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Little Italy Association of San Diego

ANNUAL REPORT 2013

Rebuilding the Little Italy Town Center – Our 21st Century Forum

For many years, various groups around San Diego have spent a lot of time and money on “plans” and “visionary reports” which spell out what a given area should be. While these reports do provide vision, vision without accompanying financing is just that – vision.

With the elimination of Redevelopment agencies and tax increment financing by the State in 2012, our main funder for infrastructure improvement – CCDC – has been stripped of its historic funding source and has reinvented itself into a new non-profit, Civic San Diego.

The Little Italy Association of San Diego has been tasked with finding new and unique ways to maintain our public right-of-ways; since the demise of the Redevelopment Agency. With 100 year old sidewalks and landmark sites in Little Italy showing their age, the Little Italy Association Board and staff have been feverishly fundraising and looking at other funding streams to pay for the repairs and renovations.

As many of you know, the Association, which manages sidewalks, maintenance, beautification, parking, advocacy, district identity, marketing, special events and administration of the community, has been very “results,” not “process,” oriented. We do not produce lengthy reports regarding what we should do. We put our energy into taking

advantage of “time and place” and moving on unique opportunities to develop new piazzas and public spaces. We have worked closely with new developers, including the Fenton Company, Broadstone Alliance, Leo Frye/Allegro Towers and various retailers to build upon our “string of pearls”, or our creation of new public spaces and piazzas throughout the neighborhood.

2000 years ago, the Romans created their Forum, which was the concentration of all social, civic, cultural and administrative life into its old City, Coliseum, and public squares. The Forum was the center of economic activity and planning for the entire empire.

Prior to World War II, planners in the City of San Diego built communities around “landmark signs” which depicted the town center, which was the center of economic activity, surrounded by a reservoir of fairly dense housing blocks, tied together by the old street car system. This system of building the town center, as the building block of planning, gave rise to great communities in North Park, University Heights, Normal Heights and Kensington.

In early 2000, Little Italy began this system of recreating its historic town center near India and Date by the dedication of the widely recognized Little Italy landmark sign. This sign served as a



LittleItalySD.com



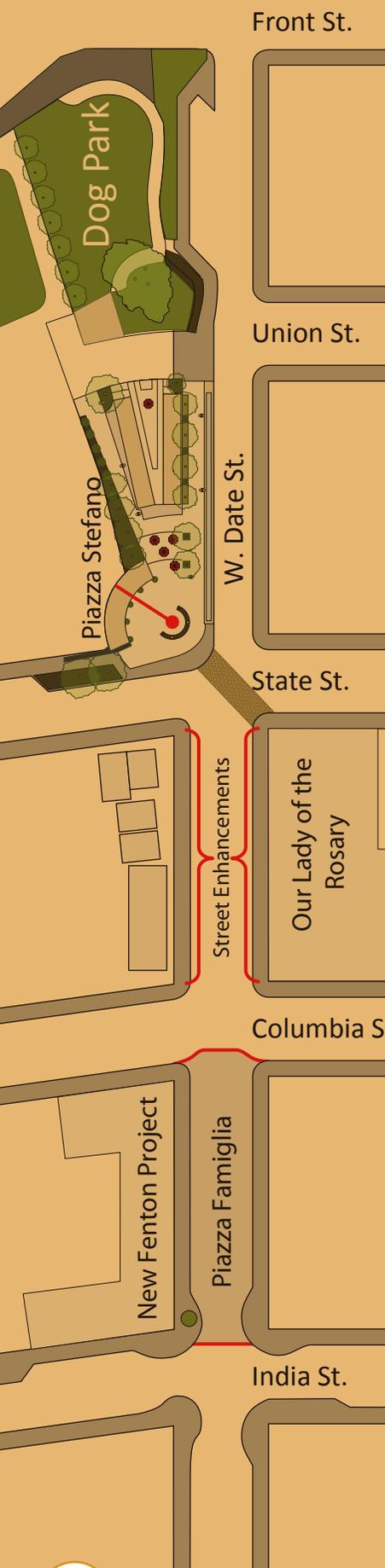
San Diego Little Italy



@LittleItalySD / #LittleItalySD



PROPOSED CIVIC CENTER PLAN



catalyst for new improvements in Little Italy, most of which was funded by CCDC.

