

Linda Vista Redevelopment Project Area

COMMUNITY SURVEY REPORT

July 2004

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Executive Summary

Katz & Associates was retained by the Redevelopment Agency of the City San Diego (“Agency”) to gather community input on two Agency-owned parcels in the Linda Vista Redevelopment Project Area at the corner of Linda Vista Road and Comstock Street. The Agency feels it is important to hear from a broad cross section of community members before making a decision on the future use of the two parcels. Input received to date was primarily from active members of civic groups, and that input is more than two years old.

Research Approach and Tools

The Agency hired a consulting firm to perform the study to avoid any real or perceived bias. Katz & Associates, the consultant, used a combination of qualitative and quantitative tools to gather input. Qualitative tools include a focus group, small group meetings and one-on-one interviews with community members. A random telephone survey was the quantitative tool. Combining tools helps mitigate the inherent limitations of each.

Findings

- Active members of Linda Vista civic groups feel passionately about maintaining the building housing Skateworld and other businesses. They feel Skateworld in particular is a great asset to the community. The owner of Skateworld is active in Linda Vista civic groups.
- Community members not active in civic groups who participated in the qualitative study do not have strong opinions about what the best use for the two parcels would be. Some are supportive of keeping Skateworld and the storefront businesses around it; others think the community would be better served by other uses.
- The quantitative survey found that, when asked in an open-ended format, about half of the community does not have an opinion about how to best use the two parcels. About 2% think the City should do nothing. The rest are split among 12 ideas including a community center, parks and sports fields, entertainment for kids, upscale shopping, restaurants, discount stores, grocery stores, unspecified renovation and redevelopment, housing, retail space, improved services, and “cleaning up the neighborhood.”
- When asked about their support of specific redevelopment projects, the quantitative survey identified the following as most popular:

More entertainment for kids	82%
More parks or open spaces	75%
More retail, including restaurants	64%
More parking	52%
More entertainment for adults	50%
More housing	48%
More office space	40%

- Most community members think the appearance of both the vacant lot and the building housing Skateworld and other businesses need to be improved.
- A little less than a quarter of adult community members use Skateworld. About 40% of households have children who use Skateworld.
- About two thirds of the community uses the other shops in the building that houses Skateworld.

Community Survey Report

Introduction

Katz & Associates was retained by the Redevelopment Agency of the City San Diego (“Agency”) to gather community input on two Agency-owned parcels in the Linda Vista Redevelopment Project Area at the corner of Linda Vista Road and Comstock Street. One is a vacant lot except for several trees in planters. The other is next to the vacant lot and is currently occupied by the building with Skateworld, Pizza Hut, Payday Advance, Linda Hair Salon, Pho Hoa Vietnamese Restaurant, Vien Tien Video, Pacific Cellular Service, Thai Binh Financial Services and Truong My Hanh M.D.

Purpose of the Survey

The Redevelopment Agency of the City San Diego is in the process of updating the Linda Vista Redevelopment Project Area Implementation Plan. Although some community members have provided input to the Agency in the past on these two parcels, the Agency is seeking input again for two main reasons.

The first reason is that the Agency feels it is important to hear from a broad cross section of community members before making a decision on the future use of the two parcels. Input received to date has come primarily from members of three community groups: the Linda Vista Planning Committee, the Linda Vista Civic Association and the Linda Vista Collaborative. Although members of these groups are actively involved in the community, their views may not represent the views of all community members. The Agency has also received extensive input from the owner of Skateworld, who is a Linda Vista Community Planning Committee board member.

The second reason is that the majority of input received is two or more years old. The San Diego economy has changed over the past two years, which could affect redevelopment decisions. The Agency wants to get a current snapshot of opinion in order to make a decision that best meets the needs of the community today and in the future.

Approach

The Agency’s approach to this survey was to hire an independent consulting firm to gather community input. Katz & Associates, a San Diego-based community relations firm with 18 years of stakeholder involvement experience, was selected through a competitive bidding process. The Agency chose to hire a consultant for this survey to help ensure input received was gathered and presented objectively by individuals with no real or perceived stake in the outcome of the City’s decision.

Katz & Associates developed the following research strategy to gather input from people who represent a wide range of community interests. The types of people selected for this survey included those who:

- Live in the community
- Own or operate businesses in the community

- Have small children (under 11 years old)
- Have preteen and teenage children
- Have no children
- Are over 60 years old
- Are part of the community's prominent ethnic groups (Vietnamese, Hmong, Lao, Hispanic)
- Are active in local planning and civic associations
- Are not active in local planning and civic associations

Research Tools

To ascertain the opinions of people with diverse backgrounds and interests, several research methods were used.

One-on-One Interviews

One-on-one interviews were conducted in person and by phone with business owners, residents, and leaders of local civic groups, churches, school groups and recreation groups. In addition to gathering their input, the purpose of the interviews was to identify others in the community who could provide feedback.

Focus Group

A focus group for community leaders and those active in civic affairs was held at the Bayside Community Center. Board members from the Linda Vista Planning Committee, the Linda Vista Civic Association and the Linda Vista Collaborative were invited. Members who could not attend were encouraged to schedule a telephone interview so they could address the same questions asked at the focus group. Approximately 20 members participated in the focus group. Of those who could not attend, none requested a follow-up phone interview.

Roundtable Discussions

Informal roundtable discussions were held with community members, including seniors, members of ethnic communities and church leaders. For groups with those who do not speak English, translators from the community assisted in gathering information.

Intercept Surveys

Tables were set up at the Linda Vista Recreation Center and the Boys and Girls Club where interviewers asked community members in attendance to fill out a questionnaire (same questions asked in the one-on-one interviews, focus group and roundtable discussions).

Telephone Survey

Since it is not possible to get input from every member of the community, a telephone survey was conducted with Linda Vista residents. The telephone survey has a margin of error of approximately plus or minus 4.5 percent. This means that the responses from survey participants can be generalized to the entire Linda Vista community within this margin of error. Telephone interviewers were proficient in either English, Spanish or Laotian.

Survey Limitations

Each research tool has benefits and limitations. For example, qualitative tools such as one-on-one interviews and focus groups allow for in-depth discussion of a topic, but the data gathered cannot be generalized to the entire community. Quantitative tools, such as telephone surveys, produce data that represents the views of the community within a specified margin of error. However, telephone surveys do not allow for in-depth discussion and often under-represent ethnic groups. By combining qualitative and quantitative tools, the limitations of both are mitigated.

Qualitative Findings

Following is a summary of responses gathered through qualitative research. The purpose of the qualitative research was to identify the range of opinions that exist in the community. Therefore, these responses are not quantified in terms of which are the most or least popular. Responses are verbatim or paraphrased.

How would you describe the Linda Vista community? Is it a nice place to live and work? Why or why not?

