

**2010 REDISTRICTING COMMISSION OF THE CITY OF SAN DIEGO
MAP SUBMITTAL FORM**

Maps submitted to the Redistricting Commission are considered part of the public record. In addition to being distributed to the Commission, maps submitted will be made available to the public upon request. If submitted in an electronic format, the maps may be uploaded to the Commission website. If you do not have the map available in an electronic format, Commission staff can scan it for uploading upon request.

NOTE: Posting of maps on the Redistricting Commission website does not in any way imply endorsement or support by the Redistricting Commission. Posting is provided only as a service to the public to maximize access to Redistricting Commission proceedings.

To submit a map for posting, please complete the information below and email to redistricting2010@sandiego.gov or via U.S. Mail to: 2010 Redistricting Commission, 1010 Second Avenue Suite 1060, San Diego, CA 92101, ATTN: MAP SUBMITTAL.

Please note that the information provided below will become part of the public record and may be posted online unless otherwise indicated below.

Name/version of map: San Diego County Taxpayers Association

Name of individual submitting map: Lani Istar Date submitted: May 24, 2011

Council District of residence (or neighborhood/community) (*OPTIONAL):

If submitting on behalf of organization or as part of an organized group, name of organization:
San Diego County Taxpayers Association

Title/affiliation with organization: President & CEO

Contact phone number and email address (required to submit but not required to post online):
619-234-6423 or lani@sdcta.org

Please indicate if you would like your contact information posted with map: YES NO
Except for email address.

If more than one attachment, please list order in which you would like documents to be posted:

District 1 map, District 2 map, District 3 map, District 4 map, District 5 map, District 6 map, District 7 map, District 8 map,
District 9 map, ~~City-wide map~~

Powerpoint presentation, Citywide map

Please initial that you understand the following disclaimer: I understand that submission of my map does not in any way imply endorsement or support by the Redistricting Commission. LL

The Redistricting Commission reserves the right to make any map or other material submitted available to the public by means other than the Commission's website.

Submitted: 6/9/2011 by SDCTA



Presentation to City of San Diego Redistricting Commission

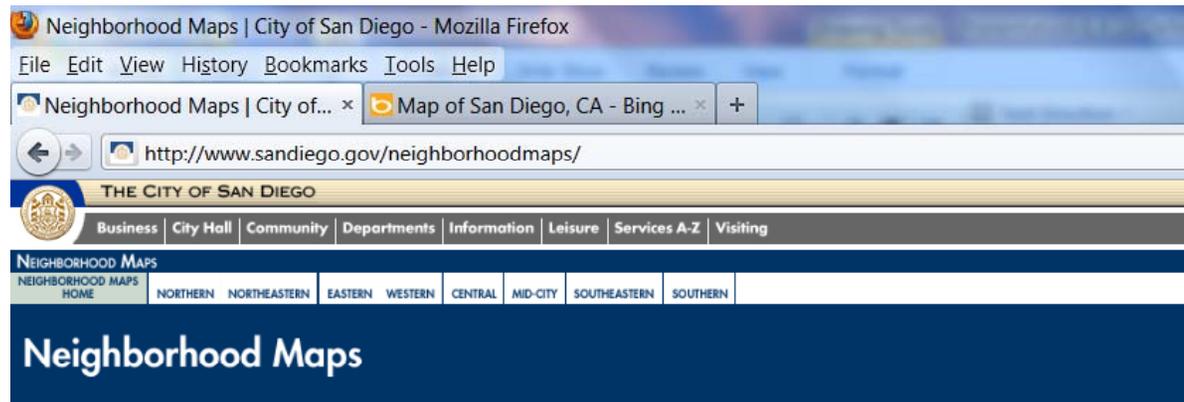
June 9, 2011

What are the “Neighborhoods” Used in the San Diego Neighborhood Plan?

