

LITTLE ITALY

2010 // YEAR IN REVIEW

Newsletter by the Little Italy Association of San Diego
www.LittleItalySD.com | 619.233.3898



San Diego's Little Italy is one of approximately 14 Italian-American communities remaining in the United States today. What makes San Diego's Little Italy unique is that it has experienced significant growth over the past 16 years and, in fact, has grown more since 1998 than at any time in its 111-year history. Today's Little Italy is a vibrant and diverse urban neighborhood.

Little Italy is one of San Diego's original suburbs which bordered the "New Town" founded by Alonzo Horton in the late 1800s. The community was economically defined by its historical ties to the water and its growth as the tuna-fishing capital of the world. Little Italy relates culturally and ethnically with its deep immigrant roots that include Italian,

Portuguese and Mexican immigrants. A National Italian-American Catholic Parish, Our Lady of the Rosary, is revered as the spiritual center of this community since its founding in 1925.

In 2007, Little Italy was designated a Preserve America Neighborhood, a White House initiative developed in cooperation with the Advisory Council on Historic Preservation (ACHP) and the U.S. Departments of the Interior, Commerce, Agriculture, and Housing and Urban Development. Preserve America designations are granted to neighborhoods that support historic or cultural preservation, promote heritage tourism, foster economic vitality, and involve public-private partnerships.

Little Italy is home to the only elementary school, Washington Elementary, in Downtown San Diego. It also has a traditional commercial corridor or "Main Street" called India Street, named after the location of an Indian reservation that was based along the land that is now occupied by the business community. The Little Italy neighborhood is fortunate to have some of the best transit options, having easy access to freeways, a trolley line, bus lines, and Amtrak. The neighborhood is relatively flat on its south end which lends itself well to walking and biking.

Little Italy Association Board of Directors'

President

Steven Galasso

Vice President

Daniel Mocerì

Treasurer

Lou Palestini

Secretary

Luke Vinci

Property Director

Vito Altieri

Tommy Battaglia

Domenic Brunetto

Marianna Brunetto

Charlie Coradino

Dino Cresci

Rich Gustafson

Anthony Napoli

Jack Pecoraro

Frank Stiriti

Father Joe Tabigue

Tom Zolezzi

Business Director

Pat Brunetto

Sandi Cottrell

Larry Kuntz

Eugene Marley

Perry Meyer

Andrew Monarch

Catt White

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.



Neighborhood-Wide Recycling Program

In 2010, the Little Italy Association was awarded a \$100,000 grant from the Department of Conservation, \$15,000 grant from the County of San Diego and a \$40,000 allotment from CCDC to purchase new recycling receptacles for most corners in Little Italy. When all receptacles are installed, projected by the late Summer of 2011, there will be over 120 recycling receptacles paired up next to a trash receptacle. One of the

unique features of the program, besides making Little Italy a pilot recycling neighborhood in the City of San Diego, is that it is also a piece of art. Every unit will have the beautiful work of Grant Pecoff, of Pecoff Gallery of Little Italy, that encourages Little Italy residents, business owners and guests to think green and recycle today. Once the program is in full swing our consultants have projected an additional revenue stream to the Little Italy Association of

approximately \$11,000 a year; if not more. So chip in and give back to the planet; recycle in San Diego's Little Italy.



Preserve Little Italy

Joint Partnership with San Diego State's Center of Interdisciplinary Studies of Youth and Space

After receiving our designation in 2007 as a Preserve America Neighborhood, we were eligible for a Federal match-funding grant that would allow us to document historic photographs, memorabilia and memories to create a marketing tool that would allow us to use our history for cultural tourism. After working with San Diego State's Center of Interdisciplinary Studies of Youth and Space, we wrote a grant requesting \$40,000 to establish a historic preservation initiative.

In early 2010, we were granted the funds from the National Park Services and moved forward with ISYS to create a program to collect the information. Not long after we received the Preserve America Grant,

Supervisor Ron Roberts awarded the Little Italy Association \$15,000 to purchase audio and visual equipment and get the program underway. Over the next year, ISYS and Little Italy staff will be reaching out to the families of Little Italy to collect important photos, artifacts and document memories on video. To be a part of this program, please visit www.littleitalysd.com/preserve-little-italy/.