We have now taken that concept of the re-creation of our town center to the next level by working with the Fenton Company to plan for the 10,000 square foot grand Piazza on Date Street between Columbia and India Street. In essence, Fenton (which bought the old Reader building, the Princess Pub and the house at Columbia and Date Streets), plans to put underground parking at Date Street on that block and cover it with a new piazza. The Association has worked closely with the Fenton Company, Civic San Diego, and the Mayor's office since June to finalize the design for this new Piazza Famiglia. The name pays tribute to those families who came here as immigrants for a better world, to those who have contributed to the revitalization of this neighborhood, and to those who have yet to be born and will live, work and own businesses and property here in the next 50 years.

This will be a permanently vacated street, closed to traffic, with a fountain, tables chairs and umbrellas and various other public space amenities (including a public restroom) to make this into one of the most popular public spaces in the entire region. Anyone who sits near the current Christmas tree near India and Date knows the beautiful winds coming off the bay and the permanent view corridor from that area. The Piazza Famiglia will be the center of all events, anchor the weekly Mercato, the Annual Festa, Artwalk and Carnevale and serve as the ceremonial center of the Community. The Piazza will be managed full time by Little Italy staff to ensure that it is always clean, orderly and welcoming to residents, employees and community members of Little Italy. The Piazza should be open in early 2016.

But this is only the beginning...

Little Italy Civic Center:

Over the past 15 years, the neighborhood has attracted a large number of very talented business people, residents, visionary property owners, architects and developers and entrepreneurs. This has only served to strengthen Our Lady of the Rosary Church and its parishioners, and Washington Elementary School – both nearly 100 year old institutions in Little Italy.

Envision a 4 block stretch of civic activity that ties in India Street on the west to Front Street on the east. Our plan for this new Little Italy Civic

Center will have the new features to serve the community:

- On Date St. between India and Columbia will be the 10,000 square foot grand Piazza Famiglia with businesses on each side of Date Street to enclose the space and make it an intimate piazza;
- On Date St. between Columbia and State Street, the street will be narrowed by innovative parking design and historic icons from the past will adorn the sidewalks to link the church, school and the park to the grand Piazza;
- On Date St. between State and Union Streets, we are currently in the final stages of making an agreement with the San Diego Unified School District to take over the amphitheatre, bocce ball courts to allow for ongoing events in a great urban park. We plan to dedicate a new Piazza Stefano (Grancini) in the amphitheatre, expand the park into Date and State Streets and fence the park to control all of the new amenities within the park. The school will have complete access to the new Amici Park during school hours and the Association will control the scheduling of the parking after school hours and on the weekend;
- On Date between Union and Front Streets, the Association will raise funds to build two no-leash dog run parks to separate the neighborhood dogs from the kids, who currently share a playing field. Once the Association takes control of the property from the School District, we also plan to build a new facility near the freeway offramp to house our maintenance crews and place them in the middle of the community and oversee the entire new Civic Center.

These are very ambitious plans, but our goal is to have it financed privately through donations and foundation support, and have it completed by 2018. All of this is possible due to the results orientation of the Little Italy Association Board of Directors, New City America as LIA staff and its cooperative relationship with the Unified School District Board and Interim Mayor Todd Gloria's office.

We will do this because the community demand is there, it will serve as a model to other communities in California and most importantly because we have a historic duty to continue to advance this neighborhood as thousands before us have for over the past 100 years.

- Marco Li Mandri, Chief Executive Administrator

Little Italy has New Neighbors

The following projects are scheduled to open in 2014 and 2015. These new market rate developments will bring close to 2,000 new residents to our rapidly growing district.

Fenton North: 97 apartments (North-side of W. Date between India and Columbia) [2016]

Fenton South: 24+ Apartments (South-side of W. Date between India and Columbia) [2016]

Ariel Suites: 224 apartments (Kettner and W. Beech) [2014]

Broadstone Little Italy: 201 apartments, (Kettner between W. Fir and W. Grape) [2014]

Strauss Family Apartments: 31 apartments (India and W. Juniper) [2014]

All of these projects will be mixed use, meaning there will be new retail and commercial outlets opening on the ground floor.

For more information about these projects and future developments in the Little Italy area, visit Civic San Diego's website at civicsd.com/projects/major-downtown-projects/projects-landing-page/little-italy.html.



DID YOU KNOW?!

San Diego's Little Italy has

2,123 Parcels

1,858 Property Owners

1,753 Condos

1,113 Apartment Units

476 Business Licenses

1,092 Hotel Rooms

166 Motel Rooms

27 B&B Rooms

Little Italy has Increased On-Street Parking

For over 4 years, the Little Italy Association has been working closely with Civic San Diego and the Downtown Parking Management Group to facilitate the Little Italy Parking District. The past few years, the Association has implemented new programs to maximize surface street parking and activate underutilized lots during non-operating hours.