All respondents said Linda Vista is a nice place to live and work and stated. Following are the given reasons:

- The heart of San Diego
- A nice place to raise a family
- A place where lots of different people live together in one community
- Feels like a community
- Best weather in San Diego
- Convenient to everything
- A place where you can go from preschool to Ph.D. all in one community
- A place with multiple generations of the same family living in the community
- There isn't a lot of traffic
- Easily accessible public transportation
- Easily accessible to all freeways
- Can get anywhere in San Diego in just 15 minutes
- High percentage of homeowners
- Not an industrial area
- A very welcoming community
- Easy for people to participate in civic associations
- Rich history
- Linda Vista is home
- A functional community
- The community lacks vision
- There are two groups in Linda Vista; young and old, but both are low income

What kinds of things does Linda Vista need to be an even better place to live and work?

Many respondents said an “American” grocery store would make Linda Vista an even better place to live and work. A community gathering place and something to draw people to the community (to spend money) were also popular answers. Other responses include the following:

- More office space
- More shops and small businesses
- More competition among small businesses
- A community gathering place, like a coffee shop
- A community gathering place, like a large meeting space
- More parks, green areas
- A City services storefront
- More parking
- More recreation, for children and adults
- Something to capture revenue from the many people who pass through the community on Linda Vista Road
- An inexpensive restaurant (breakfast, coffee house, deli) to gather and meet
- Park
- Museum (art, music)
- Movie theater
- Swimming pool
- Something to draw University of San Diego students and their spending
- Housing
- Affordable housing
- Produce store
- Better public transportation
- More density
- A stronger community identity
- A Farmer’s Market
- A model of the first shopping center as it was
- More housing
- A community garden
- A teen center
- More cohesion among neighborhoods in Linda Vista
- Add more amenities to Morely Strip so more people will use it
- A large anchor tenant that will draw people to the community
- Wider streets
- Residents need to take more pride in ownership
- Landscaping
- A “gang sweep” to get the gangs off the streets
- Better infrastructure such as streets and utilities
- Additional community activities
- Canyon development
- Better street lighting

- Better response from the City to Linda Vista concerns
- A thrift shop

Thinking about just those parcels that the city owns, do you think the current uses benefit the community? Why or why not?

Respondents were fairly evenly split on this question, some felt the current use benefited the community as a whole, while others either felt it did not benefit the community or only benefited a small portion. Specific responses include the following:

- No question, definitely
- Skateworld is unique to the City of San Diego, nothing else like it in the City
- Family oriented
- The current use benefits school-age kids who go to Skateworld
- Small, vacant lot does not benefit the community; it can't be used
- Skateworld is a place for kids to go when they're not in school -- we need that
- We need a check-cashing store because a lot of people here don't have bank accounts
- It is convenient for people to pay their bills at the check-cashing store
- The vacant lot looks bad and is a waste of space
- It was a waste of money to put the trees on the vacant lot if it's eventually going to be used for something else
- The check-cashing store is good because you can buy bus passes there
- No, the parcels aren't being used by anyone, except young people
- The vacant lot is an asset to the community, it provides much needed open space

How would you describe the appearance of the parcels (refer to map if needed)?

All respondents said the appearance of both of the parcels could be improved. Specific responses include the following (in no particular order):

- (Skateworld building) looks run down
- Could be improved
- (Building) should be modernized
- The vacant lot looks better now that it has been landscaped
- Landscaping at the rear of the library is pathetic, it isn't maintained and the trees have diseases
- Signs on metal poles are bent and crooked
- Façade of the buildings could be improved and made to look nicer
- The actual structure and architecture of the Skateworld building is unique
- The vacant lot is beneficial right now to view the building and its design.
- If something were to be built in that lot, it would obstruct the clear view.
- Re-stucco, repair
- I think the City let the vacant lot get run down looking, so they could claim it was blighted
- Tacky
- It needs paint
- Dark and old
- It's rundown

- It's not an eyesore
- Dull
- Doesn't bother me
- New building or shops should be built
- A visual theme should be developed to help create an identity for the community
- Needs better signage
- The parking lot need to be repaved or repaired

How often do you and your family use the businesses on the Redevelopment Agency-owned parcels? Which ones do you use?

Most respondents with children or grandchildren said the children use Skateworld. About a third of respondents said they used storefronts frequently. Respondents without children said they do not use the parcels. Specific responses include the following:

- My kids go to Skateworld all the time
- My kids/grandkids don't go to Skateworld
- I don't use those businesses
- My kids used to use Skateworld, but now they are grown
- I think more people would use Skateworld if there was a marquee out by the street announcing specials, theme nights, etc.
- I use the hair salon
- I like Pizza Hut. We order pizza all the time
- The wooden bark chips in the vacant lot make it unusable for any purpose
- My grandkids go to Skateworld for school field trips
- When my kids are old enough they will go to Skateworld

If we had a clean slate, how would you like to see the parcels used? This could be the same use as it is now, a totally new use or a combination of uses -- no limits.

The respondents provided a variety of responses to the question about other possible uses. Respondents appeared to be evenly split between keeping the parcels as is, with some enhancements and redeveloping the parcels for alternate uses. Specific responses include the following (in no particular order):

- Keep Skateworld as it is, but expand the parking lot into the vacant lot next door.
- Put a small coffee shop, like a Starbucks, in the corner lot
- Expand Skateworld to include other kinds of recreation for kids and adults, like basketball
- Make Skateworld into a community meeting facility in addition to the roller rink
- Combine the two lots for development. The vacant lot is too small to do anything with on its own
- The City should sell both lots to private parties and let the market decide how they will be developed
- Put housing on the vacant lot
- Keep the parcels the way they are, just beautify the building and landscaping
- Put retail office space for small businesses on the vacant lot
- Paint a mural illustrating the history of Linda Vista
- Market place/open market/Farmer's Market

- Coffee shop and/or bookstore to draw the USD students into the area
- Move the bus stop
- Professional office space
- Police store front
- Restroom
- Enlarge the library
- Community gathering center or town hall
- Other types of family entertainment
- Skateworld expansion
- Video arcade
- Mainstream grocery store
- Skateboard park should be built in the vacant lot
- Update to current shops
- Theater
- Parking, with school bus parking for Skateworld
- Single Resident Occupancy (SRO) housing high rise
- Bank or credit union
- The entire area should be looked at collectively, including the privately owned parcels.
- Underground parking
- Amphitheater
- Internet café
- Family-friendly-businesses
- Performing arts center
- Something that generates money because the City needs money
- Something to turn the area around, similar to the revitalization of the Gaslamp Quarter
- Create an above ground community garden in the vacant lot so that the young and old may come together to grow produce, residual produce from the garden could be sold at a weekly Farmer's Market
- Whatever is built on the vacant lot needs to be set back away from the street, like the fire station
- Install a steam operated clock (similar to one in Vancouver, B.C.)

