

ECCC



El Cerrito Community Newsletter

Volume Seven:

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Happy Holidays

You're Invited

*December 17th, 2009 is the ECCC's
Holiday Celebration Time - Our*

Annual Community Get-Together & Pot Luck

A good turn-out always makes the event more fun. And, yes, the ECCC has some great goodies for you to take home: Our table center pieces will be taken home by one lucky resident at each table. We're raffling off bottles of wine and a wonderful holiday wreath made by the students at Cuyamaca College – great for hanging on your front door, or?? In addition, we will have the very popular raffle "Split the Pot 50-50."

So, come one – come all! Everyone residing or working in El Cerrito is invited to our Annual Holiday Pot-Luck. If you own a business in the neighborhood, don't be shy, come and join us. If you have a new neighbor or one you have not met, this will be a great opportunity to introduce yourself and invite them to come and join us. Perhaps you have a neighbor who cannot get out by themselves at night and would love to participate in the festivities – offer them a ride or give us a call at 619-287-2460 and we'll arrange to bring them to the party and take them back.

**Neighborhood Meeting – at – Blessed
Sacrament Church**

Thursday, December 17, 2009

7:00 p.m. Parish Hall

El Cajon Boulevard at El Cerrito Drive

**Note: Enter the Parish Hall on the West (56th St) side
of the church**

We want you all to come hungry so you can sample all the great food our residents bring. The ECCC will provide rotisserie chickens, cold water, sodas and decaf coffee. All we ask is that you bring your favorite dish to share for about 10 people; either home made or from your favorite restaurant/store. A few suggestions are: vegetables, salads, potatoes, rice or pasta dishes; rolls/biscuits plus desserts. The feast starts at 7:00 PM. in the Parish Hall, so load up the kids, grandma, and a neighbor or two. Let's have a wonderful community get-together. See you there!

**Proposed Traffic Signals on College Ave. at
Arosa/Soria & Adams Avenue**

By Carl Luster

Residents of El Cerrito will have a chance to discuss a proposal for two new traffic signals on College Avenue and vote on a letter of support at the December 17th, ECCC meeting and Pot-luck Dinner. The proposal is to install signals on **College Avenue at Arosa Street & at Adams Avenue**. If approved, the letter included at the end of this article, will go to the College Area Community Council & the Crossroads Redevelopment Project Area Committee as the ECCC input for recommendations to approve these signals and provide funding.

In response to concerns that a proposed traffic signal at **College Avenue and Arosa Street will direct too much traffic down Soria Drive, a second new signal has been proposed for the intersection of College Avenue and Adams Avenue**. A new signal at Adams would give drivers the chance to turn left into and out of El Cerrito along College Avenue without driving down Soria, which connects Arosa and Adams.

The City of San Diego has already approved, but not funded, a signal for the College & Arosa intersection, on a stretch of College Avenue with a history of accidents.

Although a new signal at Adams has not been approved by the City, this idea was presented to the College Area Community Council Project Review Committee on November 4, as an option for reducing the impact of the Arosa Street signal on the residents of Soria Drive. The Project Review Committee will reconsider the Arosa Street signal in January, after the City has a chance to study a signal at Adams and the surrounding communities have a chance to respond to the proposal for two new signals on College Avenue.

If you have questions or comments about this issue, send them to ECCC@cox.net.

Meetings Where Traffic Lights Will Be Considered For College Avenue:

- The ECCC Holiday Pot Luck, Thursday December 17, 7:00pm, in the Blessed Sacrament Parish Hall. Vote on a letter to support lights at Adams and Arosa.
- The College Area Project Review Committee (CAPRC) on Wednesday January 6, 7:00pm, at the College/Rolando Library. Recommendation on installing a light at Arosa and also at Adams.
- The College Area Community Council (CACC), Wednesday January 13, 7:00pm, at the College/Rolando Library. Confirmation of the recommendation of the CAPRC.
- The Crossroads Redevelopment Project Area Committee (PAC), Thursday January 28, 6:30pm, at the College Avenue Baptist Church. Recommendation on funding a light at Arosa and at Adams

Proposed Letter of Support:

To: The College Area Community Council, & to the Crossroads Redevelopment Project Area Committee:

"The purpose of this letter is to help improve safety for everyone along College Avenue, in the vicinity of Arosa Street & Adams Ave, without reducing safety or degrading the quality of life on surrounding residential streets.

The El Cerrito Community Council requests the City of San Diego to install traffic lights at the intersections of Arosa Street & College Avenue & also at Adams Avenue and College Avenue to improve safety; traffic flow into & out of the surrounding residential neighborhoods. The intersection at Adams & College requires a traffic signal in its own right to ensure the safety of pedestrians & drivers on the streets west of College Avenue & north of El Cajon Boulevard. In addition, a signal is needed at Adams Avenue, in order to reduce the excess traffic diverted through Soria Drive by a signal at Arosa Street, keeping traffic where it now flows on Adams.