The Association created an additional 9 parking spaces by converting diagonal parking spaces on side streets to perpendicular spaces on Ivy Street and Elm Streets. At a construction cost of nearly \$35,000 per space for underground parking in new developments, this planning and work with the City resulted in the equivalent of a \$300,000 savings due to this conversion.

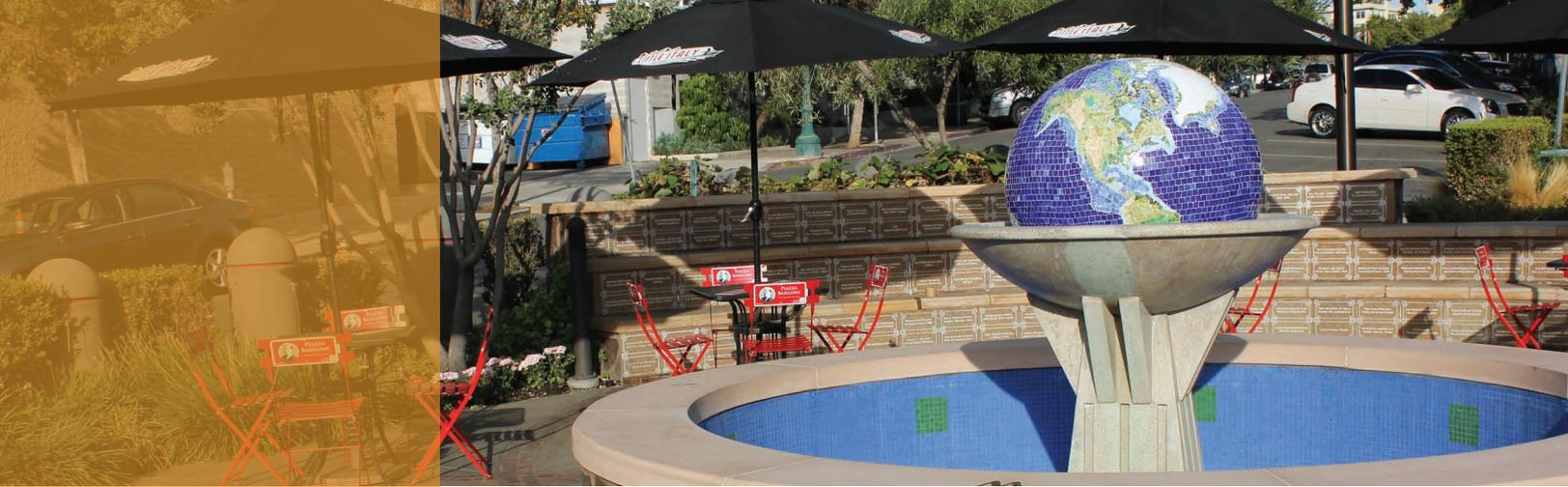
The long range goal is to increase parking in Little Italy by converting parallel spaces to diagonal and diagonal on side streets to perpendicular. We have submitted plans to the City of San Diego and Civic San Diego to convert

all parking on the west side of Columbia Street south of Hawthorn to diagonal and on the east side of State Street north of Ash Street to diagonal parking. Not only will this add on street parking spaces but it will take out a lane of traffic and slow things down on these respective streets.

We will also have racks for a new bike sharing program in Little Italy and provide new areas for motor scooters and bikes throughout the community.

Alongside the other initiatives, another unique component of the Little Italy Parking Program is the "San Diego's Little Italy" mobile application that gives users GPS directions to surface lots and Little Italy parking initiatives like the Little Italy Community-Wide Valet and the 2-Hour Free Parking Program.

We seek to make Little Italy even more walkable and responsive to all transportation needs.



Piazza Basilone Celebrates the 10th Anniversary with Renovations

Since the inception of the Little Italy Association of San Diego in 1996, we have prided ourselves on creating a neighborhood that was not only walkable, but also a place where people wanted to stop, sit and enjoy the experience that San Diego's Little Italy has to offer.

Two of the most visited public spaces in Little Italy are the Piazza Basilone and the Little Italy Landmark Sign.

The Piazza Basilone, a vision of Little Italy resident Tommy Avila, was privately funded by friends, families and companies that supported what the Piazza stood for and the Little Italy community. In November of 2003, the Piazza Basilone was dedicated to the highest decorated Italian American war hero, Gunnery Sergeant John Basilone, and to the "boys of Little Italy who never came home."

