

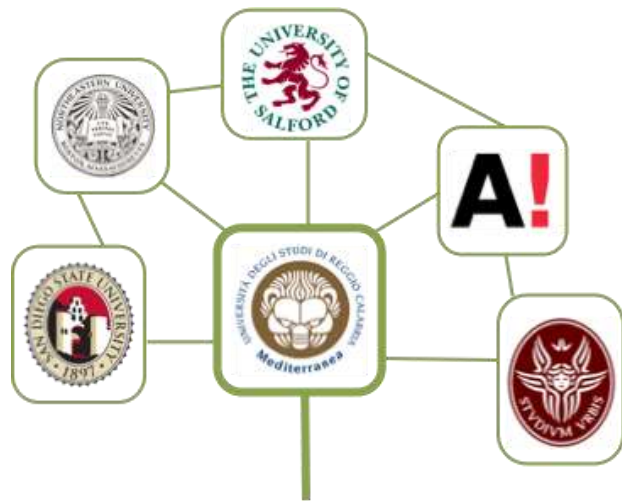
## focus track 2

Community-led approach.  
“How people shape their city,  
neighborhood”.

**Little Italy**

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Mediterranea di Reggio  
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# Second International Workshop

CLUDs  
PROJECT

**SUSTAINABLE URBAN DEVELOPMENT**

the role of urban rural regeneration  
in regional contexts

**San Diego**

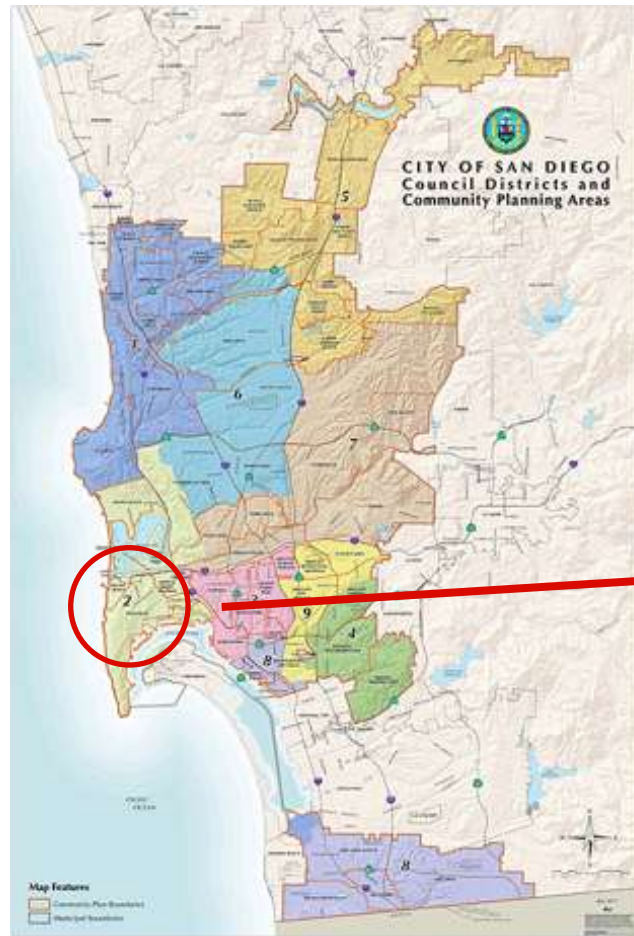
**11+12 June 2013**

**Parma Payne Library**  
San Diego State University

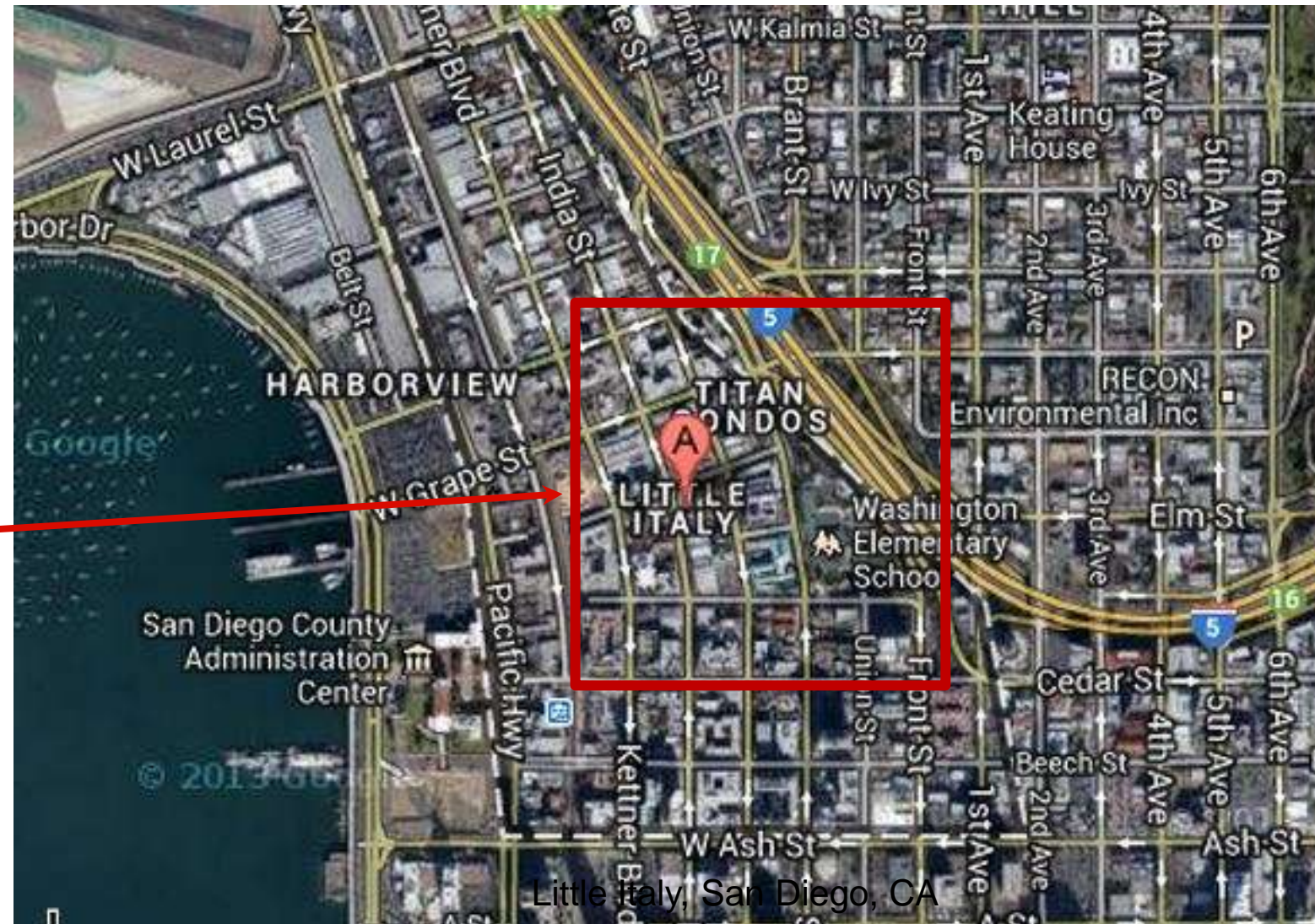




## General Information



City of San Diego



Little Italy, San Diego, CA

	Location	Residents (2010)	Area (sq. Km)	Classification (Typology of UrUrban Regeneration Initiative)
General Information	Down Town	2725	0.187 square miles	Business Improvement District

*“Business improvement districts (BIDs) are distinctive, formalized partnerships between the public and private sectors operating as sub-governmental units at the local level” (Grossman, 2008)*



## BIDs

- in USA are mostly used to rebuild declining urban centers
- “seen as a minimally invasive renewal strategy that mimics Jane Jacobs’ pedestrian-oriented, mixed-use vision” to pursue a sort of livable- walkable urban environment.
- “BIDs are lauded as a flexible, efficient marriage of public needs and interests with private-sector energy” (Lewis, 2010:181),
- used to cope with the “out of the center” commercial attitude of the big sprawled American cities

## San Diego

- The case of San Diego is peculiar, since the city’s “program uses a mix of property assessments, merchant fees, public sources of support (city grants), and the entrepreneurial activities of the BIDs themselves to produce revenues and services”  
Stokes, R. J. (2007)
- In the overall economy of San Diego County BIDs are playing an important and widely recognized role to improve economic growth through public benefits implementation, an important tool of governance to implement urban regeneration initiatives.  
Report “The economic impact of business improvement districts (BIDs) in San Diego”

Why  
Little Italy?