Other Comments

- The building (where Skateworld is) is historic and should be preserved
- The history of the building isn't as important as having an attractive, functioning building
- It'd be better to make a new building that could have more shops around Skateworld -- maybe something with several stories
- This is the first shopping mall in the country, and it's history should be preserved
- I worry about the safety of the vacant lot; there should be a sign there saying the cleanup has been completed

- Redevelopment eliminates blight, right now the parcels are not blighted, the focus should not be on these parcels but rather on the canyon and Thrift Village
- The corner the parcels sit on is the most important corner in Linda Vista

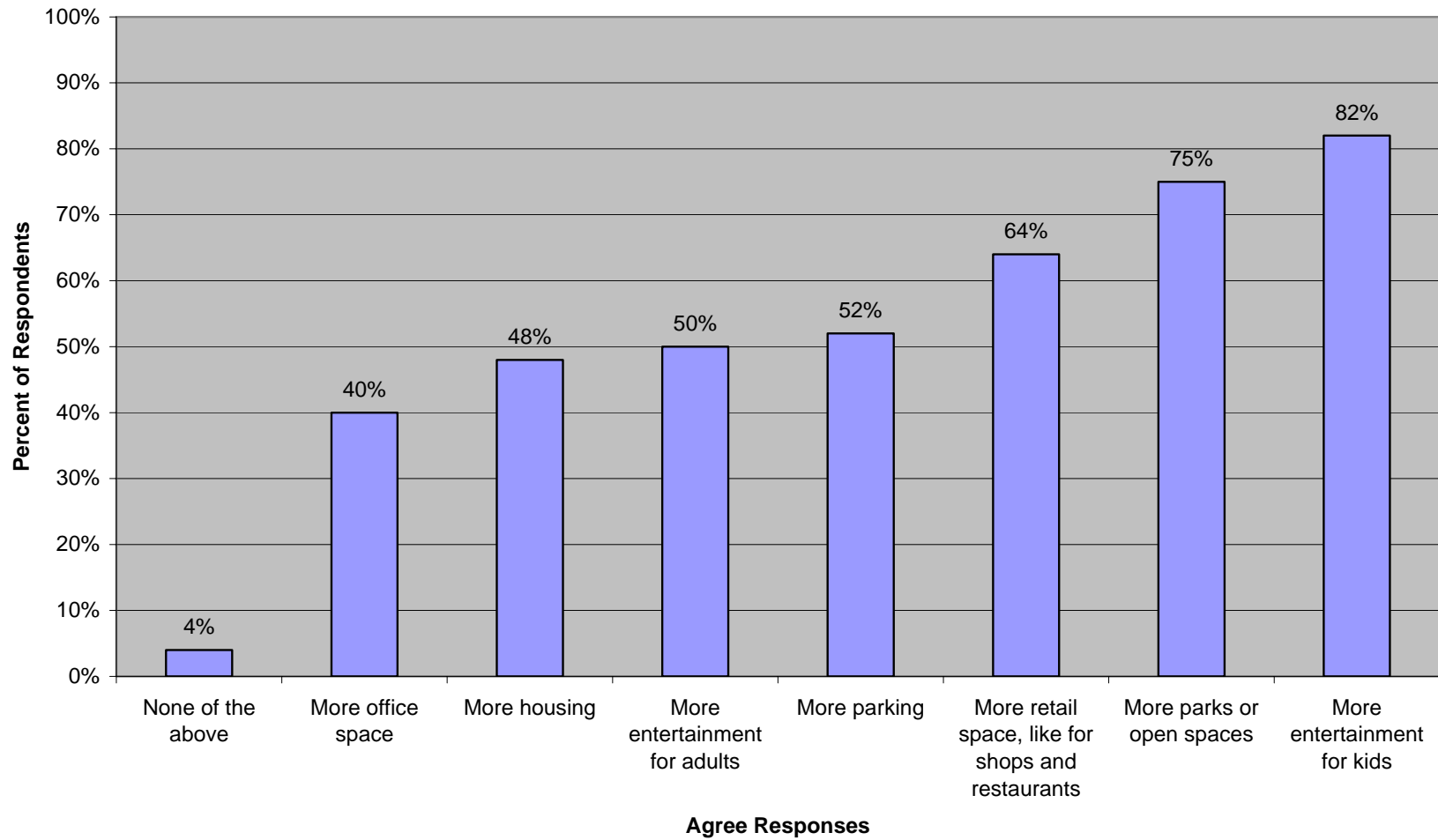
Quantitative Findings

Flagship Research in San Diego was hired by Katz & Associates to conduct a telephone survey of Linda Vista residents. Flagship Research used a technique called random digit dialing (RDD) where telephone prefixes (first three digits of a seven-digit phone number) are coupled with randomly-generated suffixes (last four digits of a seven-digit phone number). The resulting phone number is a random telephone number for the designated target area; both listed and unlisted numbers are included.

