

**JULY 2004 // Little Italy Association Monthly Newsletter**

**Annual Dinner: July 13th**

The Third Annual Little Italy Association “State of the Neighborhood” dinner will be held on Tuesday evening, July 13<sup>th</sup> from 5:30 p.m. – 8:00 p.m. at Our Lady of the Rosary Hall. A wine tasting will begin at 5:30 p.m. and will allow visitors to try fine wines from Tuscany, Sicily, Puglia, and Abruzzo. The program includes our Keynote Speaker, and the Honorable Councilman Michael Zucchet, who will address the audience. Also anticipated to be in attendance will be the Honorable Councilman Brian Mainschein and the Honorable Supervisor Ron Roberts. The dinner will include the finest foods of Little Italy, presentations by our local representatives, as well as a PowerPoint presentation on the changes in Little Italy over the past five years. Admission is \$15. Call (619) 233-3898 to RSVP or e-mail mail@littleitalysd.com.

**Walking in Little Italy**

One of the comments we

hear most often about our neighborhood is how pleasant it is to walk throughout Little Italy. This pleasant stroll does not happen by accident, nor by the conscientious actions of the City of San Diego. Much of the pleasure of the pedestrian commute is based upon the way in which buildings are laid out in the community, the scale of the development, the wide sidewalks, the landscaping, the public spaces, the cleanliness of the sidewalks and gutters, the trees, and how the entire community is put together. This “order” and cleanliness is the result of the property owner funded maintenance district, which is currently up for re-consideration in Little Italy.

Though we have not achieved our ultimate goals of a completely safe, orderly, and beautiful neighborhood, we are well on our way. A wave of new research on the effect urban sprawl has on health, emerged last September. Two journals, the American Journal of Public Health and

the American Journal of Health Promotion, jointly released special issues on this subject that indicated a significant connection between sprawl and obesity as well as between sprawl and hypertension. (*Article by Bradford McKee, New York Times, September 4, 2003*).

The number of miles Americans travel on roads has doubled since 1963, according to the report. The number of overweight children, ages 6 to 11 has doubled in the last 25 years – the average 11 year old today weighs 11 pounds more than in 1973. Nearly 65% of American adults are now overweight, and the incidence of diabetes doubled between 1980 and 2000, to 12 million cases.

While urban planners tend to discuss the suburbs in quality-of-life terms, researchers increasingly use clinical measures like anxiety, depression and substance abuse. The studies issued last September are the clearest example yet that the planning and public health fields are beginning to speak each other’s language on suburban sprawl. After focusing for years on American’s diets, health

experts have turned to assess the degree to which American’s four-wheel lives contribute to obesity, hypertension, coronary disease, diabetes asthma, even mental disorders like anxiety and depression.

The results of an obesity study—which accounted for variables like age, gender, race, diet and physical activity—suggest that people in more sprawling suburban areas like Geauga County, Ohio, and Walton County, Georgia, weigh more (as much as six pounds more in most sprawling areas), and have higher blood pressure than people in more densely developed areas like New York City or Chicago.

So enjoy the great foods and restaurants of Little Italy. Reduce your weight and potential health problems by walking or jogging in our beautiful neighborhood. With the intense residential growth and influx of great new retailers, what could be more appealing!

**Welcome to the neighborhood**

The Association would

like to welcome all the new tenants and property owners to the neighborhood. We hope that you enjoy calling Little Italy home. In addition, we would like to welcome the following new retail businesses to the area (our apologies if anyone was omitted):