COMMUNITY BENEFITS DISTRICT  
COMMUNITY INVOLVEMENT  
CLUDS CONNECTIONS  
CENTRI COMMERCIALI NATURALI

## Main Strategies and Initiatives

- to fund local improvement projects and prevent blight
- to fund maintenance services such as landscaping
- District Identity and Streetscape Improvement committee
- Beautification
- public space use
- retail retention
- business attraction
- “The Mercato”
- “Amici Park” - “Art Walk” – “Festa”
- brand that implies quality and reliance
- neighborhood as desirable place to live and work
- Little Italy to become a model to be pursued





- point of entry for **Italian immigrants** in San Diego and to the international tuna fishing industry
- **From 1970s decades of depreciation:** the **tuna industry declined** and a significant portion of the neighborhood (35%) was disrupted by the construction of Interstate 5
- in the early **1990s**, things started changing: property and family-run business local teamed up with the **Centre City Development Corporation**
- revitalization of the commercial district and preservation of the small scale
- **Little Italy Association** (1996) signed the neighborhood renaissance: business owners voted to establish the Little Italy Association of San Diego to oversee and expedite the revitalization and beautification of the neighborhood
- **1996 Business Improvement District:** New City America
- the **Community Benefit District** was adopted under the umbrella of the Little Italy Association to keep San Diego's Little Italy clean and safe
- **favorite location** for art galleries and art related events: changed public perception of the place .
- **public spaces:** iconic spaces under landmark preservation

## The socio-economic structure\_2010

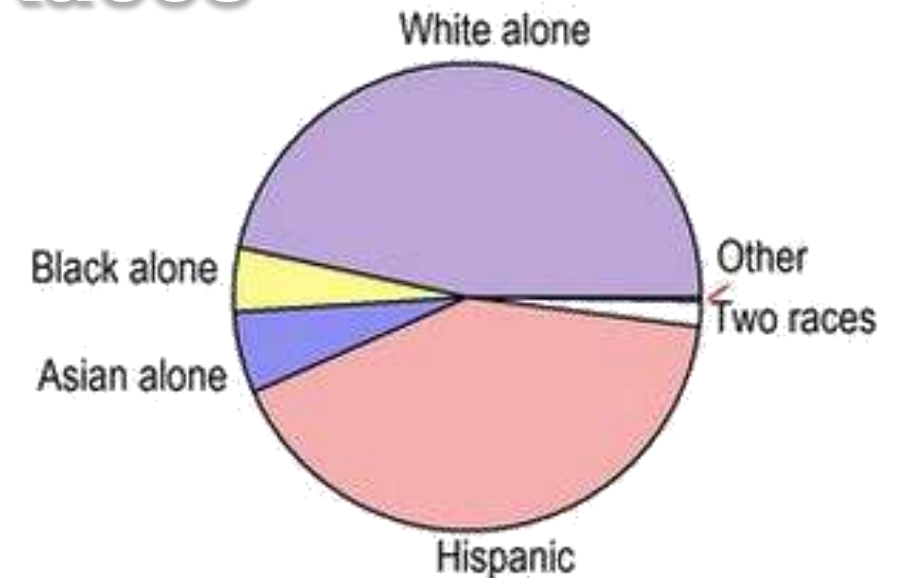
### Per Capita income

**Little Italy** \$ 31,306 (2008)  
\$ 51,019 (2007- 2011)  
**SD County** \$ 29,926 (2000)  
 \$ 30,955 (2010)



*gentrification*

### Races





## Education

Percentage of people 3 years and older in K-12 schools:

Little Italy:  7.1%  
 San Diego:  16.3%



Percentage of people 3 years and older in undergraduate colleges:

Little Italy:  7.3%  
 San Diego:  10.2%

Percentage of people 3 years and older in grad. or professional schools:



Little Italy:  5.7%  
 San Diego:  2.3%

Percentage of students K-12 enrolled in private schools:



