

## District Three

# DIALOGUE



City of San Diego

December 2010 Volume 2, Issue 12

## Shop, Dine and Celebrate Locally This Holiday Season

By Councilmember Todd Gloria

This holiday season, I encourage San Diegans to celebrate and celebrate responsibly. Ensuring responsible spending is one way to make 2011 happier for us all.

We all know that we should never spend more money than we have. I believe economic responsibility also includes where you choose to spend your hard-earned dollars.

I am focusing on patronizing District Three's many local businesses for my holiday shopping needs, and encourage you to do the same.

District Three is home to unique shops and restaurants that offer

exceptional merchandise, services, cuisine and experiences, so you can easily find something for everyone on your gift list. Visit the websites to our business improvement districts for complete lists of neighborhood attractions: <http://www.bidcouncil.org/small-business-resources>.

While going to a local mall (all of which are outside of District Three, by the way) may seem like an easy tradition, shopping at neighborhood establishments is better for many reasons. These stores tend to have much lower overhead than corporate stores, so approximately 64% of your money stays local;

small businesses are critical elements of community character, and thriving business districts are far more beneficial than boarded up buildings; and you may be able to reach businesses by walking from your home, meaning less environmental impact and no fighting for a parking space!

When it comes to holiday celebrations, District Three hosts the best in Southern California. December Nights welcomes thousands of people to Balboa Park every year, and always sets the tone for a happy holiday season.

### December Nights

Friday, December 3, 5-10 p.m.

Saturday, December 4, 12-10 p.m.

Museums open free both nights from 5-9 p.m.

Similarly, the North Park Toyland Parade brings a special flavor to the holidays. Celebrating its 47th year, the parade will kick off on Saturday, December 4 at 11 a.m. on University Ave. near the iconic North Park sign.

Grab some coffee nearby, join me for the parade, and then lunch and shop afterwards.

Whatever you do, I hope you enjoy the holidays in good health!

## Holiday Wish Fulfilled: Kensington Sign Returns!



A perfectly-timed holiday gift for the neighborhood's centennial celebration, the landmark Kensington sign is once again hanging in its rightful place over Adams Avenue after a two year absence.

San Diego City Councilmember Todd Gloria, Mayor Jerry Sanders and County Supervisor Ron Roberts joined with community members on November 27 to commemorate the return of the sign as part of the Kensington Centennial Celebration Picnic,

which took place at the park nearby.

"This holiday weekend, I am giving thanks for the return of the Kensington sign and for the dedicated community members who made it happen," said Councilmember Gloria at the picnic.

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## Planning Continues for Balboa Park's 2015 Centennial Celebration

Councilmember Todd Gloria recently provided the latest update on the centennial celebration of the 1915 Panama-California Exposition, which will be recognized in Balboa Park in 2015.

A committee established and funded by the San Diego Tourism Marketing District (TMD) to kick-start the planning process for a centennial celebration of the 1915 Exposition has delivered its findings and recommendations. The document, titled "Planning Framework, 2010-2015" was presented to the Board of Directors of the Tourism Marketing District at its regular monthly meeting on Friday, November 19 at the Bahia Hotel.

"This document represents the critical next step necessary in planning for a 2015 celebration of the 1915 Exposition in Balboa Park," said Lorin Stewart, executive director of the San Diego Tourism Marketing District. "This is a road map for those who will take up the task of actually planning the Celebration. It provides a clear mission, guiding principles, and specific objectives for the work that will come next."

The stated intent of the document is to provide a logical and integrated path to achieve the mission of the 2015 Centennial Celebration, and should serve as a *blueprint* for organizing the 2015 event. The Planning Framework is the result of the work of the TMD Steering Committee for the 2015 Centennial Celebration and was funded by a \$50,000 grant from the TMD. The Steering Committee commissioned a study, conducted over the summer of 2010. The study attempted to amalgamate nearly a decade of ideas, opinions and documents addressing a long-anticipated centennial event in Balboa Park to celebrate the milestone 1915 Exposition: the event that many say put San Diego on the world map.

The final document is based on over 40, one-on-one interviews with Balboa Park stakeholders that "sought to capture aspirations, perceptions, ideas, concerns, challenges, and products, as well as planning, organizational and institutional histories relevant to 2015," as defined in methodology outlined in the document. San Diego Mayor Jerry Sanders and City Councilmember Gloria were interviewed along

with numerous other stakeholders who provided a broad representation of park organizations, institutions and tenants, as well as individuals involved in local government, the tourism industry, local philanthropic organizations, community groups, and local media.

"I sincerely appreciate the approach the TMD Steering Committee has taken relative to delivering an exciting event focused on Balboa Park," said Mike McDowell, a member of the committee and CEO of the San Diego Lodging Industry Association. "While the vision for 2015 includes a festival atmosphere that will appeal to locals, we were reminded that the original

Exposition in 1915 was to spur economic growth and we believe that to be a very worthy goal for this centennial event."