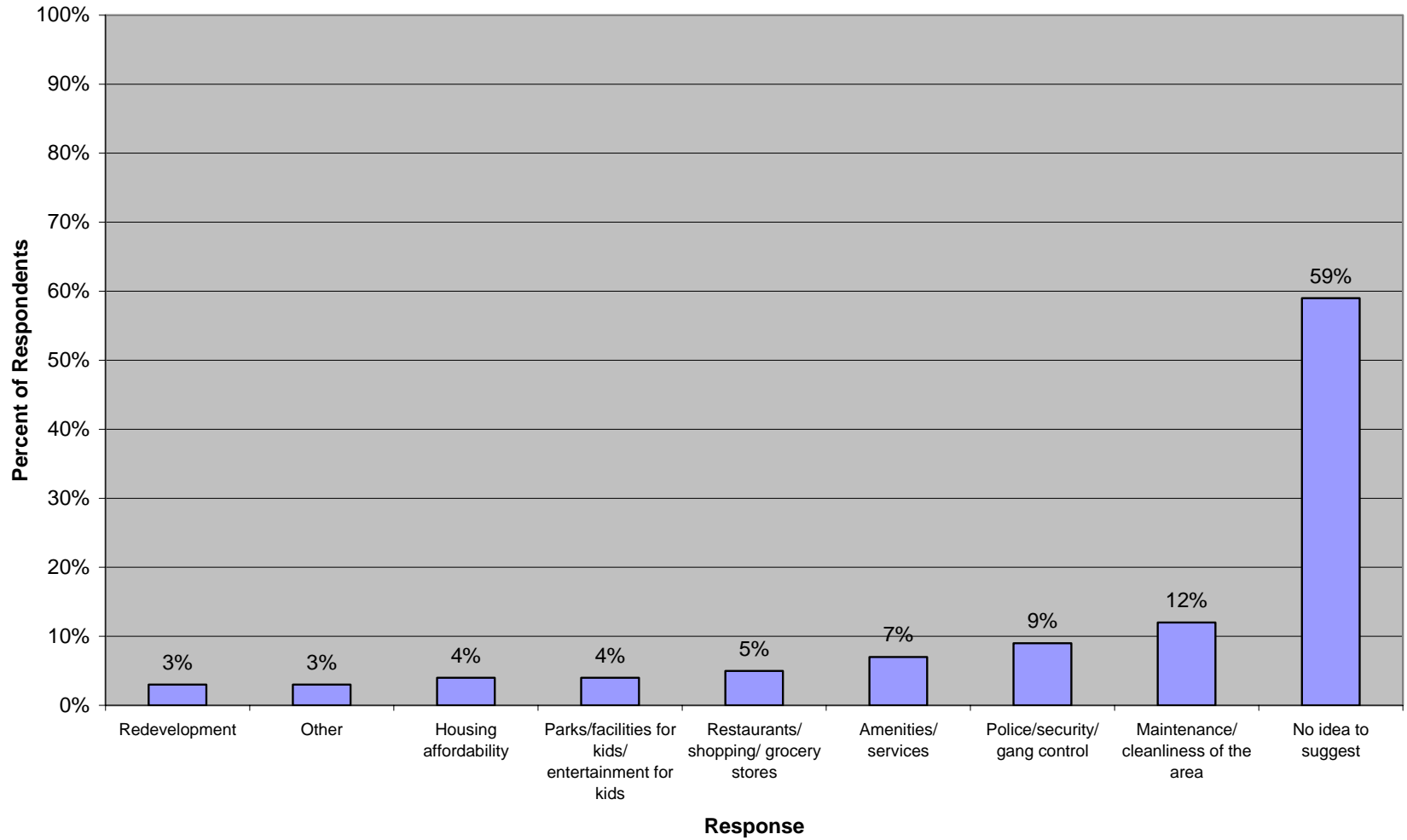
Since over 95% of households in San Diego County have telephones, RDD is the most cost-effective way to randomly sample communities in San Diego County. Three attempts were made at each number on separate dates before the number was retired. The survey sample included 400 residents. The survey was offered in English, Spanish and Laotian; however, members of ethnic groups tend to be under-represented in telephone surveys. The margin of error for this telephone survey is approximately 4.5 percent. This means the responses given in the survey represent the views of the entire community plus or minus 4.5 percent.

The graphs and tables on the following pages reflect the responses from the phone survey:

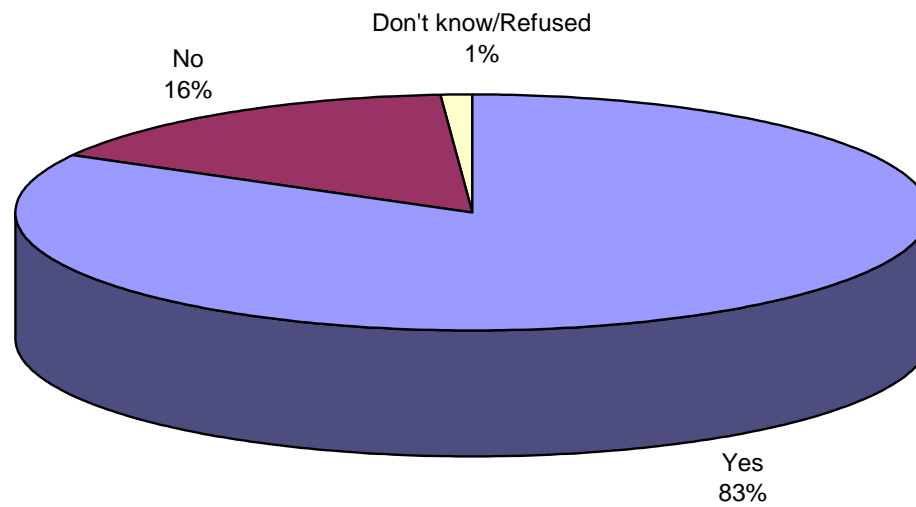
For each of these possible developments, do you agree or disagree that it would make Linda Vista a better place to live?



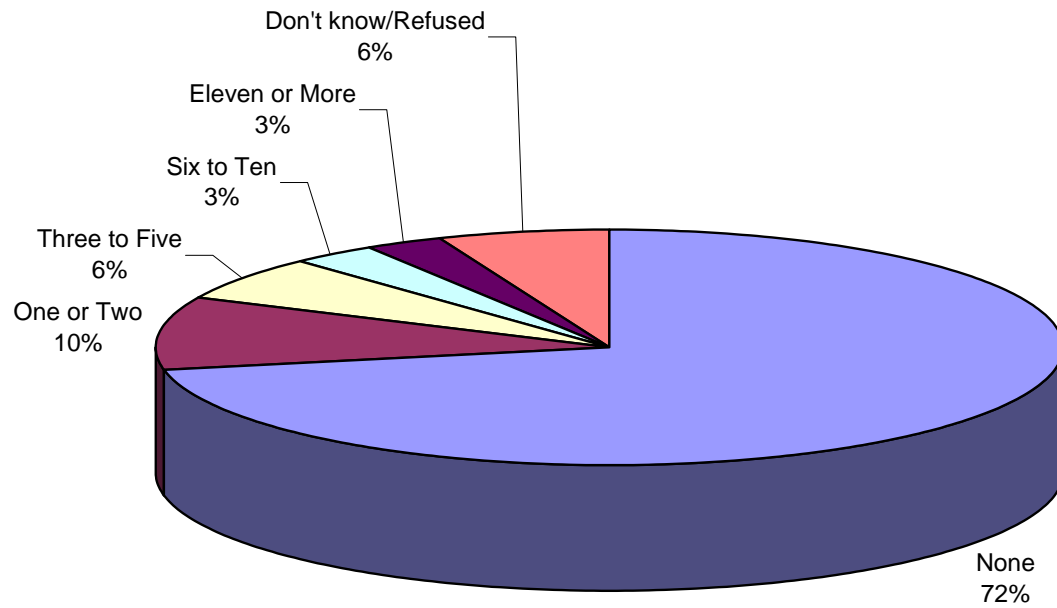
Is there anything else that you think would make Linda Vista an even better place to live?