Little Italy:  23.4%  
 San Diego:  8.2%

## trends



Percentage of population below poverty level:

Little Italy:  18.6%  
 San Diego:  15.2%


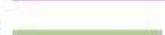
Median year owner moved in (as recorded in 2010):

Little Italy:  2005  
 San Diego:  1999

Median year renter moved in (as recorded in 2010):

Little Italy:  2005  
 San Diego:  2005

Percentage of married-couple families with both working:

Little Italy:  152.4%  
 San Diego:  62.0%



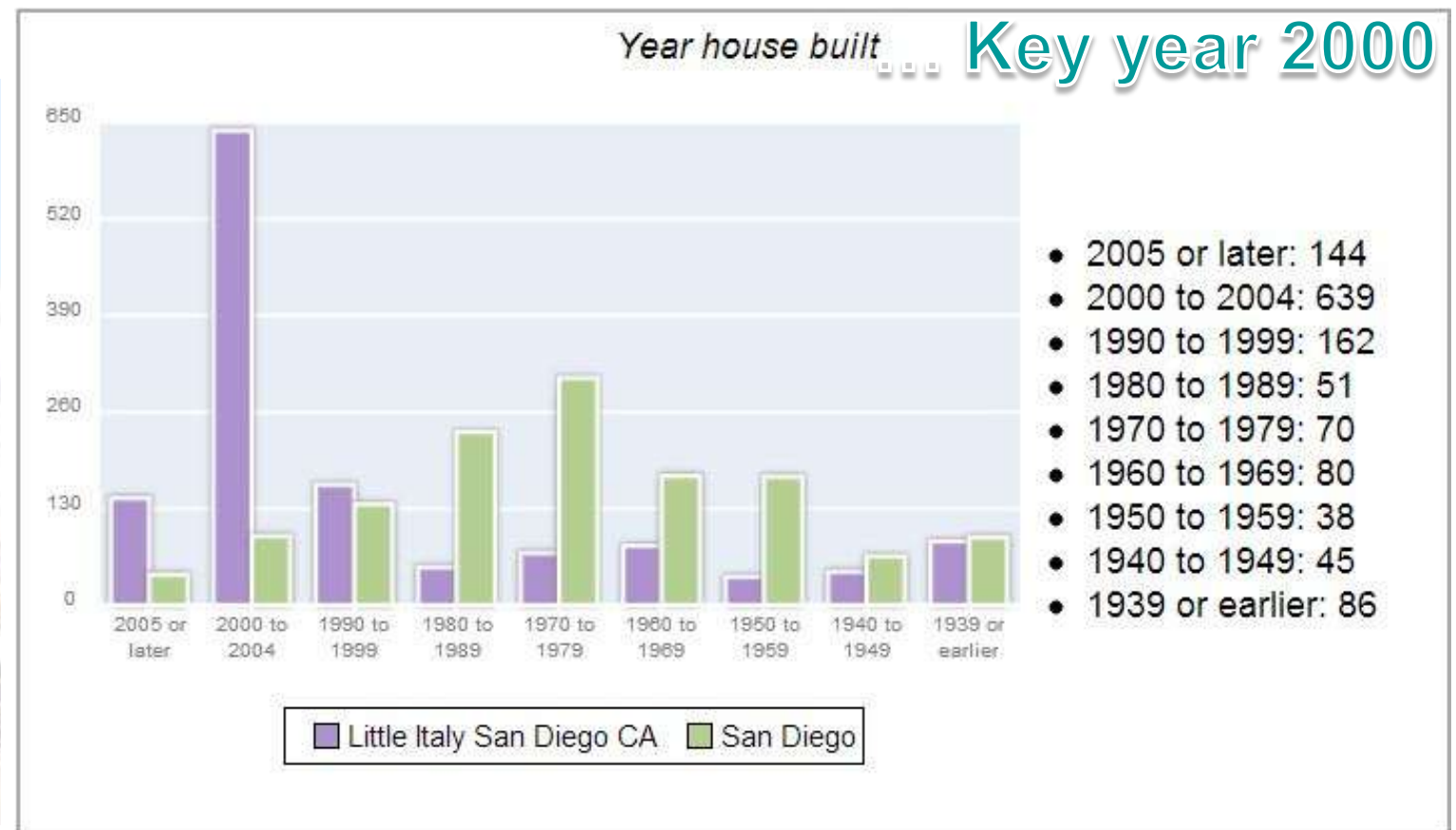
## The socio-economic structure

### Population

2000\_ 875  
2010\_ 2725



**211%** increase in population vs 10% increase of SD County



### Houses

Average estimated value of detached houses in 2010 (2.7% of all units):