Over the years, these two popular neighborhood assets have been tributes to the rich history of our neighborhood but are showing signs of age. In an effort to restore these iconic tokens of our heritage, solicited support to bring the two iconic landmarks back to their original grandeur.

A special thanks to following contributors: Hughes Marino, The Coradino Family, Emma & Leo Zuckerman, The Hayek Family, Barbara Cozier, Bob Baker FIAT, Craft & Commerce, The Sparacino Family, Marie Lewin, Luke Vinci, Mike Daniels, Mike Rosen, Mona Lisa Italian Restaurant, Ricardo da Rosa, Roma Espresso, The Shinnick Family, SYSCO San Diego and The Segal Family.

The 10th Anniversary Rededication took place on Tuesday, November 5th.

New Board Members

Every year, the Little Italy Association sends out nomination forms for Board seats to over 2,000 property owners and 400 businesses. The Little Italy Association is a non-profit public-benefit corporation whose Board membership ranges from 24 – 28 throughout the year. The Board meets in a public setting the first Tuesday of each month at Our Lady of the Rosary meeting hall, 1629 State Street.

Requirements for serving on the Board include support of the Board policies and actions, full payment into the Little Italy Maintenance Assessment District (on the property tax bills), or full payment into the Little Italy Business Improvement District, or being a resident of Little Italy, as well as serving on a Committee of the Board for at least one year prior to being appointed to the Board. This year we have 25 members, 2/3 of which are property owners

(commercial and residential) and 1/3 business owners or Community at large representatives.

The Board members elected to serve as officers for Fiscal Year 2013-14 include:

1. Steve Galasso, President (Caffe Italia)
2. Danny Mocerri, Vice President (Filippi's Pizza)
3. Lou Palestini, Treasurer (Community-at-Large)
4. Luke Vinci, Secretary (Resident)

The Board Committees, their functions, minutes, and Association documents can be found on the Little Italy Association website under littleitalysd.com/board-committees/.

If you are interested in attending any Little Italy Board or Committee Meeting, please email the District Manager, Chris Gomez, at chris@littleitalysd.com to be added to the distribution list.

MISSION STATEMENT

The Little Italy Association pledges to advocate on behalf of its members and residents in the areas of public safety, beautification, and economic development while preserving the unique cultural resources that exist in the Little Italy community.

Caged While Drinking

For a long time now, the Association has been working with the Alcoholic Beverage Control, Vice Division, SDPD, the Councilman and now Interim Mayor Gloria's office and the City Development Services Department, to begin a pilot program to remove permanent railings from level sidewalks related to serving alcohol in the public rights-of-way. While permanent railings are required for sloped areas such as Craft and Commerce, DaVanti, Bencotto, Underbelly and NaPizza, they should not be required in flat sidewalk areas.

Our view is that sidewalks are public spaces and should not be permanently caged off simply because people want to enjoy beer or wine in our community. We have been asking that Little Italy become a pilot area that would allow for the drinking of alcohol, with tables and chairs WITHOUT railings, but with rather a designation

of limited space, along the sidewalks.

If one travels to Columbus Avenue in North Beach in San Francisco, none of the restaurants are required to use ANY railings or separation from the passing public while they drink beer or wine on the sidewalks. It is a far more European or NYC style of outdoor dining.

We have the finest weather in the country, but you are caged in when you drink outside. We have the support of Vice, the Mayor's office, Development Services and are hoping for the final bit of support from the ABC to commence this special "no railing" program in Little Italy. You can notice that a partial version of that program is now in place at Isola, NaPizza, and the North End Bar, whereas the railings are removed daily and then reinstalled when the businesses are open.

Carry Little Italy in Your Pocket

In an attempt to think "green," Little Italy launched a San Diego's Little Italy mobile application to replace our printed maps that would be out-dated from the date they were printed.

The Little Italy Association embarked on new technology by creating a GPS mobile application that gives owner's listing of Little Italy businesses, special event updates, parking options, a historical tour and much more.

The San Diego's Little Italy mobile application is available on the iTunes Store and the Google

Play Market for FREE! The application can also be downloaded by scanning the QR code on any trash receptacle or Little Italy branded chair.

If you are a Little Italy business and would like to be listed on the San Diego's Little Italy mobile app, please contact Chris Gomez, District Manager, at chris@littleitalysd.com.

Pitch In and Keep the Planet Clean

The Little Italy Association has always tried to be a forward thinking pilot community for the Downtown area.

In 2009, the Little Italy embarked on the largest community-wide recycling program in the state. With a grant from the Department of Conservation and Supervisor Ron Roberts, the Little Italy Association purchased 119 recycling receptacles that were placed throughout the Little Italy community.