The study recommends several immediate next steps in order to meet the timeline necessary for a 2015 event. These next steps include identifying an Executive Director, establishing a Host Committee, securing preliminary funding significant enough to begin serious planning, and negotiating of an operating agreement (Memorandum of Understanding) with the City.

Additional specific findings and recommendations included in the Planning Framework:

- The formation of a separate not-for-profit corporation to serve as a Host Committee;
- The duration of the event should be one year, from December 31, 2014, through December 31, 2015;
- The financing should be 66% contributed (philanthropic, sponsorship) revenue, and 34% earned income;
- The core programming will be the principal responsibility of the Balboa Park cultural institutions;
- The geographic focus of the event(s) will be Balboa Park with selected other regional venues;
- The development and implementation of a comprehensive circulation, parking, bicycle/pedestrian access plan; That the visitor experience be "awesome."

### Kensington Sign Returns

(Continued from page 1.)

The original sign, which was created in 1952 by the San Diego Neon Sign Company, was taken down in 2008 because of electrical and other maintenance problems. The new sign was paid for by private donations and a \$40,000 grant from Supervisor Roberts.

The Kensington-Talmadge Community Association Board, particularly Harold Koenig, spearheaded the restoration and reestablishment of the sign.

The San Diego Tourism Marketing District is a nonprofit mutual benefit corporation dedicated to improving tourism and hotel room night consumption in the City of San Diego. The specific purpose of this private, non-profit corporation is to create a positive economic, fiscal, and employment impact on the lodging businesses in the City of San Diego through the effective and judicious allocation of its revenue and resources to measurably successful tourism promotion, marketing and advertising programs.

The Planning Framework document can be found on the TMD website at <http://www.sdtmd.org/newsletter-notices> and the City Council District 3 website at <http://www.sandiego.gov/citycouncil/cd3/communities/balboa.shtml>

## City of San Diego Secures Funding to Complete Home Avenue Park

On November 17, San Diego City Councilmember Todd Gloria proudly announced that the long-awaited Home Avenue Neighborhood Park will soon be complete thanks to a \$2,800,150 State grant to the City of San Diego.

"Mid-City neighbors will soon have a new park," said Councilmember Gloria. "I am grateful to the community for its dedication to this project, to City staff for its hard work securing the funds, and to the State for recognizing the benefit that will be provided by Home Avenue Neighborhood Park."

Councilmember Tony Young stated, "Despite the economic hardships this City is facing, I am very proud and pleased that we can continue to provide needed parks and recreational opportunities for families and communities in Districts like Councilman Gloria's and mine. This park serves both Districts that have long been deprived of new parks and recreational facilities."

The approximately six acre site is in the park-deficient community of City Heights and includes a portion of Auburn Creek, which is part of the Chollas Creek system. It will serve the neighborhoods of Council Districts 3 and 4 with two acres of park amenities like a comfort station, children's play area, off-leash dog area, half-court basketball area and an open lawn. The project will also include restoration of the degraded Auburn Creek habitat. Street safety improvements are also planned, and the Redevelopment Agency's City Heights Project Area Committee has recommended \$500,000 to fund them.

The park was designed using City funds, and the environmental review process has begun. The City of San Diego applied for State Proposition 84 funds to construct the park. The statewide park grant program was intensely competitive. Home Avenue Park was one of the 62 selected for funding from a pool of almost 500 applicants. The City will need to complete construction 24-30 months from the funding date.

Maintenance costs of approximately \$24,011 would be requested in future City budgets based on the park's estimated completion date of Fiscal Year 2014.



### Coffee with your Councilmember

Councilmember Gloria invites neighbors to meet casually at community coffees throughout District Three.

Please come by at any time during the hours listed to take the opportunity to share your thoughts with the Councilmember.

Saturday, January 22  
10:00—11:30 a.m.  
Balboa Park Senior Lounge  
Casa del Prado, Room 105