Little Italy: \$658,358

San Diego: \$615,597

Average estimated '10 value of housing units in 5-or-more-unit structures (68.6% of all units):

Little Italy: \$138,486

San Diego: \$355,192

## The challenges

- Which is the role played by BIDs/CBD as tools for urban regeneration?
- How the location influenced the initiative final outcomes?
- Does local economic development improved through the urban regeneration process?
- What is the role of community involvement?
- community participation to the urban life: symbol and measure of success of the urban regeneration initiative
- Does San Diego use those tools in a peculiar way?
- Farmer Market attracting hundred of vendors weekly, gives the opportunity to investigate the possible rural-urban connections in the San Diego area



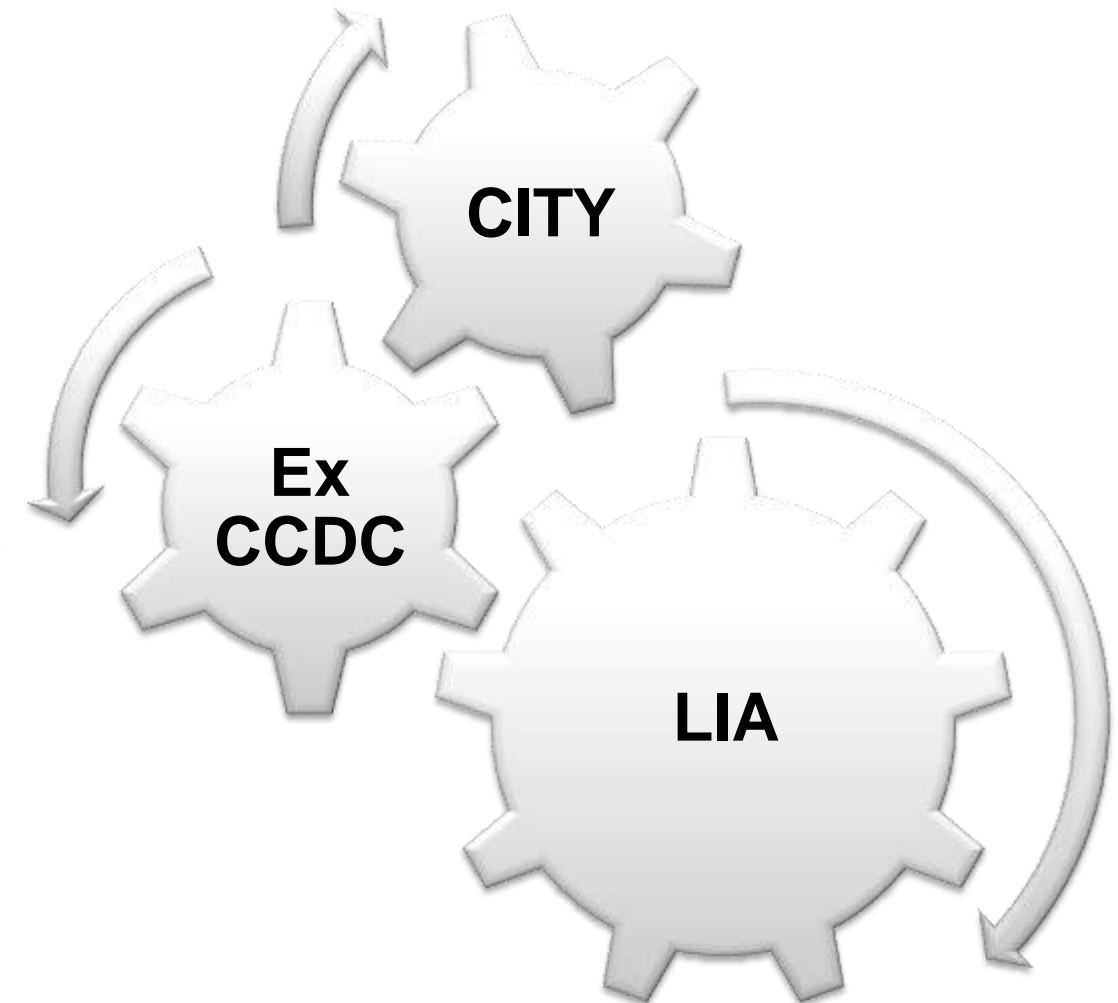
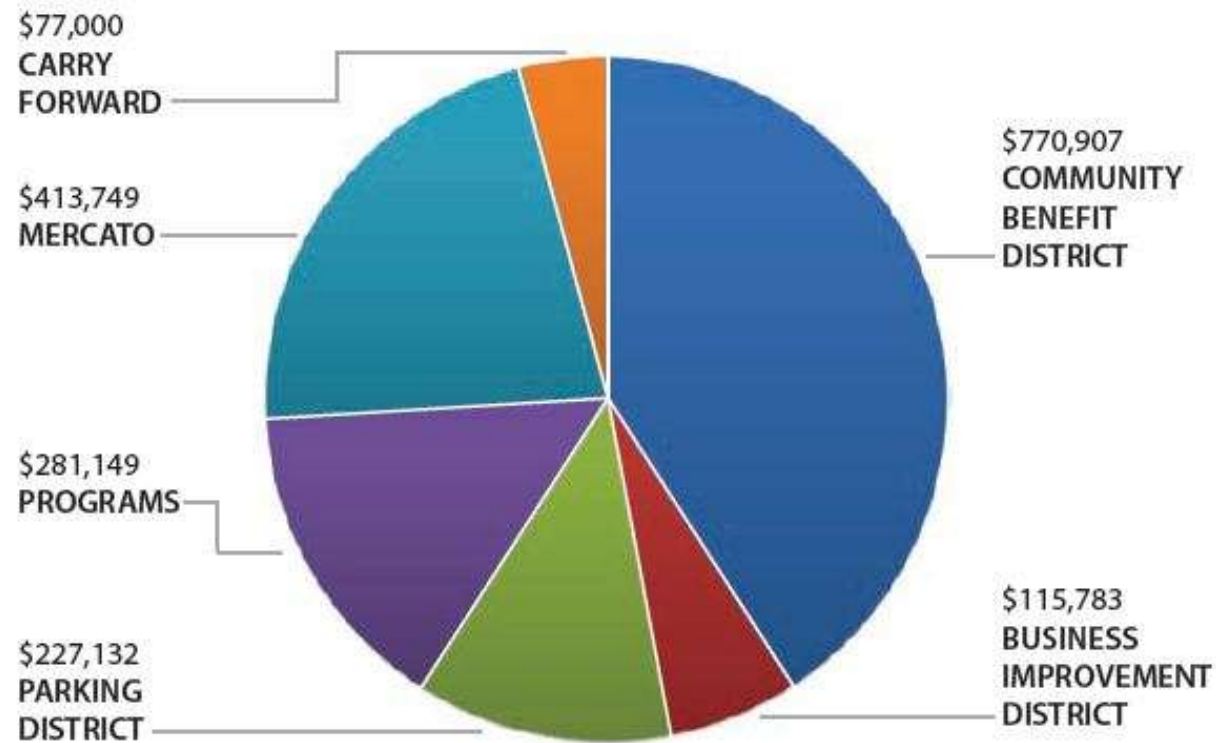
## Financial Analysis

Items	Expenditures
General & administrative	220,000
Streetscape/ sidewalk maintenance and repair	22,747 (street clean&mant)
Security (janitor +maint)	25,541
Marketing, communication special events and tourism	632,616(events)+ 37,891(promotion)
Office expences	10,315
Occupancy	26,000
Other	
total	1,585,518