7-Eleven, 1670 Kettner Boulevard, #3

Ambiance Blinds, 1501 India Street, #103, 619-398-5420

Art Nails, 1770 Kettner Boulevard, 619-702-7411

Cefalu's Pizza, 1655 India Street, #B, 619-236-9622

Chi Chocolat, 2021 India Street, 619-501-9215

French Garden Shop, 2307 India Street, 619-238-4700

Gallery Saccade, 1702 Kettner Boulevard, 619-546-9169

Home Plate Cleaners, 1754 Kettner Boulevard, 619-235-0163

Hyde Edwards Salon, 1910 State Street, #101, 619-232-0807

Little Italy Hotel  
Little Italy Smoke Shop

Masquerade: Art Of Living, 1608 India Street, #105, 619-235-6564

Mediterránia, 2220 Kettner Boulevard, 619-239-5030

Mixture, 2210 Kettner Boulevard, 619-239-4788

Mon Petit Marché, 1772 Kettner Boulevard, 619-546-9299

Po Pazzo, 1917 India Street

Puerto La Boca, 801 West Hawthorn Street

Redd Salon & Day Spa, 1658 Front Street, 619-702-REDD

S.D. Harley-Davidson Shop, 2400 Kettner Boulevard, #101, 619-233-6677

Starbucks Coffee, 801 West Hawthorn Street

Steady Boutique

Urban Skin Care, 2326 India Street, 619-233-0306

Voyáge, 1845 India Street, 619-234-1344

Zazou Home, 1752 Kettner Boulevard, 619-234-3841

**Remember Not to Wash Those Sidewalks**

Based upon new rules adopted by the City of San Diego, it is now illegal to wash down your sidewalks. New rules governing what is allowable discharge into the storm drains prevents the Little Italy Association from operating its steam cleaning of the sidewalks. The Little Italy maintenance crew provided this service for the last four years. The City of San Diego established Municipal Code 43.03 *Storm Water Management and Discharge Control*, which prohibits non-storm water discharges into the City's storm water conveyance system. Call Storm Water Pollution Prevention Program at (619) 525-8647 if you have any questions about the new policy. The ordinance has monetary penalties of up to \$10,000 per day for non-compliance and is required under the Federal Clean Water Act.

The cost of the new Little Italy Maintenance District steam clean machine, which complies with the City's new standards, is about

\$10,000. No funds are currently in the budget to purchase this machine. When the property owners approve the upgraded maintenance district in late July, the Association will purchase the machine. This machine simultaneously dispenses water, washes the sidewalk, and reclaims the water. Once the new maintenance district has been approved, we will commence steam cleaning the 53 blocks of Little Italy. This may start some time after Labor Day.

**Room to Grow**

Recently the Centre City Development Corporation released data on the comparative size and population density of seven other waterfront Downtowns in North America. Though we have seen tremendous growth in Little Italy and all of Downtown over the past four years, compared to other cities, we have a long way to go. We have reprinted this chart from the Union Tribune, based upon this CCDC data: (Please take note of Boston, a city with nearly the equivalent footprint of Downtown, but with half the overall city

<i>City</i>	<i>Land Area in Acres Downtown</i>	<i>Gross Population per acre</i>	<i>Gross Employment per acre</i>
San Diego	1,445	13	51.9
Boston	1,471	35	257.7
Chicago	924	107	723
New York (MidTown)	1,031	43	N/a
Portland	717	14	93.4
San Francisco	1,125	35	254.3
Seattle	981	22	168.4
Vancouver	1,600	46	82.2

### **Be our eyes and ears**

The Association and the Maintenance Crew need your help in maintaining the neighborhood. We have 6 full time maintenance workers working 40 hours per week, however they don't catch everything. If you see stickers on street signs or street lights, graffiti tucked into some corner, clogged storm drains, trash intermingled with plants or notice streetlights not operating (or on all day), please call or e-mail the Association office and we will deal with the problem. In addition, if you see illegal homeless encampments, tents or street people who are intoxicated and loitering in private property, please call the Association office.

### **Airport Authority Wants to Hear From You**

The San Diego Regional Airport Authority will be conducting a workshop in Little Italy to discuss the impact that new decibel level readings may have on land uses in the neighborhood. Simply put, staff of the Airport Authority may be recommending to the Board that no "increased residential density" be allowed on any parcels north of Fir Street. This would have a tremendous impact on the potential build out and related value of all parcels in the northern part of Little Italy. The meeting with Paul Nieto, of

the Airport Authority Board will be held on Thursday morning, August 5<sup>th</sup> at 8:30 a.m. at Our Lady of the Rosary Hall.