Over the past 4 years, the Little Italy Association has worked hard to create anti-scavaging lids to mitigate pilfering of the California redeemable goods inside. Since the units were retrofitted, the Association has seen an increase of recyclable items increase substantially.

With the recyclable items that are collected on a weekly basis, the Association has begun to see a positive revenue stream. At the end of FY13, the Association collected a total of \$2,500 for redeeming these items.

The intent of this program in the long run is to have our residents and community neighbors to "Pitch In" and bring their recycling from their home or business, so we can increase unrestricted revenue to the Association and also create a better planet and community. This represents our commitment to move forward being a sustainable community.

If you have any questions regarding this or other green initiatives that the Association is embarking on, please call 619-233-3898.

DOWNLOAD IT!

Scan here to download the San Diego's Little Italy mobile application.



DID YOU KNOW?

San Diego's Little Italy has
249 Trash Receptacles
119 Recycling Receptacles
1,027 Trees
126 Corner Concrete Pots
33 Seasonal Wine Barrels
68 Hanging Plants
73 Doggie Pot Dispensers
that Little Italy CBD Staff maintains on a daily basis.



FACEBOOK

San Diego Little Italy
6,954 Likes

Taste of Little Italy
866 Likes

Little Italy FESTA!
473 Likes

Little Italy North
198 Likes

(Above Little Italy pages will be merged into San Diego's Little Italy in FY14.)