- ▶ Received the data from the San Diego County GIS Department
- ▶ Same as the City of San Diego official website www.sandiego.gov/neighborhoodmaps
- ▶ Same as Empower San Diego’s ‘Community in Unity’ Map
- ▶ Need to be consistent and use official sources

City of San Diego Official Website

www.sandiego.gov/neighborhoodmaps



The maps of neighborhoods of the City of San Diego are divided into regions. These regions are based on the neighborhood policin areas. For more specific street maps visit maps.google.com. For geographic information data visit www.sangis.org.

Northern

Bay Ho
Bay Park
Carmel Valley
Clairemont Mesa East
Clairemont Mesa West
Del Mar Heights
La Jolla
La Jolla Village
Mission Beach
Mission Bay Park
North City
North Clairemont
Pacific Beach
Torrey Pines
Torrey Preserve
University City

Eastern

Allied Gardens
Birdland
Del Cerro
Grantville
Kearny Mesa
Lake Murray
Mission Valley East
San Carlos
Serra Mesa
Tierrasanta

Northeastern

Black Mountain Ranch
Carmel Mountain
Miramar
Miramar Ranch North
Mira Mesa
Rancho Bernardo
Rancho Encantada
Rancho Peñasquitos
Sabre Springs
Scripps Ranch
Sorrento Valley
Torrey Highlands

Central

Balboa Park
Barrio Logan
Core-Columbia
Cortez
East Village
Gaslamp
Golden Hill
Grant Hill
Harborview
Horton Plaza
Little Italy
Logan Heights
Marina
Park West
Sherman Heights
South Park

Western

Burlingame
Hillcrest
La Playa
Linda Vista
Loma Portal
Midtown
Midway District
Mission Hills
Mission Valley West
Morena
North Park
Ocean Beach
Old Town
Point Loma Heights
Roseville-Fletridge
Sunset Cliffs
University Heights
Wooded Area

Mid-City

Adams North
Azalea/Hollywood Park
Castle
Cherokee Point
Chollas Creek
Colina Del Sol
College East
College West
Corridor
Danzon



City of San Diego Official Website

www.sandiego.gov/neighborhoodmaps

▶ Mid-City Neighborhood

▶ Eastern Neighborhood

Mid-City Neighborhood | Neighborhood Maps - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Mid-City Neighborhood | Nei... x Map of San Diego, CA - Bing ... x +

http://www.sandiego.gov/neighborhoodmaps/midcity.shtml

THE CITY OF SAN DIEGO

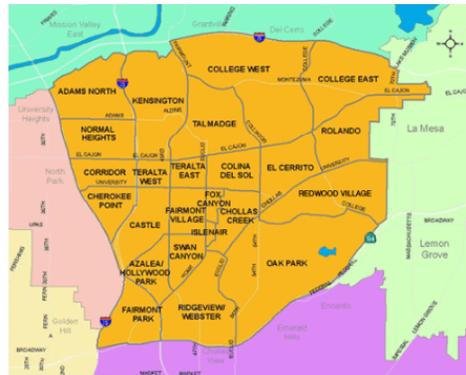
Business City Hall Community Departments Information Leisure Services A-Z Visiting

NEIGHBORHOOD MAPS

NEIGHBORHOOD MAPS HOME NORTHERN NORTHEASTERN EASTERN WESTERN CENTRAL MID-CITY SOUTHEASTERN SOUTHERN

Mid-City Neighborhood

- Adams North
- Azalea/Hollywood Park
- Castle
- Cherokee Point
- Chollas Creek
- Colina Del Sol
- College East
- College West
- Corridor
- El Cerrito
- Fairmont Park
- Fox Canyon
- Gateway
- Islenair
- Kensington
- Normal Heights
- Oak Park
- Ridgeview/Webster Rolando
- Redwood Village
- Swan Canyon
- Talmadge
- Terlata East
- Terlata West