### **Diagonal Parking Coming Soon**

The Association hopes that diagonal parking will be implemented on India from Beech to Cedar by mid July. We are also working on the installation of diagonal parking in front of the Gargoyle Café, Nelson Photo and Popazzo Restaurant. Our next major project will be to install diagonal parking on the west side of Kettner from Laurel to Hawthorn. This effort may take up to a year. Finally, we are seeking permission to install perpendicular parking on the south side of Fir Street between State and the Piazza. This perpendicular parking is frequently used in other cities in the State and allows for the maximization of parking spaces in curbed areas.

### **Phase II/India Street Approved**

The City of San Diego has changed the rules for new sidewalk construction. In the past, CCDC signed the permit stating they would be responsible for the sidewalks and the Little Italy Association would be responsible for maintaining them. Now, the City has determined that the individual property owners must sign the

liability waiver which makes them responsible for maintaining and replacing all new sidewalks. Such a requirement was not the case when CCDC funded Phase I on India, from Beech to Grape. It is this new rule, not lack of funding, that has stalled Phase II/India Street (Grape to Laurel), for the past two years.

Thanks to the agreement of the Little Italy Association through its Maintenance District to take responsibility for replacement of damaged sidewalks, as well as the intervention of Councilman Mike Zucchet's office, the City has finally signed off on Phase II. CCDC will soon have its plans for new sidewalks, landscaping and pedestrian street lights from Grape to Laurel approved, and then issue an RFP for contractors to construct the public improvements. As soon as the schedule of construction has been determined, the Association, Councilman Zucchet and CCDC will issue a letter to all affected businesses and property owners updating them on the status of the project.

### **Lighting Up Kettner**

Within the next two months, CCDC will be installing new pedestrian streetlights along Kettner from Laurel to Ash. These new street lights will make Kettner as well lit as India Street. These street lights will be purchased through

tax increment funds generated from new development in Downtown and the energy costs of the lights will be funded by the Little Italy Maintenance Assessment district.

### **Board of Directors**

The following 31 people represent you on the Little Italy Association in the running of this neighborhood. They consist of Property Owners, Business Owners, Residential Tenants, and the Community At-Large:

David Bark / Jim Barone / Domenic Brunetto / Pat Brunetto / Frank Busalacchi / Mario Cefalu / Tony Cefalu / Catherine Chester / Dino Cresci / Tom Di Zinno / Tom Fat / Steve Galasso / Kara Galasso-Garcia / Tony Gaussoin / Sal Giametta / Fr. Steve Grancini / Larry Kuntz / Gregg Maslak / Mary Mitchell / Danny Mocerri / Rita Monares / John McIff / Anthony Napoli / Fred Oliver / Ruben Padilla / Lou Palestini / Daniel Pond / Jen Shuttleton / Frank Stiriti / Bill Stone / Tom Zolezzi

### **Recent Board Decisions:**

Every issue, we will summarize the recent decisions of the Board of Directors. At its June 8<sup>th</sup> meeting, the Little Italy Association Board of Directors made

the following decisions:

The Board accepted a letter of resignation from Jeanne Obenchain based upon personal reasons. The Board thanked Jeanne for her excellent work on the Board and looks forward to her work on the Board's committees;

Jen Shuttleton was nominated and elected to serve as the Chair of the newly created District Identity Streetscape Improvements (DISI) Standing Committee of the Board;

Tom Fat was nominated and elected to serve as the Chair of the newly created Land Use Committee;

The Board sent to the DISI Committee the decision on the offer to take the "Make A Wish Mural," reflecting creation from the Sistine Chapel.