Little Italy Mercato
4,137 Likes



TWITTER

@LittleItalySD / #LittleItalySD
2,306 Followers

1,103 Tweets



PINTEREST

@LittleItalySD / #LittleItalySD
150 Followers

315 Pins



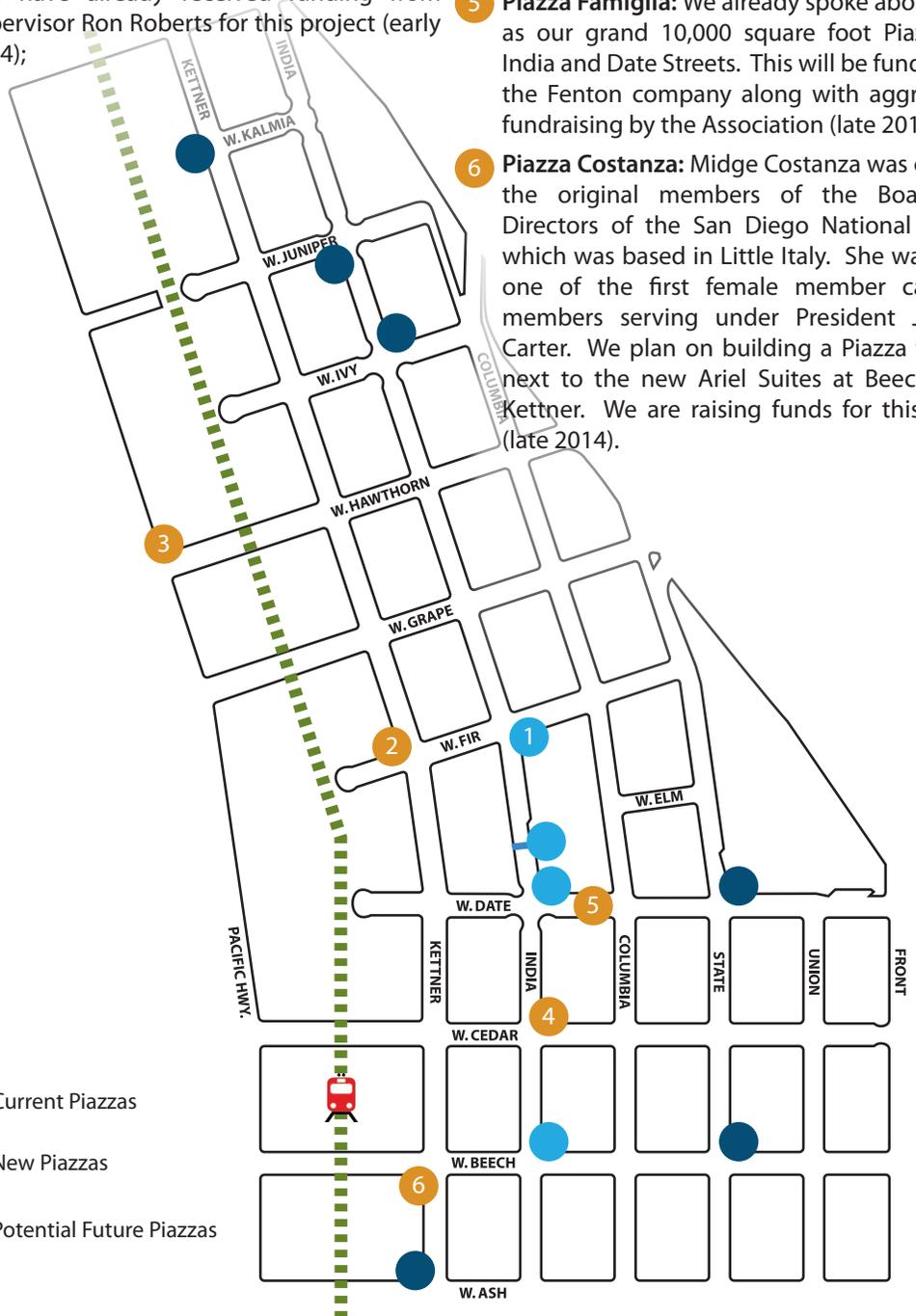
INSTAGRAM

#LittleItalySD

New Piazzas Planned for Little Italy

As part of its ongoing program to build corner public spaces or new Piazzas, the Association is currently working with Little Italy developers and funders to build the following new Piazzas:

- 1** Upgrading of the Piazza Basilone at India and Fir, dedicated to Gunnery Sergeant John Basilone (2013)
- 2** **Piazza Pescatore:** At the corner of Kettner and W. Fir, adjacent to the new Broadstone Apartment complex. This will be a Piazza dedicated to the fishing families of Little Italy and support by public art inlaid in the sidewalks surrounding the development. We are seeking grant supporters for this Piazza and have already received funding from Supervisor Ron Roberts for this project (early 2014);
- 3** **Piazza Tomaso:** Will be dedicated to a great San Diegan and founder of the Little Italy Association, Tom Fat. The Piazza will be placed at the corner of Hawthorn and Pacific Highway and will feature a statue of Tom Fat looking west to the waterfront he so dearly loved. We are raising funds for this Piazza now. (late 2014);
- 4** **Piazza Giannini:** Banking as we know it today was invented by Amadeo Giannini, founder of the Bank of Italy and later the Bank of America. We plan on building this Piazza at the corner of India and Cedar next to Taza de Oro. We are currently raising funds for this now (late 2014);
- 5** **Piazza Famiglia:** We already spoke about this as our grand 10,000 square foot Piazza at India and Date Streets. This will be funded by the Fenton company along with aggressive fundraising by the Association (late 2016);
- 6** **Piazza Costanza:** Midge Costanza was one of the original members of the Board of Directors of the San Diego National Bank, which was based in Little Italy. She was also one of the first female member cabinet members serving under President Jimmy Carter. We plan on building a Piazza to her next to the new Ariel Suites at Beech and Kettner. We are raising funds for this now, (late 2014).



SANDAG's Bus Rapid Transit (BRT) Plan for Downtown San Diego

After 2 years, SANDAG's Bus Rapid Transit Plan has yet to be implemented.

The BRT Plan proposes to bring up to 3 dozen 60 ft. long, articulated buses into our neighborhoods during a 21 hour period of time per hour.

The Plan would also include a giant layover bus lot to hold up to 18 buses at a time and provide scheduled breaks for the bus drivers who currently park their buses curbside.

Numerous Residents and Business Owners in Little Italy and Core/Columbia Neighborhoods

oppose SANDAG's BRT Plan citing Safety concerns, as well Visual, Air and Sound Pollution considerations.

Furthermore, they assert that bus lots are a poor use of valuable land and belong in industrial areas, not in developed or developing areas in our Downtown.

To date, SANDAG is still considering 4 sites in these areas for its proposed bus lot and will release its Environmental Impact Reports (EIRs) later this year.



Little Italy Mercato turns Five

The Little Italy Mercato celebrated its fifth anniversary in June 2013, and maintains its reputation as not only a community gathering place for Little Italy and downtown residents, but a popular attraction for visitors as well. As the largest weekly farmers' market of the almost 60 in San Diego County, the Mercato provides healthy, local produce and artisan foods to thousands of shoppers each Saturday from 8 am to 2 pm, year-round, rain or shine. This year, an additional stretch of booth spaces were added in the "West End", in the Kettner cul-de-sac, so the market now fills Date Street from one end to the other.