Eastern Neighborhood | Neighborhood Maps - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Eastern Neighborhood | Neig... x Map of San Diego, CA - Bing ... x +

http://www.sandiego.gov/neighborhoodmaps/eastern.shtml

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NEIGHBORHOOD MAPS

NEIGHBORHOOD MAPS HOME NORTHERN NORTHEASTERN EASTERN WESTERN CENTRAL MID-CITY SOUTHEASTERN SOUTHERN

Eastern Neighborhood

- Allied Gardens
- Birdland
- Del Cerro
- Grantville
- Kearny Mesa
- Lake Murray
- Mission Valley East
- San Carlos
- Serra Mesa
- Tierrasanta

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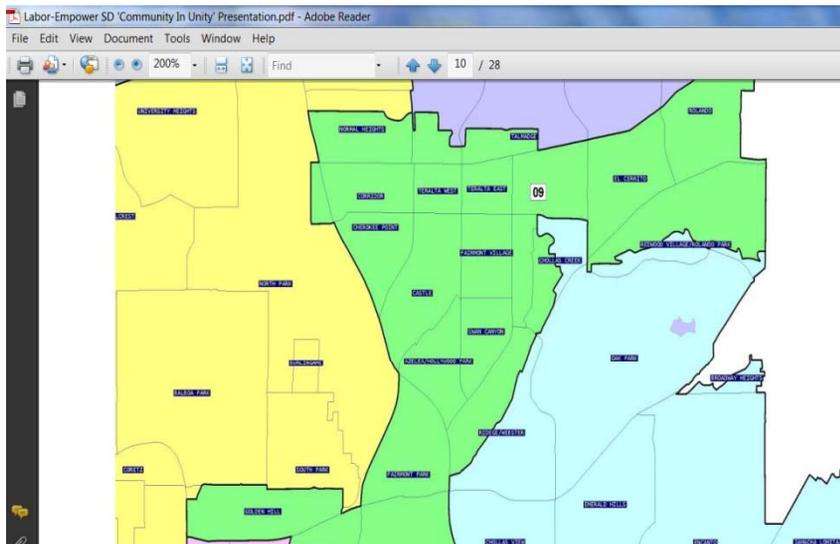


[Neighborhood Maps Home](#) | [Northern](#) | [Northeastern](#) | [East](#) | [Western](#) | [Central](#) | [Mid-City](#) | [Southeastern](#) | [Southern](#)