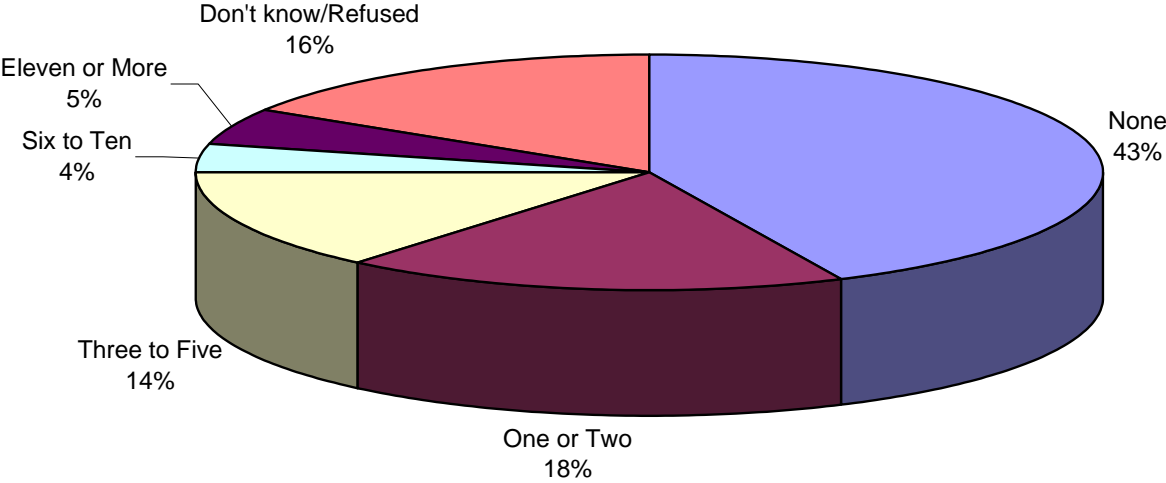
**Are you familiar with the area?
(two lots at Comstock Street and Linda Vista Road)**



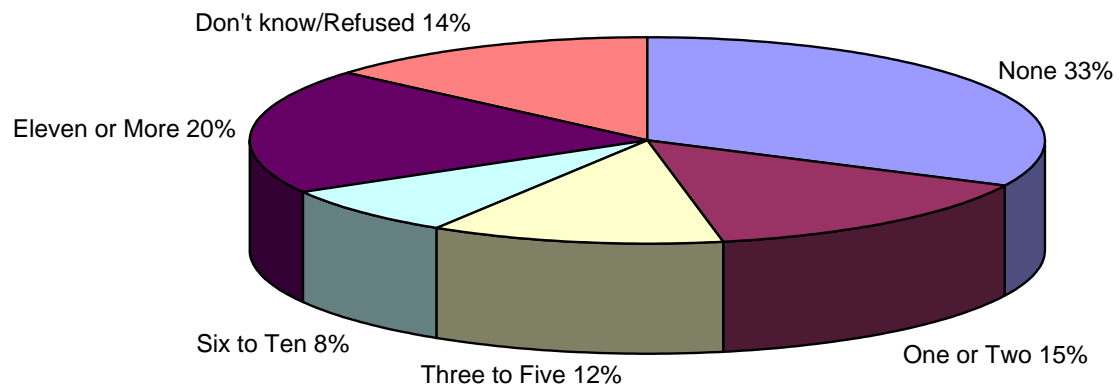
About how many times have you personally been to Skateworld in the last year?



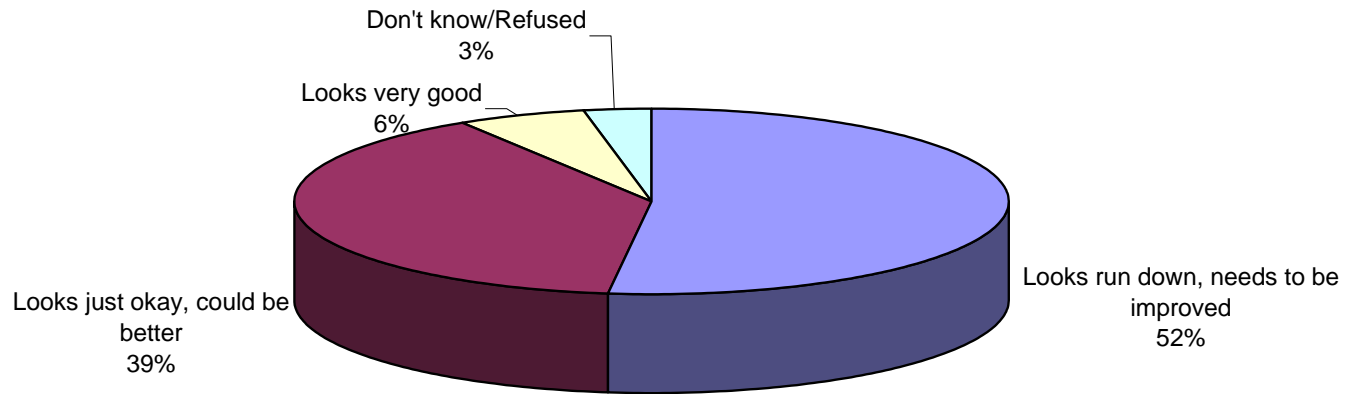
How many times have your children been to Skateworld in the past year?



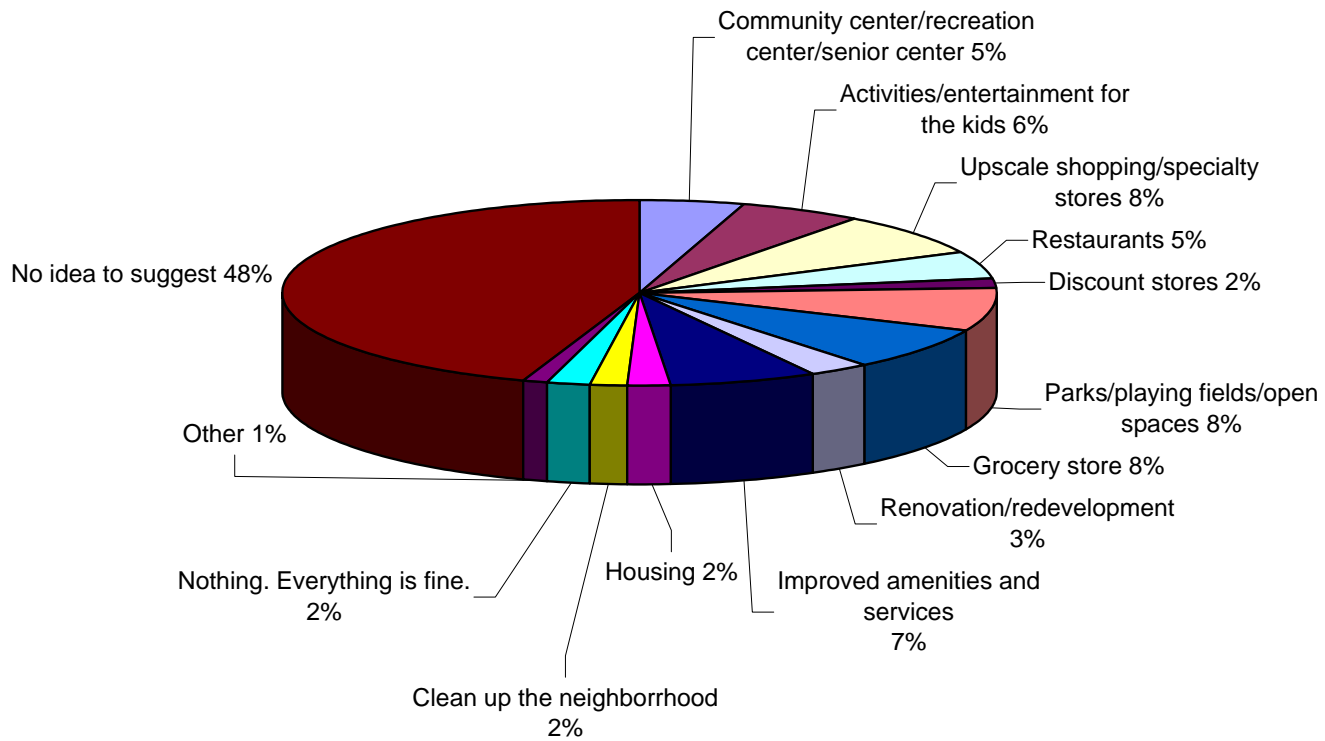
About how many times have you used the other businesses in that building?