The El Cerrito Community Council urges that the funds be made available immediately to start construction, as soon as possible, on traffic lights at both Arosa Street & Adams

Avenue, as one comprehensive approach to improving safety & traffic flow along this section of College Avenue."

Printing of ECCC's Newsletter Starts its Seventh Year!

By: Jan Riley, Editor

My original thoughts, when I started writing this newsletter six years ago, was to inform the community of what was happening that affects the quality of our lives, not only in El Cerrito but the surrounding communities. Over the years, I believe we have achieved that goal. I strongly believe in the empowerment of communities and hopefully this newsletter gives us that voice. Without your support and generous donations, over the years, this newsletter would not be possible.

To make communication between the Board of Directors and the residents of ECCC easier, we are currently investigating having a page on Face Book or a Blog, so we can assist you with the daily hassles of community life. Remember, if we don't hear from you about what is going on, we cannot report it and help try to resolve the problem.

I look forward to many more years of serving this community, not only as Editor of this newsletter, but by serving our various local community councils. I look forward to seeing you at the annual community get-together on the 17th. My telephone number is 619-287-2460 or jan.riley@cox.net.

ECCC's See's Candy Holiday Drive

The See's Candy Drive was as popular as ever and a great success. On behalf of the community the ECCC purchased over 163 pounds of See's Candy & gift certificates. The ECCC made approximately \$150 towards the cost of producing the newsletter! A huge "thank you" to Laura Riebau, for not only organizing, but picking up, sorting and delivering the candy to residents on the south side of El Cajon Boulevard, and to Justin Hawke for delivery to the North side of the Boulevard. The ECCC truly appreciates your participation in this annual program.

Update on the Plasma Center – Dayton/Gilbert & Berting Streets

By: Bryan Manse

As presented by Dale Bankhead, Asst. Director of Government and Media Relations, during November's ECCC meeting, the Family Health Centers of San Diego had the opportunity to revisit keeping the Octapharma Plasma Center as a tenant, and the Plasma Center chose to permanently cease operations at 4402 Dayton ST effective on November 19th.

The community would like to give enormous thanks the following people for their efforts, insights, and dedication in achieving a better than expected outcome: Marti Emerald, City Councilmember and her Representative, Cynthia Harris, District 7, City of San Diego; Leslie Sennett, Land Developer Investigator, Neighborhood Code Compliance Department; Dean Thomas, Community Relations Officer, San Diego Police Department; Dale Bankhead, Asst.

Director, Government & Media Relations & Jannette Lawrence, Director, Government & Community Relations, Family Health Centers of San Diego; Jennifer Finnegan, Executive Director, College Area Business Improvement District Council; El Cerrito Community Council Board and College Area Community Council Board

For additional details, please find below a letter received by the residents of Dayton, Gilbert, and Berting written by Councilmember Marti Emerald.

"It is my pleasure to share what I believe is outstanding news for all residents of El Cerrito, especially with the residents of Dayton Street, Berting Street and Gilbert Drive.

For many years, the Plasma Center located at 5454 El Cajon Blvd. has been blight on the community due to the high volume of clients who neither lived in the area nor, as they demonstrated through their bad behavior, cared about the neighborhood.

Recently, the property was sold to Family Health Centers of San Diego (FHCS). Subsequently, FHCS received many complaints of illegal activities in the adjoining parking lot and the lot was closed to Plasma Center use. The unintended consequence of closing the parking lot was that the unacceptable behavior (parking congestion, littering, trespassing, loitering and other illegal activities) was driven deeper into the neighborhood, impacting the quality of life and safety of all the residents.

When this situation came to my attention, my office, in conjunction with residents, the El Cerrito Community Council, the City's Neighborhood Code Compliance Division, and the Police Department, immediately set out to resolve these very serious issues with FHCS. As a final outcome of FHCS's negotiations with the Plasma Center, the center closed for good on Thursday, November 19, 2009. The parking lot will remain inaccessible until FHCS opens its community clinic sometime in the future.

Please accept my profound thanks for your assistance and perseverance as we worked with the all the parties mentioned above to resolve the situation. As your Councilmember, you have my commitment to work with you in the future to eliminate situations like this which degrade your quality of life. It is my hope that the relocation of the plasma center and future opening of the FHCS clinic will greatly enhance your neighborhood over the long term.

If you need any assistance in the future, please feel free to contact my office at (619) 236-6677. Warm regards, Marti Emerald."

Councilmember, Seventh District, City of San Diego, 202 C STREET, MS 10A • SAN DIEGO, CALIFORNIA 92101, (619) 236-6677 • FAX (619) 238-1360 • E-MAIL MARTIEMERALD@SANDIEGO.GOV

Newsletter Donations

The ECCC received donations totaling \$125 in November. . Our anonymous donors, who live on Trojan & Corinth, gave \$25 and \$100. Again, we can't thank you enough for your generosity. We truly appreciate your donations as it allows us to **deliver the newsletter to your front door each month.**

Update El Cerrito Neighborhood Patrol



Hank Browne, the newest member of the El Cerrito Neighborhood Volunteer Patrol

The El Cerrito Neighborhood Patrol welcomes new volunteers. Volunteers patrol once every 6-8 weeks for two hours. There are day and evening patrols. For more information and to volunteer please contact **Patti Saraniero** at ecpatrol@gmail.com.