### Regular Board Meetings

The Board of Directors meets monthly, usually the first or second Tuesday of each month from 8:30 – 10:00 a.m. , at Our Lady of the Rosary Meeting Hall. The meetings are open to the public. To ensure that you know the date of the upcoming meeting, please go to the Little Italy website or call the office. The next meeting of the Association will occur on

Tuesday, July 13<sup>th</sup> at 8:30 a.m.

### Monthly Parking Available from Ace Parking

**Garages managed by Ace Parking now have monthly parking available. The garages are located at the corner of Grape St. and India St. and Grape St. and Columbia St. Rates vary from \$75-\$100 month. For more details, contact Teresa Razo at (619) 233-5853 x. 1184.**

### SBA Community Express Loans

Described as a "truly simple loan program," the SBA Community Express Loan Program for Small Office – Home Office (SOHO) provides \$5,000 to \$15,000 loans. No tax returns or business plans are needed. The application is only four pages, with two of the pages for signatures. Community Express Loans are designed to help women, minority, and veteran business owners. For more information, contact the SBA Technical Assistance Provider Earl Jacobsen (SCORE) at [ejacob8543@aol.com](mailto:ejacob8543@aol.com).

### Worker's Compensation Update

For details on recently enacted Worker's Compensation Reforms, visit the State of California web site at <http://www.dir.ca.gov/dwc/wcreformindex.html>.

### Little Italy Festa

The Festa is planned for Sunday, October 10<sup>th</sup>, 2004. Vendor applications have been sent out and we have already received a tremendous response. Members of the Little Italy Business Improvement District (BID) are eligible for reduced rates. The Festa stretches along India Street from Ash St. to Grape St. Businesses are encouraged to purchase one space (10x10) or more in order to leave space open in front of your business, or to set up a table or booth. For more information and a Festa Vendor application, please visit <http://www.littleitalysd.com/festa>.

### Association Committees

To volunteer on one of our committees please call the Little Italy Association at (619) 233-3898 or e-mail [mail@littleitalysd.com](mailto:mail@littleitalysd.com).

Little Italy Association Organizational Flow Chart, July 2004

Board of Directors (33 Members)

Organization/Executive

Committee (Association Officers)

District Identity and Streetscape Improvement Committee (Jen Shuttleton, Chair)

Land Use Committee (Tom Fat, Chair)

Project Design Committee

Community Advisory Board

Focus Plan Task Force (Jim Barone, Chair)

Development Committee (Tom Zolezzi and Frank Busalacchi, Chairs)

Property Owner Committee (Jen Shuttleton, Chair)

### Association Mission Statement

The Little Italy Association was organized to provide the community with a cohesive voice for constructive change and improvement to Little Italy. Representing the property owners, residents and more than 400 businesses that call Little Italy their home, the Association pledges to advocate on behalf of its members' best interest in the areas of public safety, beautification, promotion, and economic development in the community. Most importantly, the

Association seeks to bring a sense of order to Little Italy today, as well as present a vision for the enhancement and growth of Little Italy in the 21<sup>st</sup> Century.

### Walking Maps

100,000 Little Italy Walking Maps are printed and distributed per year. If you need more copies or run out, please call us at (619) 233-3898 or e-mail [ail@mail@littleitalysd.com](mailto:ail@mail@littleitalysd.com).

For questions or comments, please e-mail [ail@mail@littleitalysd.com](mailto:ail@mail@littleitalysd.com). To unsubscribe, please

visit <http://www.littleitalysd.com/ml.asp> or e-mail us with "unsubscribe" in the subject line.

Little Italy e-News is sent out monthly. Little Italy Alerts are sent out on an as-needed basis.

To be added to the Little Italy e-News or Alerts, please go to [www.littleitalysd.com](http://www.littleitalysd.com) and sign up.

Newsletter written and produced by Little Italy Staff: Marco Li Mandri, Alex Hempton, Shirley Zawadzki, Chris Gomez, and Rosie DeLuca. July 9, 2004.

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