## Traffic Improvements Completed Throughout District Three



- An all-way stop sign was installed at Wilson Ave. and Landis St.
- No Left Turn and U-Turn sign was installed facing westbound traffic on Park Blvd. at Howard.
- Golf Course guide signs were installed facing northbound and southbound traffic at Pershing Dr. and Florida Dr.
- A sign stating For Balboa Golf Course, Use Pershing Drive was installed near Pershing Dr., 28th St., and Upas St.
- A Not a Through Street sign was replaced with a No Outlet sign in Golden Hill.
- Signs noting parking restrictions on school days were replaced on Redwood St. and Felton St. near McKinley Elementary School.
- A two-hour parking sign was installed in the 2900 block of Lincoln Ave.
- A No Outlet sign was installed facing westbound traffic on Nutmeg St. at Boundary St.
- A Dead End sign was installed on Kew Terrace at Nutmeg St.
- A No Parking, Street Sweeping sign was removed in the 3500 block of Meade Ave.
- 25 mph Speed Limit signs were installed on Palm Ave. facing eastbound traffic between 28th St. and Granada Ave.
- Street Sweeping signs facing northbound and southbound traffic were installed on Swift Ave. between Polk Ave. and University Ave.
- Red curbs were installed at Adams Ave. at Wilson Ave., 36th St. at Wightman St., Howard Ave. at Alabama St., Lincoln Ave. at Kansas St.
- Red curbs were removed in the 4500 block of Bancroft St., the 1900 block of 30th St., and the 4400 block of Boundary St.
- Blue curbs were removed from the 4300 block of Copeland Ave., 4700 block of Hawley Blvd., 3700 block of Texas St., and 4300 block of Cherokee Ave.
- Blue zones were installed in the 3700 block of 36th St., 4000 block of 32nd St., 3900 block of Oregon St., 2700 block of Granada Ave., 3300 block of Upas St., and 3600 block of Florida St.
- A white curb was removed from F St. at 25th St.
- Yellow crosswalks were installed on the north and south legs of Granada Ave. at Upas St.
- The traffic signal at 30th St. and Meade Ave. was programmed to serve traffic on demand and reduce delay.



## Water Conservation Garden of the Month: Azalea Park

Councilmember Todd Gloria was impressed by the submissions of your favorite water conservation gardens. He was also impressed by the impassioned campaign advocating the selection of the Azalea Park Water Conservation Garden for this inaugural spotlight.

This 1/3-acre garden is located at Azalea Park on Violet Street and was built this fall thanks to donated resources and labor.

Drought-resistant plants were added to the area, which was further brightened with art by local artists.

"The Azalea Park water conservation garden was developed as a labor of love of the community," said Councilmember Gloria, who planted some of the onsite vegetation. "It is appropriate that it be selected as the first Garden of the Month to help fulfill its mission to raise awareness of water-efficient landscaping options."



### Call for Submissions: Where are the Best Water Conservation Gardens?

To spur District Three's known dedication to conservation and its competitive spirit, the Councilmember will feature a Water Conservation Garden of the Month in each issue of the District Three Dialogue. He welcomes submissions including the address and photo(s) of your favorite drought-tolerant yards. Please send your suggestions to [ToddGloria@sandiego.gov](mailto:ToddGloria@sandiego.gov). Don't be afraid to submit your own!

## More Water News: Learn More about Rebates and Winter Rules

### Winter Watering Rules Now in Effect

Under the City's mandatory water-savings rules, residents can water their lawns only seven minutes per watering station from November 1 to May 31, with certain exceptions for owners of water-efficient sprinkler systems.

- Residents can water their lawns before 10 a.m. and after 4 p.m.
- The number of days residents can water their lawns per week remains at three.
- Homes with odd-numbered addresses can water Sundays, Tuesdays and Thursdays.
- Homes with even-numbered addresses can water Saturdays, Mondays and Wednesdays.
- Apartments, condos and businesses can water Mondays, Wednesdays and Fridays.



### Residential Outdoor Water Conservation Rebates

Are you interested in reducing your water use, maintaining a healthy landscape and perhaps earning recognition as a Water Conservation Garden of the Month? Limited rebates for single family homes, duplexes, townhome and condos are now available.

- Smart Controller Rebates: up to \$400
- Micro-irrigation Rebates: \$0.02 / sq. ft. up to \$195
- Sustainable Landscape – Turf replacement Rebates: \$1.25 or \$1.50 / sq. ft. up to \$2000 (front yard only)

For further details, please visit: [www.sandiego.gov/water/conservation](http://www.sandiego.gov/water/conservation) or call (619) 533-7485.

## Community Connection: The Todd Squad is Working for You!

### Infrastructure Improvements

- Potholes in the 2800-3300 blocks of 39th St. as well as some in the 3000-3300 blocks of Central Ave. were patched.
- A pothole in the 4600 block of Arizona St. was repaired, as were two more on Adams Ave. in Kensington.
- Two deep and large potholes were replaced in the crosswalk at 7th Ave. at Robinson St.
- A portion of Georgia St. qualifies for asphalt overlay and will be completed when funding becomes available.
- Richmond St. is scheduled for overlay work by March 2011.
- Parrot St. is scheduled for slurry seal in Spring 2011.
- Leftover construction asphalt was removed from Alder Dr.