With more than 150 booths featuring quality food and unique gift items, national and international press has made the Mercato a leading destination and the market is regularly cited as one of San Diego's top tourist attractions for day-trippers from Orange County and Los Angeles and for international travelers. Travelers often choose accommodations to stay close to the market, and stay to dine or shop at Little Italy restaurants and shops, making the Little Italy Mercato an asset to the whole neighborhood and building the local economy.

- Catt White, Little Italy Mercato Manager

STAY CONNECTED WITH THE MERCATO

Website:
LittleItalyMercato.com

Facebook:
[LittleItalyMercato](https://www.facebook.com/LittleItalyMercato)

Twitter / Instagram / Pinterest:
[@LIMercato](https://twitter.com/LIMercato)

Social Media Hastag:
[#LIMercato](https://twitter.com/LIMercato)

STAY CONNECTED WITH ARTWALK

Website:
MissionFederalArtWalk.org

Facebook:
ArtWalkSD

Twitter / Instagram / Pinterest:
@ArtWalkSD

Social Media Hashtag:
#ArtWalkSD

Mission Federal ArtWalk Fills the Streets of Little Italy

This annual public celebration of both visual and performing art has been filling the streets of Little Italy since the early 2000's. The festival attracts fine artists from around the USA and Mexico for a two-day event attended by more than 100,000 people.

Partnering with Blick Art Materials, Mission Federal ArtWalk teamed up to offer attendees of all ages, an interactive art experience involving printmaking with artist Valentine Viannay. This feature was a recent addition to the festival, and one that attendees loved as they got to try something new, and connect with their inner artist.

Another new highlight, for 2013, was the new dance installation, "Dance on the Edge", an event within an event, featuring a full weekend of dance performances ranging from hip hop to flamenco to ballet. A full line up of musicians

rounded out the festival's palette of treats for all the senses. KidsWalk was another popular component, which offered interactive art projects for families. ArtReach, the non-profit art education program founded by the ArtReach team, takes visual art lessons into county-wide elementary schools. Through various initiatives at the 2013 festival, ArtReach raised more than \$7,000 to support the efforts of the program.

ArtWalk is not only a cultural treasure for the community, it also brings big business into Little Italy. More than \$1 million of art sales take place during the festival, and many retailers and restaurants achieve record sales as well.

Mark your calendar for Mission Federal ArtWalk 2014, when the event returns, April 26 and 27.

-Sandi Cottrell, ArtWalk Managing Director



STAY CONNECTED WITH LITTLE ITALY FESTA!

Website:
LittleItalyFestaSD.com

Facebook:
SanDiegoLittleItaly

Twitter / Instagram / Pinterest:
@LittleItalySD

Social Media Hashtag:
#FestaSD

Little Italy FESTA!

The 19th annual FESTA brought over 100,000 people to Little Italy on October 13, to celebrate all aspects of Italian American culture including food, music and art. As the Little Italy Association's largest annual event, it is an opportunity for a "homecoming" for Italian Americans with ties to Little Italy's history.

One of the highlights of the FESTA is always our "Gesso Italiano" (Italian Chalk) street painting installation. In 2013, more than 60 teams participated, creating stunning artwork. In case you missed it, you can find many photos of this amazing artwork at littleitalyfestasd.com

The music program featured some beloved favorites and some new performers, including headliners Cristina Fontanelli, and Oh What A Night. We also welcomed Bob Baker FIAT,

Medaglia D'Oro and Michaels.

Our Chef's Table, sponsored by The Little Italy Mercato, featured cooking demonstrations by local chefs throughout the day. This very popular stage at the FESTA has become a staple offering, with its hands-on demonstrations of Italian recipes provided by our talented and personable local chefs from Little Italy.

The FESTA is only made possible through the support of our sponsors...the entire community works together to make it happen.

Plans are well underway for the 20th annual FESTA, October 12.

- Sandi Cottrell, Little Italy FESTA! Coordinator



New Promotional Videos About Little Italy

The Little Italy Association has created a year-long project to develop videos to promote Little Italy and to engage its residents, as well as visitors about the rich history and future of San Diego's Little Italy.

Two videos a month will be created to promote the neighborhood and how the Little Italy Association guided the revitalization. The topics and schedule of the videos have been hand-picked and curated by the DISI Committee to tell the most important neighborhood stories and highlight some of its most notable history.

Completed videos include:

- Intro to the Little Italy Neighborhood
- Mercato Spotlight
- Why I Love Little Italy
- Parking Overview
- We Did It Our Way
- Mercato 5 Year Anniversary
- Where It All Began - Our Lady of the Rosary
- and More

The Little Italy videos are shared via social media and can be found on youtube.com/user/LittleItalyofSD.