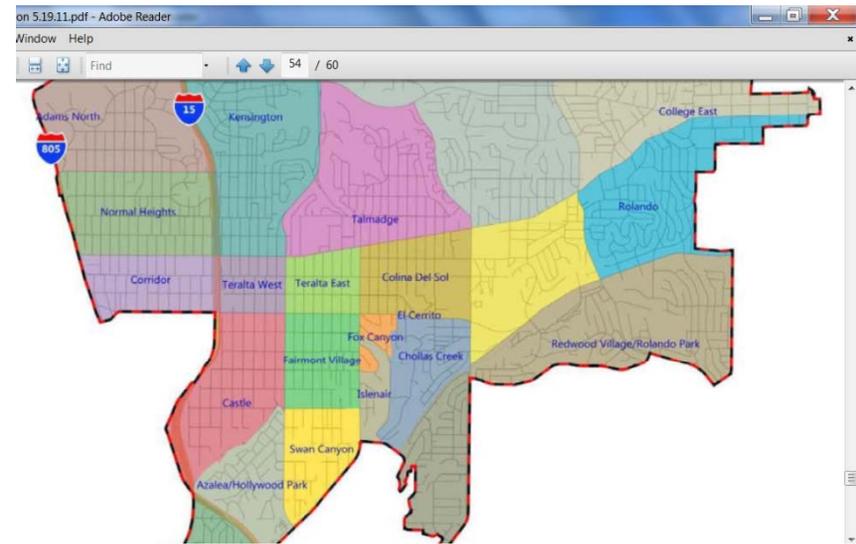


Same Data Source

- ▶ Community in Unity Map for Mid City



- ▶ Neighborhood Map for Mid City

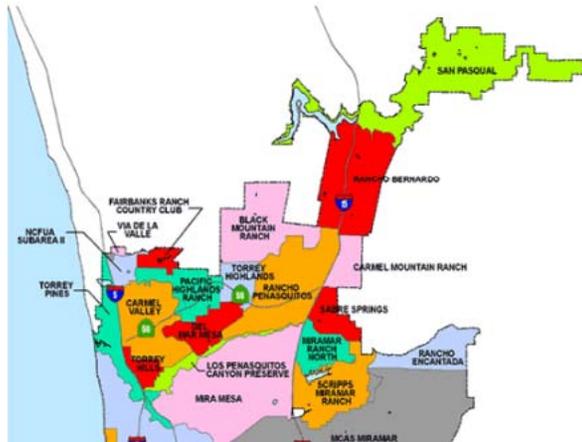


Confusion about Neighborhoods

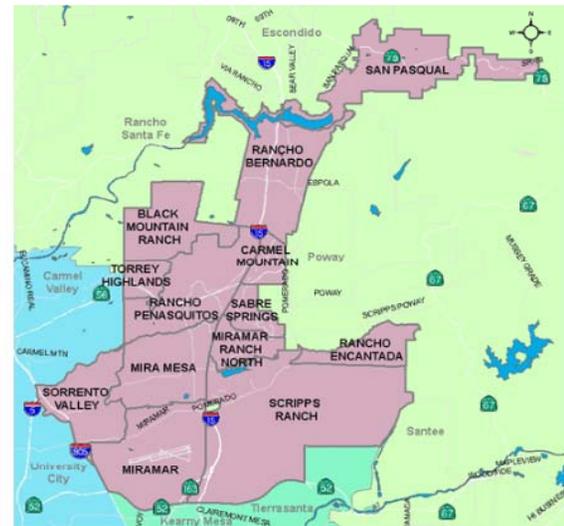
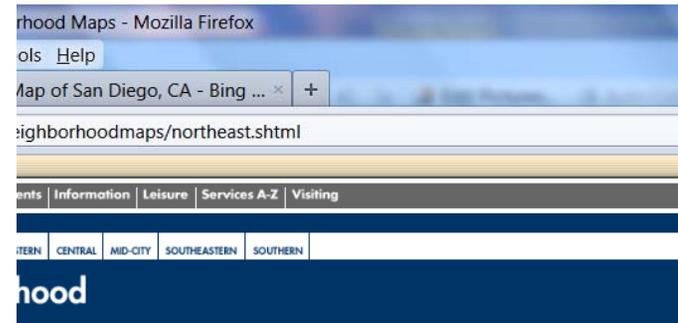
▶ Community Planning Groups