Upcoming ECCC Events in 2009

- Thursday, December 17, 2009 – Annual Holiday Pot Luck
- Thursday January 21, 2010 – Bylaws & Standing Rules
- Thursday, February 18, 2010 – Master Gardeners –Al & Dora Amyrick & Roger English – all El Cerrito Residents
- Thursday, March 18, 2010 – ECCC Elections

El Cerrito, a Brief Introduction to Neighborhood Plans - Part 2- Community Plans

Prepared by Steve Wallet

Full Introduction at: <http://steve-wallet.blogspot.com/>

Planning Documents: There are 3 related City documents that affect the form and development of a neighborhood:

**General Plan
Community Plan
Zoning**

Community Plans: The community plans are a part of the Land Use Element of the General Plan. Community plans provide more detailed land use designations and site-specific policy recommendations than the General Plan. Community plans typically address community

Issues such as:

1. Local Street and transit network
2. Distinctive environmental characteristics
3. Community landmarks
4. Location, prioritization and provision of public Facilities
5. Community urban design guidelines
6. Identification of gateways.

The Community Plan must be consistent with the goals and policies of the General Plan. (1)

El Cerrito is divided into two planning areas by El Cajon Boulevard, and is within two Community Plans:

College Area:

<http://www.sandiego.gov/planning/community/pr/files/collegearea/plan.shtml>

Eastern Area:

<http://www.sandiego.gov/planning/community/pr/files/easternarea/plan.shtml>

1. from City of San Diego Planning Department website

College Neighborhoods Foundation's Community Cookbook

By: Jody Talbott

The College Neighborhood Foundation is reaching out to all the neighborhoods within their boundaries and will compile 400 recipes in a 3-ring binder cookbook. There will be a page for each community to highlight their history and promote their meetings, etc.

The cookbooks will be sold at the Rolando Street Fair and the CNF will take orders from the members of the communities. The CNF is asking that we supply 36 total recipes from El Cerrito in any of the following categories:

- Appetizers and Beverages
- Soups and Salads
- Vegetables and Side Dishes
- Main Dishes
- Breads & Rolls
- Desserts
- Cookies and Candy
- This and That

A form for you to write or type your recipe on will be available at the December 17th ECCC meeting. If you are unable to attend you can send your recipe to P.O. Box 151268, San Diego, CA 92175-1268, or e-mail it to ECCC@cox.net or you can fax it to: 619-683-3336.

Please write your recipe clearly and use the format below. We will make sure all recipes get to the CNF.

- Recipe name
- Submitted by
- Phone number
- Community group
- Ingredients
- Directors

All the profits from the cookbooks will go back to the communities for the number of books they sell. The CNF would like a wide variety of recipes, especially those that have been handed down from family members. The older the better!! Thanks for your help.

14th Annual Rolando Street Fair

The Rolando Community Council (RCC) welcomes your participation in this year's Street Fair. Those of you who participated in past years know about the success of the event and we would like your participation to continue. The Street Fair will be held on Rolando Boulevard with an anticipated participation of 200 vendors, including carnival rides and live entertainment.

How You Can Use The Space You Rent: You can promote your organization, distribute literature and samples, and sell goods and services. In recent years we have seen a considerable variety of businesses oriented to the public. Recent vendors have included cellular phone services, jewelry, books, arts, crafts and clothing, churches, political parties, interest groups and candidates, government agencies, local clubs for hobbies and other interests, home improvement contractors, real estate agencies, and retailers of all kinds.

Fair Details: Location: 4800 Block Rolando Boulevard (near El Cajon Boulevard)

Date & Time: Sunday, March 28, 2010

Fair Hours: 10:00 am—6:00 pm

Contact: If you have questions about the Street Fair, please call **Betty Muraskey at 619 286 4014.**

Completed Applications can be mailed to:

Rolando Community Council Street, Fair Committee, P.O. Box 151163, San Diego, CA.

Local Area Meetings & Committee Groups

ECCC Meeting - Third Thursday at 7:00 pm, Parish Hall, Blessed Sacrament Church, El Cajon Boulevard & El Cerrito

ECCC Board Meeting - First Thursday at 7:00 pm, Library, Blessed Sacrament Church, El Cajon Boulevard & El Cerrito

Eastern Area Communities Planning Committee - Second Tuesday 7:00 pm, Holy Spirit Catholic Church, 2725 55th St.

College Area Community Council - Second Wednesday at 7:00 pm, College/Rolando Library corner of Montezuma & Reservoir

CACC Planning Committee - First Wednesday at 7:00 pm, College/Rolando Library - Corner of Montezuma & Reservoir

Crossroads Project Area Committee (PAC) - Fourth Thursday at 6:30 p.m. College Avenue Baptist Church, 3rd floor, Administration Bldg, College Ave.