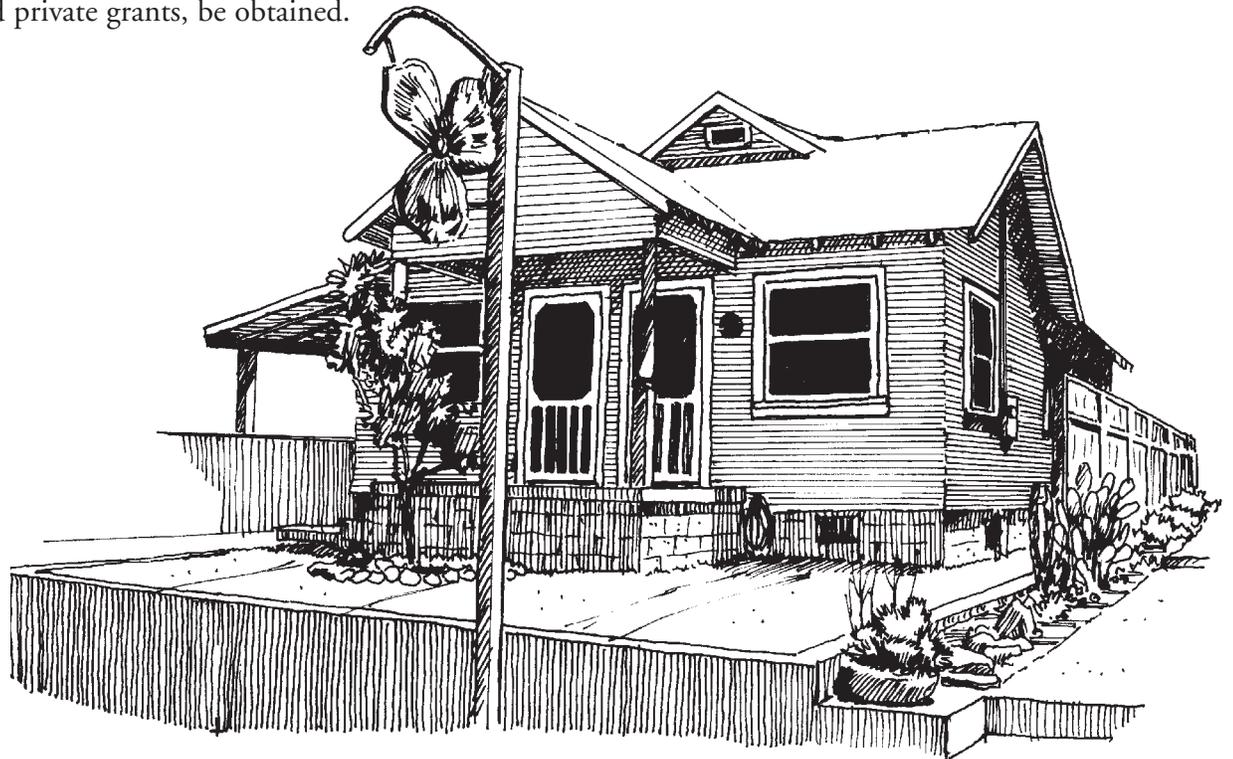


Azalea Park and Recreation Center

# Conclusion

This Revitalization Action Program establishes a blueprint for neighborhood improvement that focuses on the application of existing City programs and identifies additional annual costs that must be programmed from City and other funds, including but not limited to: Community Development Block Grants (CDBG), transportation funding and facade rebate funding. Ongoing monitoring and annual soliciting for grant funding opportunities will be necessary to achieve the objectives identified. The Azalea Park Neighborhood Association should spearhead this effort since some grant funds are typically only available to non-profit organizations. City Planning Department staff will assist as needed, and pursue other grants available to government entities.

Implementation of the recommendations identified in this Revitalization Action Program will require cooperative efforts of City staff, property owners and tenants, the City Heights Area Planning Committee, business improvement associations, neighborhood associations, and others interested in the preservation and enhancement of the study area. In addition to accessing currently budgeted programs, implementation will require that additional funds, including public and private grants, be obtained.





# Acknowledgments

## COMMUNITY PARTICIPANTS

Special acknowledgments are due to the participants in the Azalea Park-Hollywood Park Revitalization Action Program Committee. Without their commitment, this program would not have been possible.

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# List of Acronyms

ABC	Alcohol and Beverage Control
BID	Business Improvement District
CALTRANS	California Department of Transportation
CDBG	Community Development Block Grant
C&ED	Community and Economic Development
CHAPC	City Heights Area Planning Committee
CHBIA	City Heights Business Improvement Association
CHCDC	City Heights Community Development Corp.
CHTC	City Heights Town Council
DSD	Development Services Department
LMD	Landscape Maintenance District
MTDB	Metropolitan Transit Development Board
OSB	Office of Small Business
RAP	Revitalization Action Program
SDNHS	San Diego Neighborhood Housing Services
SDUSD	San Diego Unified School District