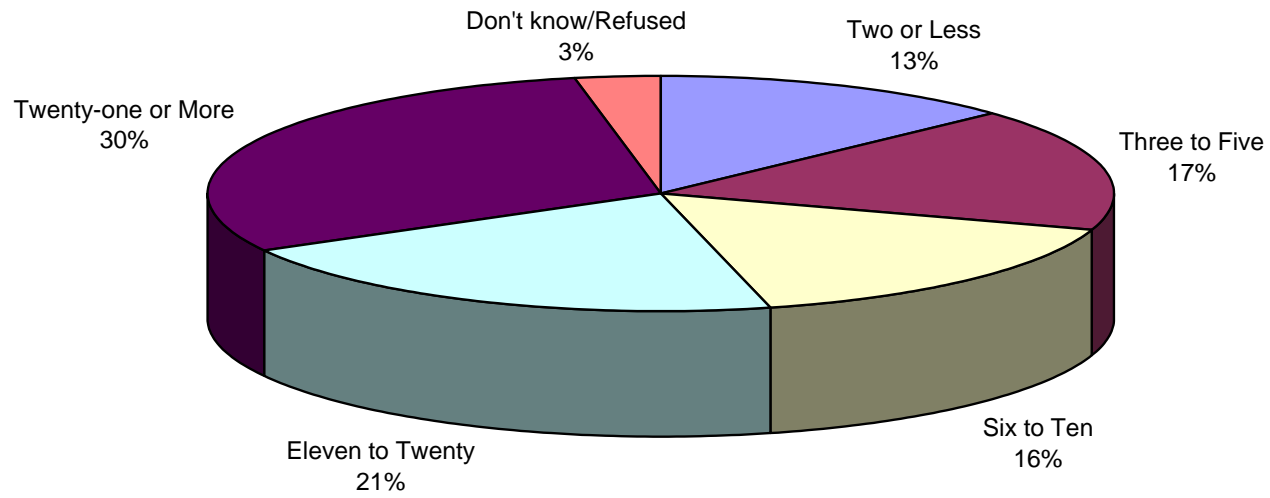
How would you rate the appearance of the lot where Skateworld and the other businesses are?



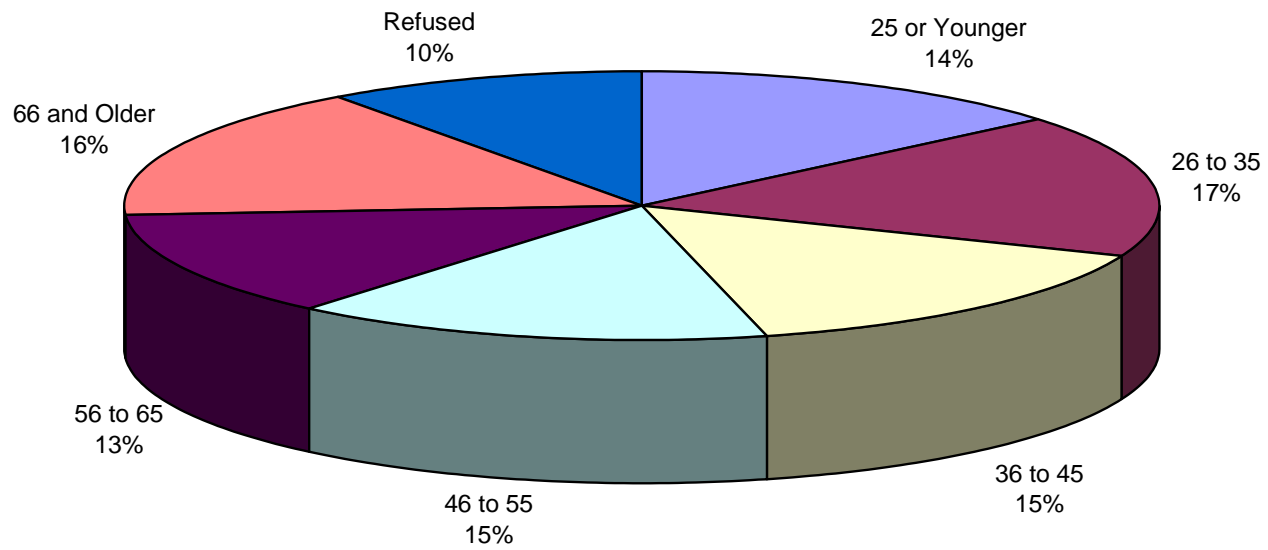
If there were a clean slate, what would you like to see these two properties used for?