Little Italy is San Diego's Model Community

Recognized by Urban Land Institute & American Planning Association / San Diego Chapter

The Little Italy District recieved recognition as a model community with its functional public space that complements the amazing architecture. In 2010, the Little Italy community was the honoree of two distinguished awards in the world of redevelopment and planning; one was by the Urban Land Institute (ULI) - San Diego/Tijuana Chapter and the other was from American Planning Association - San Diego Chapter.

The ULI awarded the Little Italy community with the "Smart Growth Award of the Decade;" which honors a particular community that was built or significantly remodeled between 2000 and 2010.

The APA recognized the Little Italy Association with a Community Recognition Award for our great use of public space and development in the neighborhood.

If you, or a family member, are interested in participating further in our efforts to preserve the heritage of Little Italy, please contact one of the **Preserve Little Italy** researchers.



Thomas Herman, PhD
tom.herman@littleitalysd.com
Giorgio Curti, PhD
giorgio.curti@littleitalysd.com
Lydia Wood
lydia.wood@littleitalysd.com

Center for Interdisciplinary Studies of Youth and Space
619-594-7932



Little Italy Association Budget & Revenue Streams: CBD/BID/Parking/Programs/Grants

The Little Italy Association budget for Fiscal Year 2010 was comprised of the following multiple revenue sources:

1. The property-based Little Italy Community Benefit District (CBD), also known as a Maintenance Assessment District (MAD), generated approximately \$693,000 in net revenues based upon property assessments in FY 2010. The CBD covers almost 48-square blocks from Laurel St. on the north, Front St./Interstate 5 on the east, Pacific Highway on the west and Ash St. on the south. The property assessments, by law, can only fund "special benefits" or those services over and above the general benefits provided by the City of San Diego. In California, all benefitting property owners must pay if they derive benefit from the special benefits district. The district funds provide 16 market-rate jobs for maintenance workers and management staff who oversee all maintenance, landscaping, public space maintenance, security, implementation of the famous banner program, payment for electrical costs for special-benefit pedestrian street lights and beautification projects in the 48-square blocks of Little Italy. Services are provided from 6 in the morning until 11 at night 7 days per week and are not delivered beyond the mid-street boundaries of the district.

2. The "programs and activities" portion of the budget constituted almost \$245,000 per year in gross revenues. These programs include grants and revenue generated from the Annual Little Italy Festa, Annual Dinner, the Carnevale, ArtWalk,

activities and cover staff costs for the Association. The Association nets approximately \$200,000 per year from the Mercato.

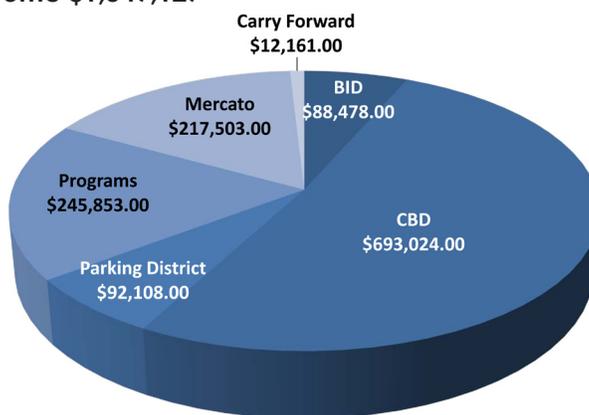
4. The Little Italy BID generated approximately \$88,000 in FY 2010. Its

more surface street parking and programs like in-house valet or free 2-hour parking; and

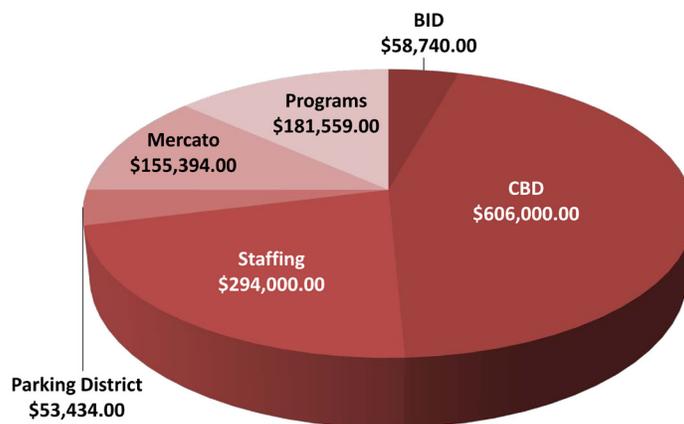
6. Carry forward from last fiscal year of \$12,161.

The combined budget for FY 2010 was \$1,349,127.