For a community's complete profile, please select it f

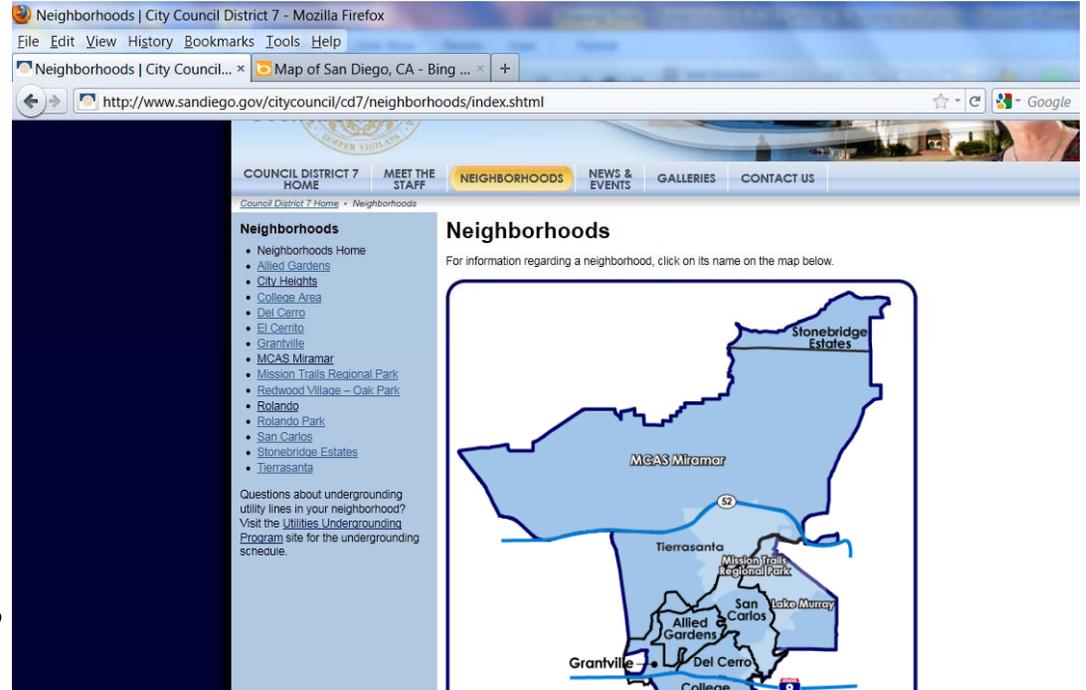


▶ Neighborhoods



Confusion about Neighborhoods

- ▶ Councilmember Marti Emerald's website uses the term "Neighborhoods"
- ▶ Where is "Navajo"?
- ▶ Navajo is the Community Planning Group for the neighborhoods of Grantville, Allied Gardens, Del Cerro, San Carlos & Lake Murray.
- ▶ Common usage is to refer to this area as 'Navajo' probably due Navajo Road



Confusion about Neighborhoods

- ▶ Where is Point Loma?
- ▶ No one refers to living in the neighborhood of Loma Portal or La Playa. They refer to living in Point Loma
- ▶ Some people will self-identify with the neighborhood of Sunset Cliffs not Point Loma

THE CITY OF SAN DIEGO

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NEIGHBORHOOD MAPS

NEIGHBORHOOD MAPS HOME | NORTHERN | NORTHEASTERN | EASTERN | WESTERN | CENTRAL | MID-CITY | SOUTHEASTERN | SOUTHERN

Western Neighborhood

Burlingame
Hillcrest
La Playa
Linda Vista
Loma Portal
Midtown
Midway District
Mission Hills
Mission Valley West
Morena
North Park
Ocean Beach
Old Town
Point Loma Heights
Roseville-Fleetridge
Sunset Cliffs
University Heights
Wooded Area

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The map displays the Western Neighborhood of San Diego, with various districts color-coded and labeled. Key districts include Point Loma (pink), Mission Valley West (orange), University Heights (yellow), and others. Major roads like I-15 and I-805 are shown, along with geographical features like the Pacific Ocean and San Diego Bay.

Confusion about Neighborhoods

- ▶ Unlike Councilmember Emerald Councilmember DeMaio uses the term “Communities” not “Neighborhoods”
- ▶ Missing Sorrento Valley & Miramar Ranch North neighborhoods

Communities | City Council District 5 - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Communities | City Council D... Map of San Diego, CA - Bing ...

http://www.sandiego.gov/citycouncil/cd5/communities/

COUNCIL DISTRICT 5 HOME ABOUT CARL CARL'S POLICY PRIORITIES NEIGHBORHOOD EVENTS MEMOS & NEWS RELEASES PHOTOS & VIDEOS COMMUNITIES STAFF

Communities

- [Carmel Mountain Ranch](#)
- [Mira Mesa](#)
- [Rancho Bernardo](#)
- [Sabre Springs](#)
- [Scripps Ranch](#)
- [San Pasqual](#)

[Street Resurfacing Schedule](#)

Residential Services

To locate residential services near you in the City of San Diego, enter an address or intersection.