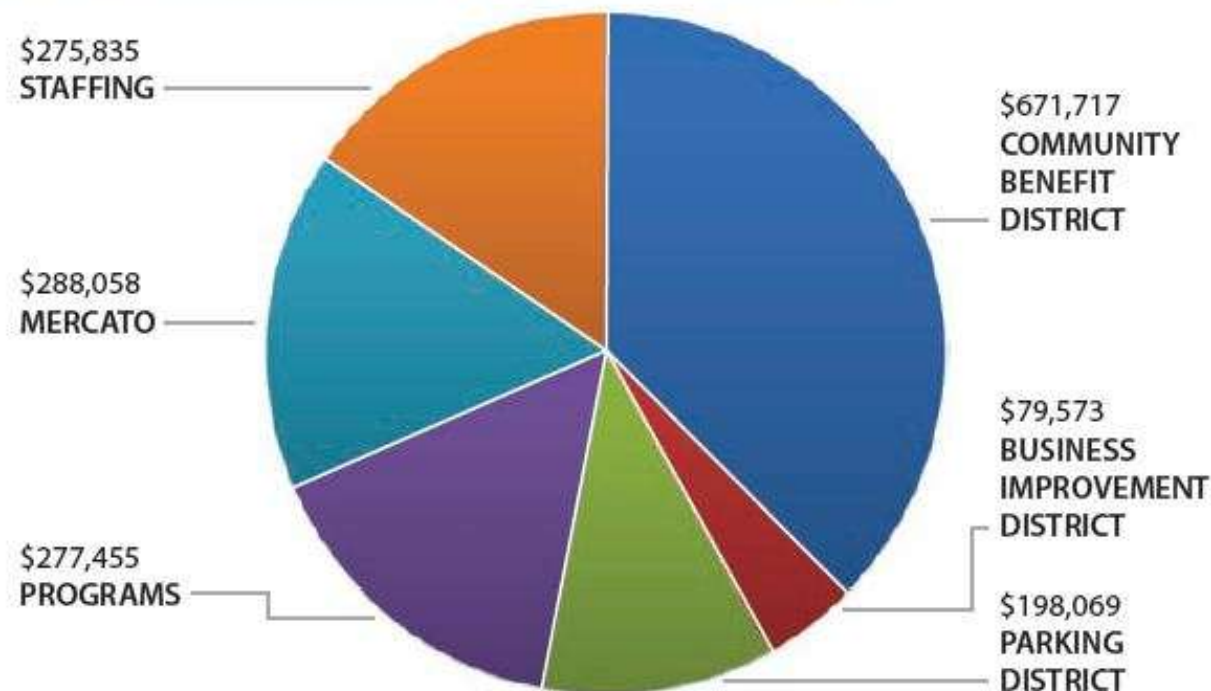
Items	Year	Revenue (\$)
Program service revenue	2010	10,166
Investment income	2009	610
Fundraising & special events	2010	521,113
Government Grants	2010	1,086,515
Assessment (fee or levy) membership dues	2010	985.434
Other	2010	521,113
total	2010	1,617,794

## Financial Analysis

### Little Italy Association FY12 Income / \$1,885,720



### Little Italy Association FY12 Expense / \$1,790,707





## Findings

- **BID/CBD:** tools for local economic development enhancement and public benefits
- **After the initiative :** 211% increase in population vs 10% of County
- CCDC in 2000 through the Little Italy Neighborhood Development (**LIND**) helped motivate developers to invest in the area (affordable housing – mixed use- model of smart growth)
- **Densification - urban renewal actions – infill projects**
- **Per capita income:** gentrification
- **Increase in Houses value**
- **The brand:** gives people trust toward the opportunity of success of investment in the neighborhood, making residents aware of the strategy, and businesses to stay and to move there
- **strong business connotation** to the mixed use neighborhood, by providing a sort of big public open space meaning
- **“sense of belonging”:** gained through the community involvement
- the **outdoor life improved:** livable urban environment in which public spaces are strongly highlighted within the urban context
- **cultural improvement** and preservation: not only local products selling but also of slow food consumption and healthy urban environment
- **urban-rural connections:** not only material but also immaterial – brand rationale



# THE CLUDs PROJECT

7 EU FP - Marie Curie Actions - IRSES



Little Italy - BID

WP2 Territorial Milieu





## Visual Analysis







LITTLE ITALY™  
MERCATO

Mangia Bene! ~ Eat Well!