Income \$1,349,127



Expense \$1,349,127



*CBD: Community Benefit District, BID: Business Improvement District

marketing efforts and other activities which are implemented by the Association staff to support the neighborhood and business community;

3. The Little Italy Mercato/Farmers Market generated approximately \$217,000 in gross revenues in FY 2010 to fund various

purpose is to promote commerce and business activity in Little Italy. Our public relations contract with Citrus PR, is paid for out of these revenues.

5. The Little Italy Parking District (under agreement with CCDC) generated \$92,000 in gross revenues in FY 10, to implement

The function of the Association is to put money to work by providing the services that the community desires. As a result, there is very little "savings" except for the 10% mandated reserve the City of San Diego requires for our CBD property assessment district. As of July 1, 2010, there was over \$28,000 in Little Italy's CBD reserve account in the City of San Diego.

Funds were expended from each revenue source based upon the legislation that guides the use of assessment districts. Unrestricted income earned by the Mercato and several special events are used to offset staffing costs and carry on the operations related to each of those activities. A full breakdown of each income source and expenses by category are available upon request at the Little Italy Association office.

Your Board of Directors

The Little Italy Association is a public benefit corporation and consists of a varying number of Directors, ranging between 22–26 members, based upon continued participation throughout the year. The Board meets the first Tuesday of each month, except on the Tuesday after Labor Day, and does not meet during January of each year. Nomination to the Board is based upon the following three conditions:

- A Nominee has been active on one of the Board Committees for at least one year;

- A Nominee has paid fully into the Little Italy CBD or BID for the previous year;

- A Nominee supports the goals and mission of the Little Italy Association.

Board seats are allocated as follows:

- 2/3 of the seats are allocated to property owners, whether commercial, residential, non-profit or ecumenical;

- 1/3 of the seats are allocated to businesses tenants or who do not own the property they occupy;

In addition, the Board, once nominated, may select voting Community-at-Large reps and residential tenant reps.

In 2010, the Board elected the following members to serve as officers:

President:
Steve Galasso (Caffe Italia)

Vice President:
Danny Mocerì (Filippi's Pizza, Cash and Carry)

Treasurer:
Lou Palestini (San Diego National Bank, retired)

Secretary:
Anthony Napoli (Anthony Napoli Real Estate Group and resident property owner), succeeded by Luke Vinci, resident in the summer of 2010

New Development on the Horizon

It is refreshing to know that the residential development cycle is returning to Downtown through Little Italy, with over 600 new apartments planned for construction by 2013. This could result in 2,000 new residents in our community in the next 3 years. Little Italy represents the genesis of the comeback of the Downtown housing market and the number of projects underway here are unmatched anywhere in the City's older urban neighborhoods.

Ariel Suites 2
(Kettner & Beech)
Ariel Suites 2 is a market rate apartment complex with over 224 apartments built over 17,000 square feet of retail at the corner of Beech and Kettner. The Association will be working with the developer, Leo Frye, to build a tribute to Midge Costanza, the first woman cabinet member in US History (under Jimmy Carter). The Piazza Costanza, will be created at the southwest corner of the intersection of Beech and Kettner. Ground-breaking set for late 2011.

Staff Component

Little Italy's system of management is unique to all of the CBDs and BIDs in the City of San Diego. Staffing of the Little Italy Association and its activities are carried out in the following manner:

1. A master staffing contract with New City America, Inc. provides up to 8 employees for all aspects of office management, accounting, special events, design work, advocacy, community development, parking, public space development planning and Board operations. The administrative staff contract has been in place since the inception of the Association. The President of New City America is Marco Li Mandri, who also serves as the Chief Executive Administrator (non-

voting staff) to the Association Board.

2. Maintenance staff are employed directly by the Association and overseen by New City America staff to allow for maximum flexibility of staffing, allocation of resources and for cost savings purposes.

3. Marketing and promotions are contracted with Citrus Marketing as a retainer contract to promote various activities in the neighborhood. This contract is overseen by New City America.

4. Event Consultants are contracted to help organize events above and beyond the staple events that New City America, Inc. organizes. An example of such consultants are Catt

White, Coordinator for the Little Italy Mercato and Sandi Cottrell, Coordinator of the Taste of Little Italy and the Little Italy Festa (2011). All consultant contracts are overseen by New City America.

Administrative staff and special events/programs staffing through the contract with New City America and its 8 employees (working full and part time), constituted approximately \$294,000 of the overall annual budget for 2010, approximately 20% of the gross Association revenues.