Address or Cross Street:

2nd Cross Street:

E-mail Update Sign Up

Receive breaking news on events and policies at the City of San Diego. Join our email list to stay informed.

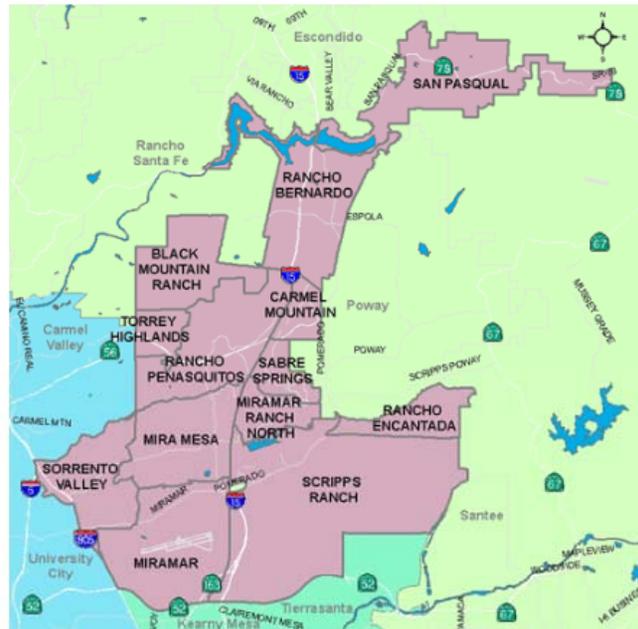
Your Email address:

Confusion about Neighborhoods

The screenshot shows a Mozilla Firefox browser window. The address bar contains the URL <http://www.sandiego.gov/neighborhoodmaps/northeast.shtml>. The page header includes the City of San Diego logo and navigation links: Business, City Hall, Community, Departments, Information, Leisure, Services A-Z, and Visiting. Below the header is a navigation menu for Neighborhood Maps, with 'NORTHEASTERN' selected. The main heading of the page is 'Northeastern Neighborhood'.

- Black Mountain Ranch
- Carmel Mountain
- Miramar
- Miramar Ranch North
- Mira Mesa
- Rancho Bernardo
- Rancho Encantada
- Rancho Peñasquitos
- Sabre Springs
- Scripps Ranch
- Sorrento Valley
- Torrey Highlands

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Confusion about Neighborhoods

- ▶ Councilmember Young uses the term “Communities” but shows “Neighborhoods”
- ▶ Map shows two different neighborhoods of Ridgeview & Webster
- ▶ Residents self-identify as two different communities

The screenshot shows the website for Council District 4, Council President Tony Young. The page features a navigation menu with options: COUNCIL DISTRICT 4 HOME, TONY & STAFF, COMMUNITIES (highlighted), PHOTOS/VIDEOS, RESOURCES, and NEWS & EVENTS. Below the menu, there is a section titled "Communities" with a list of 20 items, including Communities Home, Alta Vista, Broadway Heights, Chollas View, Emerald Hills, Jamacha, Lincoln Park, Lomita Village, Mt. Hope, Mt. View, North Bay Terrace, North Encanto, Oak Park, O'Farrell, Paradise Hills, Ridgeview, Skyline Hills, South Bay Terrace, South Encanto, Valencia Park, and Webster. To the right of the list is a map titled "Communities" with the text "For information regarding a neighborhood, click on its name on the map below." The map shows various neighborhoods labeled: Ridgeview, Webster, Oak Park, Broadway Heights, North Encanto, Jamacha, Lomita Village, Skyline, South Encanto, Chollas View, Emerald Hills, Mt. Hope, Mt. View, Lincoln Park, Valencia Park, O'Farrell, North Bay Terrace, and Alta Vista.