2014 EVENTS

Every Saturday
Little Italy Mercato

04/02/14
GranFondo

04/26-27/14
Mission Federal ArtWalk

06/18/14
Taste of Little Italy

Every Saturday in
July & August
Little Italy Summer Film Festival

07/30/14
State of the Neighborhood
Dinner Reception

08/02/14
Marine Band San Diego
Summer Concert

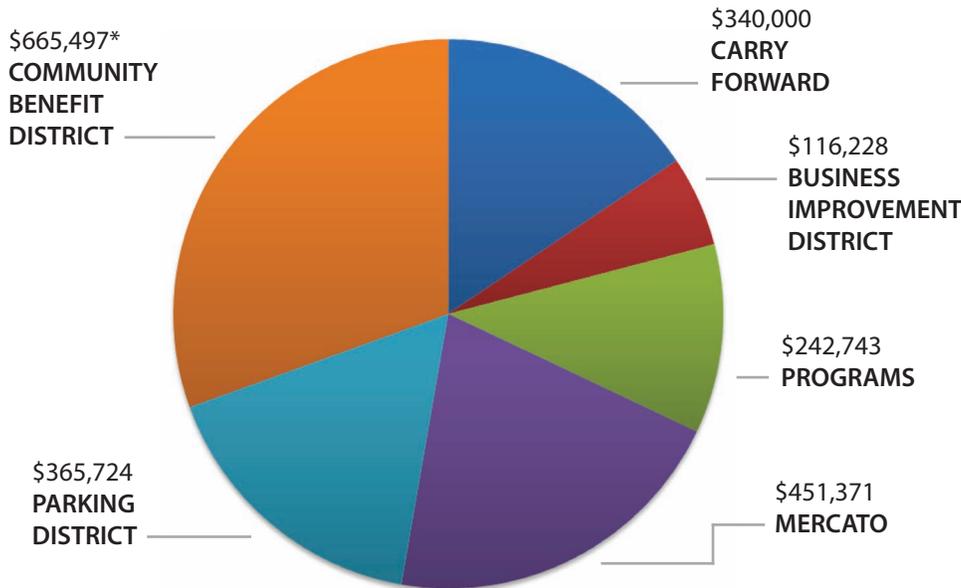
8/30-9/01/14
Labor Day Stickball
Tournament

10/12/14
Little Italy FESTA!

10/31/14
Trick-or-Treat on India Street

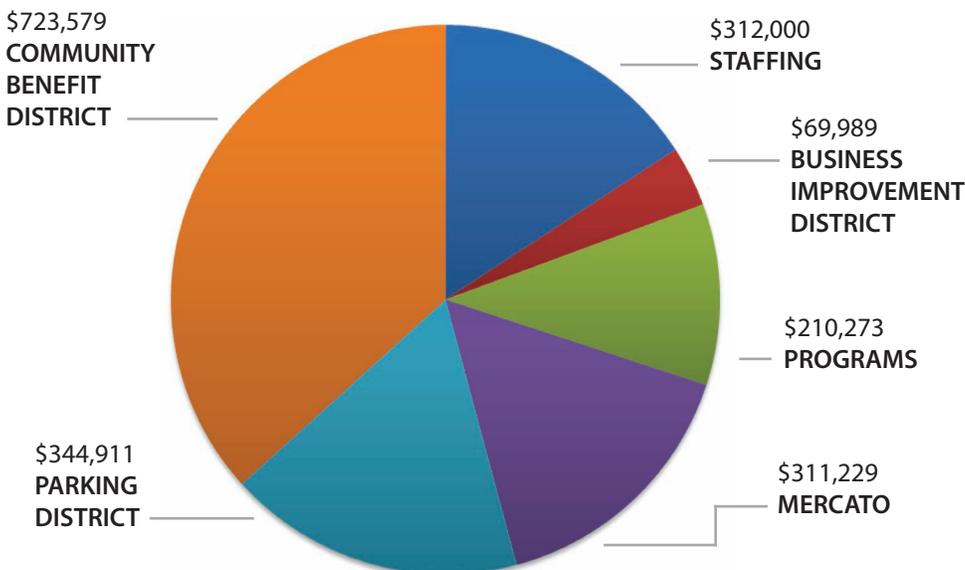
12/06/14
Little Italy Tree Lighting &
Christmas Village

Little Italy Association FY13 Income / \$2,181,563



*2-months of reimbursements pending from the City of San Diego

Little Italy Association FY13 Expense / \$1,971,981





**LITTLE ITALY ASSOCIATION
OF SAN DIEGO**

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