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Cornerstone Communities
(Front & Cedar)

It is proposed that nine new row homes be constructed on Cedar Street between Front and Union Streets. A new public space area will be built at the corner of Union and Cedar as part of this project. Construction is scheduled to begin at the end of 2011.

Broadstone Little Italy
(Kettner & Grape)

Alliance Housing Partners has acquired the full block site at the old Metro VW lot (Grape, Kettner, California and Fir). Alliance plans on building a mixed use project of 201 apartment units over retail on the Kettner Street side. Alliance, working with the Association plans a new Piazza dedicated to the Little Italy fishing industry at the northwest

corner of Kettner and Fir. The development is scheduled to break ground in late 2011.

Columbia & Fir Apartments
(Columbia & Fir)

A new project being developed by Rich Cushman and Wes Harmer is underway at the corner of Fir and Columbia Streets. Forty residential units will be built over 2600 square feet of retail in a very old European designed building. Ground has already been broken and the move in date is scheduled for the Fall of 2012.

Palatine
(Near State & Elm)

Attorney and landowner Duane Shinnock seeks to develop a new mixed use project at the corner of State and Elm, running all the way to Columbia Street. Shinnock plans to

build over 90 apartment units above 10,000 square feet of office space in the partial block between State and Columbia on Elm Street. They intend to create a "story wall" along Elm that tells the story of the Palatine Hill in ancient Rome.

Strauss Family Apartments
(India & Ivy)

Thirty one apartments are scheduled to be built over retail in the current "hole in the ground" in Little Italy North. The Strauss family owns and operates over 40 properties throughout Hillcrest and Banker's Hill. The Strauss family is working with the Association to create a new Piazza at the southwest corner of India and Juniper to accommodate retail and new public space at the corner and bring new life to Little Italy North.



Get your tickets for Little Italy's premier gala;
Ferragosto 2011:
Venetian Masquerade
A night when everyone is Italian
Saturday, August 13th
www.ferragostosd.org

Little Italy Gateway Signs

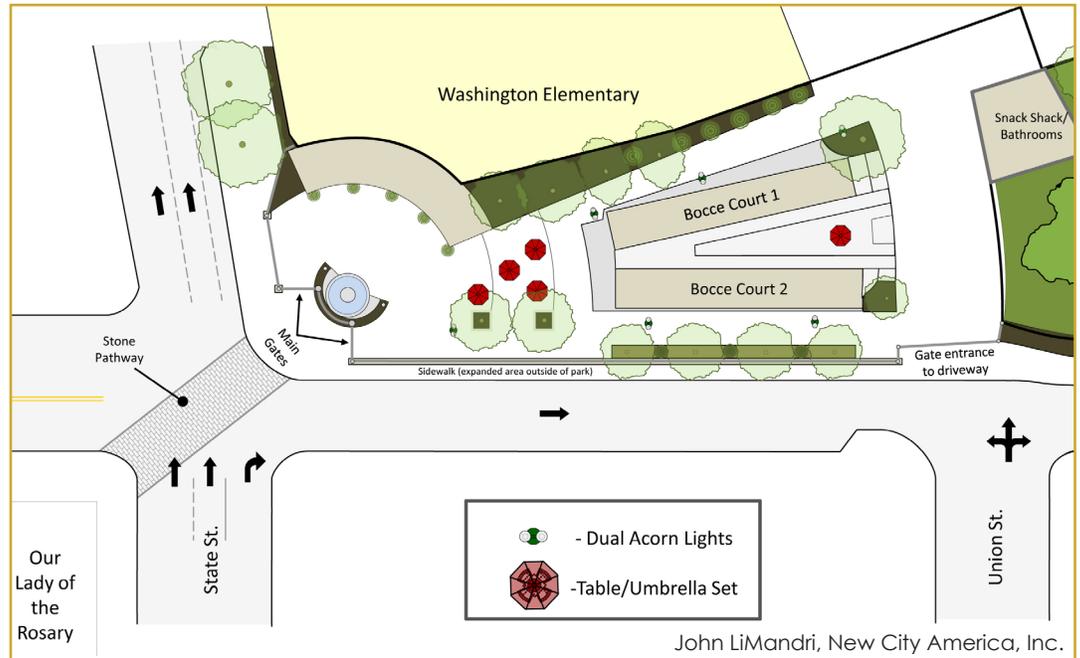
After several years of planning, the Centre City Development Corporation has funded and will implement three gateway signs that will be put at the entrances of Little Italy to welcome people into our community. The Little Italy Association has selected nine locations to put these gateway signs, but the first phase of the project will only include three. The projected locations for the signs will be at Union & W. Cedar Streets, Kettner Boulevard & Kalmia and India and Ash Streets.