Confusion about Neighborhoods

▶ Community of Unity Map uses Ridgeview/Webster



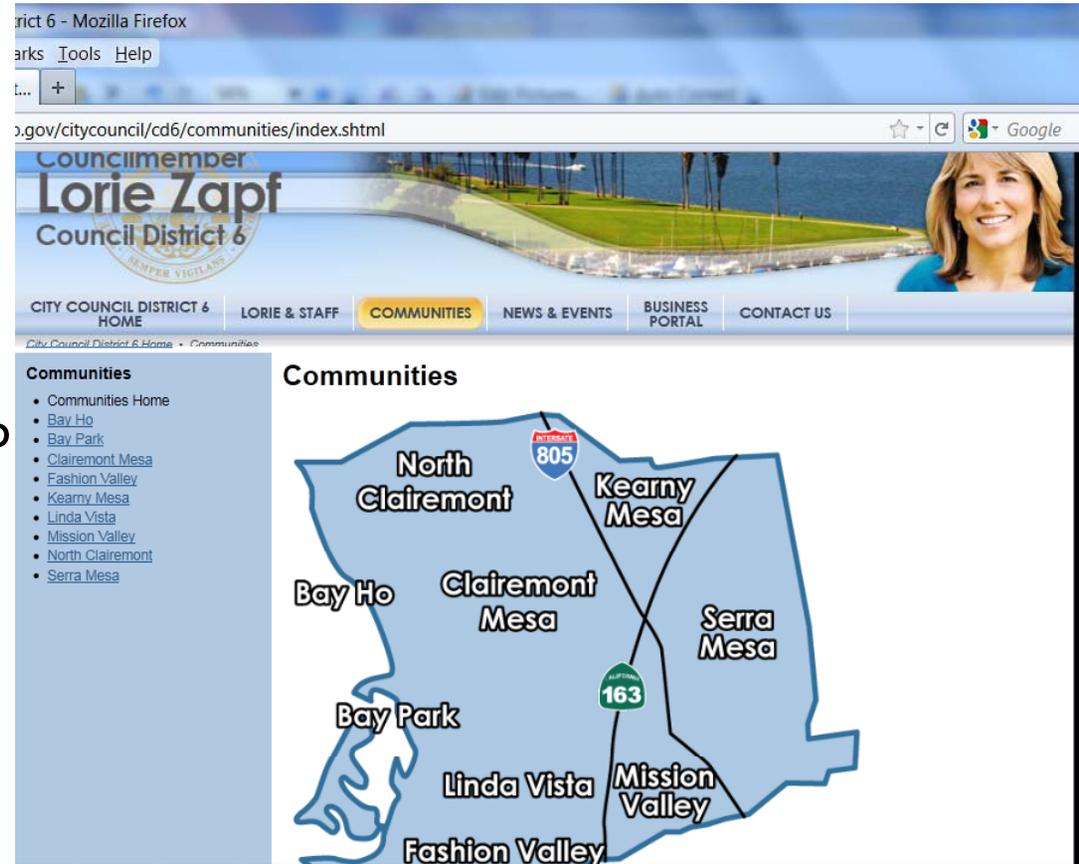
▶ Neighborhood Map uses Ridgeview/Webster



City of San Diego Official Neighborhood also combines the two neighborhoods together as Ridgeview/Webster

Confusion about Neighborhoods

- ▶ Clairemont Town Council is the neighborhood council for Bay Ho, Bay Park, North, West & East Clairemont
- ▶ Same boundaries as the Clairemont Planning Group
- ▶ Fashion Valley is listed as a community but the official neighborhood name is Mission Valley West
- ▶ Due to common usage some people refer to it as Fashion Valley due to the mall



Conclusion

- ▶ Differences between ‘Neighborhoods’ and ‘Communities’ but sometimes it’s the same
 - ▶ Especially in the northern part of the city
- ▶ Changing self identify and changing boundaries
- ▶ Common usage vs. official boundaries
- ▶ SDCTA need to be consistent and use official government sources
- ▶ Passion about this shows the importance of neighborhoods as communities of interests