- A concrete sidewalk and driveway damaged by construction damaged by construction on S. Hempstead Circle.
- Broken water lines near Marlborough Dr. and Middlesex were repaired. A water leak at Bedford Dr. and Edgeware Rd. was fixed.
- Standing water collected after recent rains on Hilldale Rd. because construction blocked access to storm drains was pumped.
- Water leaking onto the sidewalk and street near 35th St. and Meade Ave. was stopped.
- Audible crosswalk signals at Fairmount Ave. and El Cajon Blvd. were repaired.

### Public Safety

- A parking lot in the 4100 block of 30th St. was reconfigured for better disabled accessibility.

- Graffiti was removed from the Georgia St. Bridge
- A series of street lights at Aldine Dr. and Fairmount Ave. are again functioning.
- Brush on City property near the 42nd St. Canyon was removed.

### Community Character

- Yuccas were planted in Switzer Canyon.
- Two remaining utility poles on 30th St. north of Laurel St. will finally be removed after MCI removes the last overhead wires.
- The sidewalk patio at the new Burger Lounge location in Hillcrest was determined to be legal.
- City staff is investigating multiple concerns on the 4200 block of Cherokee Ave. to ensure properties are in compliance with City code.

## City of San Diego Recycling Rate Increases to Record 66 Percent City Now Accepting More Plastics in the Blue Recycling Bins

The City of San Diego celebrated America Recycles Day, November 15, by announcing two recycling milestones: the waste diversion rate reached a record 66 percent and San Diegans could immediately begin recycling additional plastics.

"San Diegans understand the importance of recycling," said Councilmember Todd Gloria. "I share their excitement that we are now able to recycle even more."

The 66 percent diversion rate, calculated by the Environmental Services Department, is the City's highest achievement to date. The previous best rate was 64 percent in 2008.

This increase is due in large part to the City Recycling and Construction & Demolition (C&D) ordinances that took effect in 2008. The ordinances aim to reduce recyclables from entering landfills to meet California recycling mandates and to reduce greenhouse gas emissions.

Along with this new record recycling rate, the City's curbside recycling program is expanding to accept new and additional types of plastics.

City residents can now recycle most plastic food containers and non-food plastics.

Recycling markets are continually developing and the markets for these additional plastics have now matured to the point that we can add them to the city's curbside recycling program.

The service expansion is in addition to the plastic bottles, jugs and jars already accepted in the blue recycling cart.

New acceptable plastic food packaging containers include round yogurt and dairy tubs, clear PET #1 clamshell plastic, drink cups, deli trays, and berry baskets. All containers must be clean and contain no food waste or trash.

New acceptable non-food plastics include plant pots and garden trays, along with rigid plastics such as buckets, toys, and containers that held non-hazardous household products such as detergent or pet litter.

Other non-food plastics include large items such as plastic crates, totes, laundry baskets, pallets, and lawn furniture. These types of items must usually be broken down to fit into

the blue recycling carts. If they are jammed into the carts or protruding out of the carts, the recycling truck may not be able to empty residences' recycling cart.

Plastic containers that held toxic materials such as motor oil, antifreeze, pesticides, solvents, chemicals, etc. are not recyclable. If the containers are empty, place in the trash. If the containers are not empty, call 858-694-7000 for safe disposal options for hazardous wastes.

Plastics not accepted for recycling:

- Compostable plastics (usually have the letters "PLA" stamped on them)
- Plastic utensils
- Plastic film or bags
- Hazardous materials containers
- Styrofoam products, such as egg containers or packaging material (foam peanuts)

If you are interested in recycling help for your home, business, or event, contact Environmental Services, 858-694-7000 or [sdrecyclingworks@sandiego.gov](mailto:sdrecyclingworks@sandiego.gov), and visit [www.recyclingworks.com](http://www.recyclingworks.com).



## Tracking Todd



Councilmember Gloria presented a donation of \$5,000 to Elizabeth Stuebaker of North Park Main Street for the annual Toyland Parade at an event fundraiser in November.



Honoring our nation's veterans was on everyone's mind on November 11. Councilmember Gloria paid tribute at the annual parade downtown.



Part of his ongoing effort to celebrate the people who make San Diego better, Councilmember Gloria honored the outgoing Director of the Engineering and Capital Projects Department by proclaiming November 30 "Patti Boekamp Day."



Councilmember Gloria visited Albert Einstein Elementary Academy to discuss the role and function of local government with third graders. The students were very attentive and followed up with the councilmember to ask how they could permanently change Halloween to fall on a Saturday.

### Councilmember Gloria serves on the following:

- Chair, Land Use and Housing Committee
- Public Safety and Neighborhood Services Committee
- Budget and Finance Committee
- Rules, Open Government and Intergovernmental Affairs Committee
- Metropolitan Transit System Board
- San Diego Association of Governments
- San Diego Workforce Partnership
- San Diego Convention and Visitors Bureau

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