Fall in Little Italy

Amici Park and LIA Management

In July 2010, the Association entered into an agreement with San Diego's Park and Rec Department to maintain and improve the hardscape at Amici Park. This operating agreement will allow us to hold events at the Park, book the Park for special events and generate revenues which will be plowed back into the Park at State and Date for greater enjoyment by the community. Look forward to a series of evening movies and eventually a "snack shack" and public restrooms, once a comprehensive plan for the park has been funded.



Dog Park at Amici Park



The Association has been working for 3 years with the SD Unified School District on segregating the dogs and kids at the grassy area at Amici Park. With the election of Little Italy resident, Scott Barnett (new School Board member), our proposal took on new life. The school parents and Principal all agree that the dogs should be separated from the kids, and are willing to give up a portion of the park to accomplish this goal. Our diagram shows how we hope to create this first "no leash" area in Downtown, managed by the Association. The new dog park will be within 1,000 feet of nearly 1,000 condos and apartments in Little Italy.

Follow us on Facebook and Twitter to get the most up-to-date information on the Little Italy neighborhood. You may find specials from local businesses, as well as, updates on potential street closures for special events.

Facebook: Little Italy Association of San Diego | Twitter: LittleItalySD

You can also sign-up to get our eNews to keep abreast of the happenings in Little Italy at:

www.littleitalysd.com/contact-us/mailling-list/

Little Italy Legends Program

In 2009, Jack Pecoraro, a Board Member born and raised in Little Italy, advocated that we begin a Little Italy "Legends" program to pay tribute to the people who helped build this great community. A few months later, nationally famous singer/actor Frankie Laine's wife and business manager approached the Association about doing a tribute to Frankie Laine, and the Legends project was born. In late March 2010, the Frankie Laine Legends plaque was installed after a great celebration that included 2 hours of music by Frankie Laine's last band. Since then, four Legends plaques have been installed on India Street including:

Frankie Laine at 1731 India Street (Café Zucherro)

Tommy Battaglia at 1735 India Street (Trattoria Fantastica)

Sal and Rose Cresci on the side of Nelson Photo at India and Fir Streets

Giuseppe and Cristina Busalacchi in front of Po Pazzo on India Street

Many more "Legends" are planned for the street that, when combined with our public spaces and public art, truly builds this community into one of the most culturally developed neighborhoods in Southern California.



New Look, New Feel

Little Italy's New Logo and Website

After 16 Years, the Little Italy Association Board of Directors' has selected a new brand. With a new Little Italy logo and website redesign, San Diego's Little Italy is presenting itself as one of San Diego's premier neighborhoods, as well as, a thriving Italian cultural community. The design

firm that was selected to recreate our new brand was Frewin Design Group. Christopher Frewin was inspired by the freshness of our revitalization, while still paying homage to our rich history. We applaud him for his amazing work. Be sure to surf our user-friendly site too: www.littleitalysd.com.



Little Italy North Revival

With the surge of new businesses that have opened in Little Italy North, there is a new buzz besides the planes that fly overhead. San Diego's Little Italy has a distinctive new part, the Arts & Design District, known as Little Italy North.

and then Little Italy staff to give this unique part of San Diego's Little Italy a new look and call-out, but still remains cohesive with their fellow businesses South of Grape.

Little Italy North is defined as Grape to Laurel and Pacific Hwy. to the I-5 Freeway.

One of the consistently successful events that happens bimonthly in Little Italy North is Kettner Nights. Even though the name is specific to Kettner Boulevard, the event includes all the participating galleries and shops on India Street too.

With a clearer voice, Little Italy North worked with Hollis Brand Culture



The Little Italy Mercato: San Diego's Most Unique Street Market

That first week in June 2008, the Little Italy Mercato farmers' market stretched from India to mid-way between Columbia and State Streets, offering the neighborhood a new way to shop for groceries. Few would have predicted that the weekly event would today fill Date Street from Kettner, five blocks up the hill to Front Street. Every Saturday morning, year round, rain or shine, the market draws downtown residents, San Diego foodies, day-tripping tourists and cruise ship passengers to Little Italy.