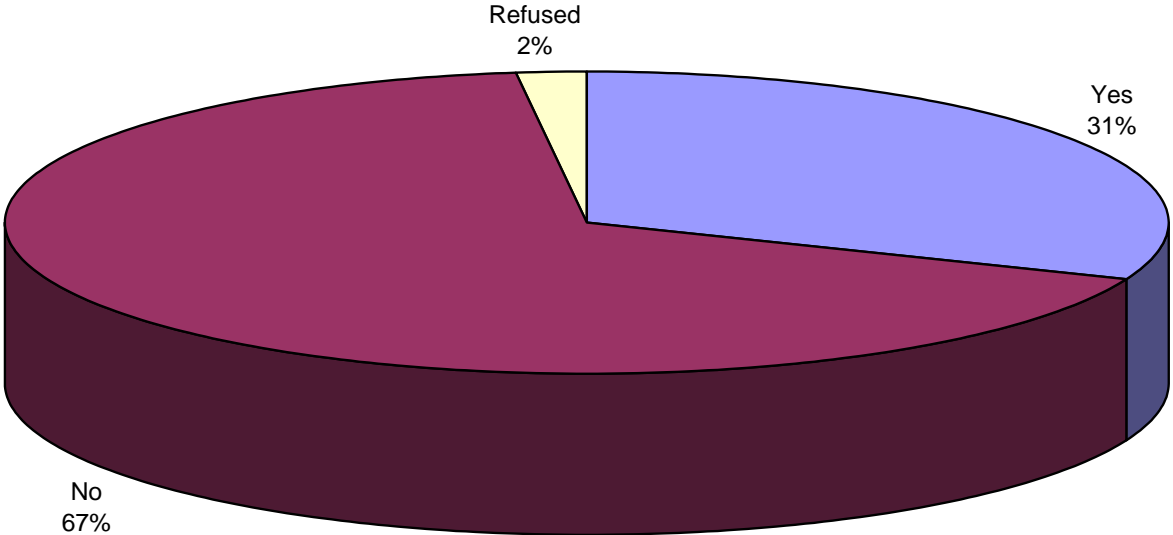
How many years have you lived in Linda Vista?



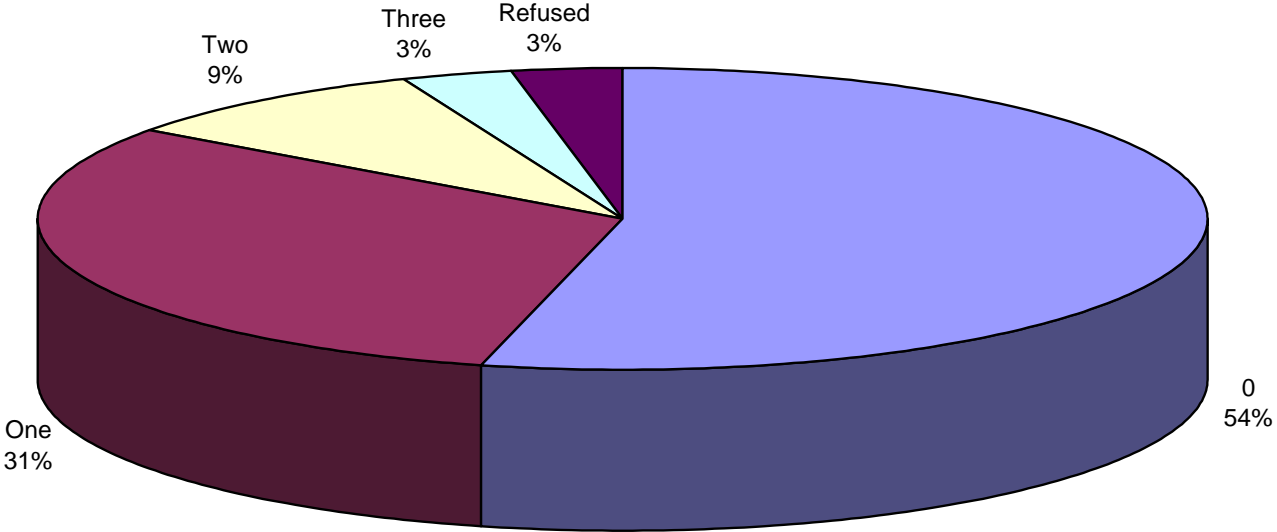
How old are you?



Are there children under the age of 18 in your household?



How many of your children are between the ages of 0 and three?



APPENDIX

Community Contacts

Type of Group	Contact	Results/Response
Linda Vista Residents	Carol Bonner	Unable to contact, called 4 times and left 2 messages.
	Nellie Bonner	Unable to contact, called 4 times and left 2 messages.
	Marianela Camarillo	Unable to contact called 4 times and left 2 messages.
	Connie Curran	Conducted phone interview.
	Ms. Ellis	Conducted phone interview.
	Jesse Gomez	Conducted phone interview.
	Dorothy Perez	Conducted phone interview.
	Sharon Powell	Conducted interview. Volunteered to provide additional contacts, however did not follow through.
	Pat Spiga	Conducted phone interview.
School Representatives	Susan Roman, <i>Kit Carson Elementary School Parent Patrol Program</i>	Scheduled small group discussion with Parent Patrol, however prior to discussion the program was cut due to funding.
	Ms. Terry, <i>Holy Family School principal</i>	Unable to contact, called 5 times and left 3 messages.
	Damian Jackson, <i>Montgomery Middle School principal</i>	Due to San Diego Unified School District policies all declined to participate or provide parent information.
	Anne Worrall, <i>Kit Carson Elementary School principal</i>	
	Cheryl Seelos, <i>Kearny High School principal</i>	
	Dana Robinson, <i>Linda Vista Elementary School principal</i>	
Recreation Programs	Holland Conneely, <i>Boys and Girls Club of Linda Vista director</i>	Conducted intercept surveys and collected 10 completed questionnaires.
	Clara White, <i>Linda Vista Recreation Center director</i> Mike Rodriguez, <i>Linda Vista Recreations Center area manager</i>	Conducted intercept surveys and collected 11 completed questionnaires.
Churches	Vincent Gurrero, <i>Holy Family Church program director</i>	Unwilling to assist, suggested contacting Ms. Terry, Holy Family School principal (see above).
	Lillian Cross, <i>Linda Vista Second Baptist Church</i>	Unable to contact, left 3 messages.
	Pastor Hayward, <i>Linda Vista Presbyterian Church</i>	Volunteered to distribute questionnaire at Sunday service. Collected 1 completed questionnaire.

Type of Group	Contact	Results/Response
University of San Diego Students	Brad Fredricks	Conducted a small group discussion at USD.
	Brenna Maizel	
	Chris Nayve	
Hmong/Laos Community	Xiongh Thao	Conducted a small group discussion at the Bayside Community Center. Discussion participants offered to distribute questionnaire and map to the Laos Association. The questionnaires were not returned by the time this report was compiled.
Hispanic Community	Neri Ramirez	Unable to contact, left 2 messages.
Vietnamese Community	Officer Tam Nguyen and Officer Deborah Borders, <i>San Diego Police Department</i>	Unable to contact, left 2 messages and sent 4 e-mails.
Neighborhood Discussion	Margarita Castro	Conducted a small group discussion at her home with 3 Linda Vista residents.
Apartment Manager's Association	Doug Beckham	Conducted a small group discussion at Linda Vista Library.
Business Owners*	Pizza Hut Payday Advance Linda Hair Salon Pho Hoa Vietnamese Restaurant Vien Tien Video Pacific Cellular Service Thai Binh Financial Services Truong My Hanh M.D.	Called each business and left a message. When no calls were returned, made in person visits to each business. No owners or managers were at the businesses and none responded to the messages left. *Since the owner of Skateworld participated in a focus group his input was included in this report.
Seniors	Senior Exercise class	Met with 10 participants of the Senior Exercise class held weekly at Bayside Community Center.
English as a Second Language	English as a Language class	Met with 15 participants of the English as a Second Language class held weekly at Bayside Community Center. The majority of these respondents spoke Vietnamese, Laos or Spanish.
Civic Organizations	Linda Vista Civic Association Linda Vista Community Planning Committee Linda Vista Collaborative	Held one focus group for board members of the three civic organizations in Linda Vista. Twenty eight combined members attended and provided their input.
Other	Grover Diemert Sarah Granby Marina Hernandez Charles Johnson	Met with community members at Bayside Community Center.