The Mercato has

continued to grow in size while maintaining its focus on farm-fresh produce and local artisan food producers. It's that commitment to maintaining quality offerings, combined with the vibrant setting in the heart of Little Italy and the view of San Diego's bay, that has made it the largest certified farmers' market in San Diego County in a few short years.

Local and national publications have noticed; Little Italy's farmers' market and its Mercato Maestra have been covered in the Union Tribune, Edible

San Diego, San Diego Magazine, the Toronto Star, USA Today and Coastal Living, among others, in addition to drawing attention from media that ranges from NBC to the Cooking Channel. As they say in the old country: "M a n g i a Bene!" "Eat Well!"



New Street-Pole Banners

Italian Product Banners and Italian American Academy Award Winner Banners

Over the past several years, Little Italy has created several banner programs that honor Italian Americans and their contributions to Art, Theater, Film, Science, Politics and more. The Italian Product Banners and the Italian American Academy Award Winner Banners are no different. The Academy Award Banners were created to honor the various actors, actresses, directors and others for being recipients of an Oscar.

During the same time frame, we installed the Italian Product Banners that showcased some of the most amazing art from the turn of the century that presented Italian products to the general population in a vibrant and beautiful way. This banner program will also

be on display in front of the Studio Arts Complex (2400 Kettner Boulevard) during the month of the Little Italy FESTA! in October.



Upcoming Events of Little Italy

Here is a list of the upcoming events for 2011. For more information on these, or other events, please visit www.littleitalysd.com/events/.

July 2011

7/8: Kettner Nights in Little Italy North
7/20: Little Italy State of the Neighborhood Dinner Reception

August 2011

8/6: Marine Band San Diego Summer Concert
8/13: Ferragosto 2011: Venetian Masquerade

September 2011

9/3 - 9/5: Labor Day West Coast Stickball Invitational
9/9: Kettner Nights in Little Italy North

October 2011

10/2: Our Lady of the Rosary Mass & Procession
10/9: Little Italy FESTA!
10/22: The Bulls of St. Agata Charge Little Italy
10/28: Trick-or-Treat on India Street

November 2011

11/11: Kettner Nights in Little Italy North

December 2011

12/3: Little Italy Tree Lighting and Christmas Village

Have a Question or Maintenance Issue?

Do you have any questions regarding Little Italy or a maintenance issue? Please call us at:

Little Italy Office
619-233-3898
Hours: Monday through Friday from 8:30am to 5:00pm

Operations Supervisor
Ramiro Navarro
619-884-0950

AM Shift Maintenance Supervisor
Wayne Mims
619-454-2619
Hours: 7 Days a Week from 6:00am to 3:30pm

PM Shift Maintenance Supervisor
Jason Nichols
619-454-9683
Hours: 7 Days a Week from 3:30pm to Midnight

Be sure to get the most up-to-date information by following us on our website, www.LittleItalySD.com, or Facebook, search Little Italy Association of San Diego, or Twitter, @LittleItalySD.

com, or Facebook, search Little Italy Association of San Diego, or Twitter, @LittleItalySD.

Meet Little Italy's Maintenance Staff

The Little Italy Maintenance Staff is responsible for 7-days a week maintenance of our Little Italy neighborhood. The services, that the staff conduct are: removing graffiti, sweeping the public right-of-way, pressure washing,

ornamental landscaping, watering over 250 trees, emptying the trash and recycling receptacles, working with SDPD and other City agencies to remove unwanted characters and more.

If at any time you need

directions or to be escorted to somewhere within Little Italy, please feel free to ask one of the Staff and they will be more than happy to assist you.

Also, these are the people to notify if you notice a hazard in the public rights-

of-way; including, but not limited, to beehives in the trees, trip-and-fall locations, etc.



Ramiro Navarro
Operations Supervisor
Since 2000



Wayne Mims
AM Shift Maintenance Supervisor
Since 2008



Jasen Nichols
PM Shift Maintenance Supervisor
Since 2010



Micahel Miller
Lead of Pressure Washing Team
Since 2006



Franco Codispoti
Since 2006



Manuel Loaeza
Since 2006



Ivan Jackson
Since 2006



Ronald Bennett
Since 2008



Nicholas Hollaway
Since 2010



Freddie Carruthers
Since 2010



Marco Camarena
Since 2010



Kaelan Franklin
Since 2010



Branton Franklin
Since 2011



Jonathan Snider
Since 2011



Robert Gwin
Since 2011