Community Telephone Survey

Hello. My name is _____ calling from Flagship Research. We are doing a survey about the Linda Vista community. I am not selling anything, and this should only take about five minutes. Would you mind if I asked you a few questions?

A. First of all, do you live in the Linda Vista Community?

Yes

No (TERMINATE)

Not sure (TERMINATE)

This survey is about redevelopment. I'm going to ask you about some different suggestions people have made about development in Linda Vista. For each one, could you tell me if you agree or disagree that the development would make Linda Vista an even better place to live (ROTATE):

More housing

YES

NO

DK

More parks or open space

YES

NO

DK

More entertainment for kids

YES

NO

DK

More entertainment for adults

YES

NO

DK

More office space

YES

NO

DK

More parking

YES

NO

DK

More retail space, like for shops and restaurants

YES

NO

DK

Anything I haven't mentioned that you think would make Linda Vista an even better place to live?

OPEN ENDED.

B. Great. Thanks. Now I'd like to ask you about a specific part of Linda Vista. There are two lots at the corner of Comstock Street and Linda Vista Road. One is a vacant lot right now with some planters on it. The other is next to the vacant lot and is currently occupied by the building with Skateworld, Pizza Hut, Payday Advance, Linda Hair Salon, Pho Hoa Vietnamese Restaurant, Vien Tien Video, Pacific Cellular Service, Thai Binh Financial Services and Truong My Hanh M.D. It doesn't include the rest of the shopping center where the large Vietnamese grocery store is.

Are you familiar with this area?

YES

NO (SKIP TO C)

DK (SKIP TO C)

About how many times have you personally been to Skateworld in the last year?

If you have children, how many times have your children been to Stakeworld in the last year?

About how many times have you used the other businesses in that building?

How would you rate the appearance of the lot where Skateworld and the other businesses are?

Looks very good.

Looks just ok, could be better.

Looks run down, needs to be improved.

If there were a clean slate in this area, what would you like to see these two properties used for?

OPEN ENDED

C. Well, those are my main questions. If possible, I'd like to ask you just a few questions about yourself for the purpose of our analysis.

How many years total have you lived in Linda Vista?

How old are you?

Are there children under 18 in your household?

How old are your children?

What ethnic group do you most identify with?

Asian

Caucasian

Hispanic/Latino

African American

Other

Could you stop me when I get to your total family income category.

Under \$25,000

\$25,000 - \$34,999

\$35,000 - \$44,999

\$45,000 - \$54,999

\$55,000 - \$69,999

\$70,000 - \$84,999

\$85,000 and over

That's it. Thank you very much for your time.

DO NOT ASK

Male

Female

If not English, what language was the interview conducted in?

Community Questionnaire/Discussion Guide

Introduction

- Explain purpose of redevelopment agency.
- Explain history of LV project area and city owned parcels.
- Explain purpose of interview.
- Explain role as a consultant.

How would you describe the Linda Vista community? Is it a nice place to live and work? Why or why not?

What kinds of things does Linda Vista need to be an even better place to live and work?

Thinking about just those parcels that the city owns, do you think the current uses benefit the community? Why or why not? (Probe about safety if it isn't mentioned)

How would you describe the appearance of the parcels (refer to map if needed)?

How often do you and your family use the businesses on the city-owned parcels (name businesses again if needed)? Which ones do you use? (Probe about family member ages)

If we had a clean slate, how would you like to see the parcels used? This could be the same use as it is now, a totally new use or a combination of uses -- no limits.

We are already planning to talk to members of the Linda Vista Planning Group, Collaborative and Civic Association. What other groups and individuals should we talk to? Would you be willing to co-host host a focus group or workshop on this topic?

Conclusion

- Thank you for your time.
- Explain next steps.

Civic Organization Focus Group Invitation Letter

April 27, 2004

Title First Last
Address
City, State Zip

RE: Rescheduled Linda Vista Redevelopment Focus Group

Dear Title Last Name:

The Redevelopment Agency of the City of San Diego (“Agency”) would like your input on the future use of two Agency-owned parcels in the Linda Vista Redevelopment Project Area. The parcels being discussed are currently occupied by Skateworld and the storefront businesses in that building, and the vacant lot adjacent to Skateworld at Linda Vista Road and Comstock Street.

To ensure the community's needs and values are reflected in the planning, the Agency has hired Katz & Associates to meet with members of the community and obtain their input. You are invited to participate in this process.

We will hold a joint focus group for interested members of the Linda Vista Planning Group, Linda Vista Civic Association and the Linda Vista Collaborative. The focus group will be held **Wednesday, May 12, from 6 - 7:30 p.m.** in the **Grand Hall** of the **Bayside Community Center, 2202 Comstock St. in Linda Vista** (this is the rescheduled date and time for the cancelled April 14 meeting). Invitations are being distributed by email and regular mail.

The 12-acre Linda Vista Redevelopment Project Area is located in the heart of the Linda Vista community at the intersection of Linda Vista Road and Ulric Street. The project area was adopted in 1972 to facilitate the redevelopment of San Diego's oldest shopping center. The Linda Vista Shopping Center includes the Linda Vista Library, winner of architectural design awards, and the two Agency-owned parcels we will be discussing: Skateworld roller skating rink and the adjacent vacant parcel at the corner of Comstock Street and Linda Vista Road. The project area also contains Morley Strip, a small linear public park.

Although this focus group is only for members of the three organizations, Katz & Associates is meeting with other members of the community too. The goal is to hear from members of the civic organizations in the area, as well as other Linda Vista residents.

To confirm your attendance and ensure a space at the focus group is reserved, please respond to 858-452-0031 x 310 or jshira@katzandassociates.com by **Wednesday, May 5**. If you are unable to attend but would like to provide input, we would be happy arrange a time to speak with you by phone and document your comments.

Regards,

Jen Shira
Katz & Associates

Linda Vista Redevelopment Project Area Map



Linda Vista Redevelopment Project Area