

“Unique Partnerships to
Improve the Public’s Perception
of the Threat of Violence in
Neighborhood Public Spaces”



New Partners for Smart Growth Conference
February 3, 2011

Outline

- Showcase CPTED efforts from a community building & social justice perspective
- Highlight linkage between public health issues and public safety strategies
- Explore traditional & non-traditional partnerships to create positive community change that is sustainable
- Share next steps and lessons learned as result of using the CPTED strategy

YOUTH VOICES 4 SOLUTIONS



COMMUNITY BASED CRIME PREVENTION!

Preventing Violence - Healthy Eating Active Living (HEAL)

- Funded by National Convergence Partnership
 - Explores the nexus between obesity and violence prevention
- 6 demonstration sites across the nation
 - Louisville, KY; Detroit, MI; Denver, CO; Philadelphia, PA; Oakland & Chula Vista, CA
- Collaboration includes youth, CBOs, the public health department, obesity prevention advocates, violence prevention advocates
- **Target area: Western Chula Vista**
- **Assessment of 6 locations with crime concerns: 2 parks, 1 neighborhood, 3 trolley stations**

Public Health Policy Strategies for Improving Neighborhood Conditions in Areas of High Need

- **Environment**
 - Provide affordable housing
 - Tighten zoning to restrict noise and pollution
 - Increase traffic safety
 - Reduce violence and crime
- **Cigarettes and Alcohol**
 - Ban smoking in public areas
 - Control advertising of tobacco and alcohol products
 - Limit the concentration and operating hours of stores selling alcohol
- **Recreation**
 - Increase access to recreational facilities through policies to open up schools and other institutions evenings or weekends
- **Nutrition**
 - Modify school lunch programs to improve nutrition
 - Provide incentives for green markets and grocery stores that sell fresh produce

Safety at the Forefront of 2 Evidence-based Strategies

What is Crime Prevention Through Environmental Design (CPTED)?

- A crime prevention strategy that promotes the proper design and effective use of the built environment, which can lead to:
 - Reduced Criminal Activity
 - A Reduction of the Fear of Crime
 - Improved Quality of Life

- Socio-Ecological Model of Public health



CPTED Strategies & Concepts

1. **Natural Access Control**—How people get into & out of an area
2. **Natural Surveillance**—Create opportunities for people to watch an area
3. **Territorial Reinforcement**—How people show they own or care for an area
4. **Image & Maintenance**—How people perceive & protect an area

COMMUNITY BASED CRIME PREVENTION!

CPTED Around the World



CPTED in Ecuador



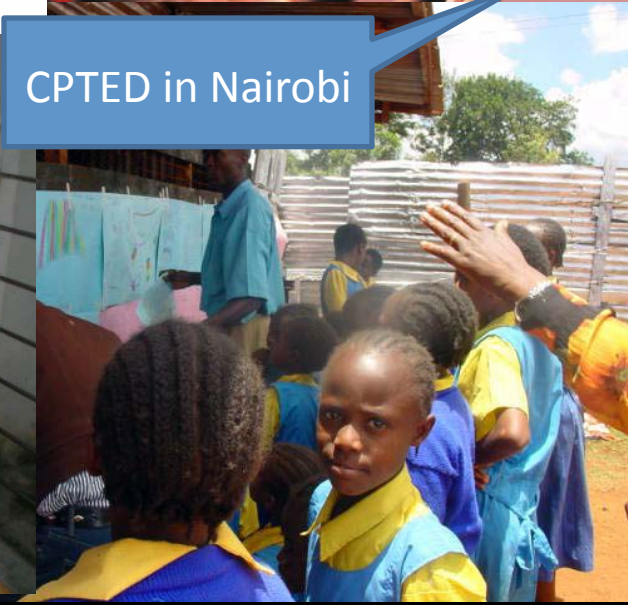
A Manual for
Community Based
Crime Prevention



CPTED in Favela de Recife



CPTED in Nairobi



Jane Jacobs, in her visionary work entitled, "Death and Life of Great American Cities", poses the importance of human contact to fight against urban insecurity.

Jacobs, as the forerunner of CPTED, affirmed the need for building cities to foster human integration. She upheld that sidewalks and public spaces like Town Squares need to stop being abstract areas, and instead, become meeting grounds for positive human contact.

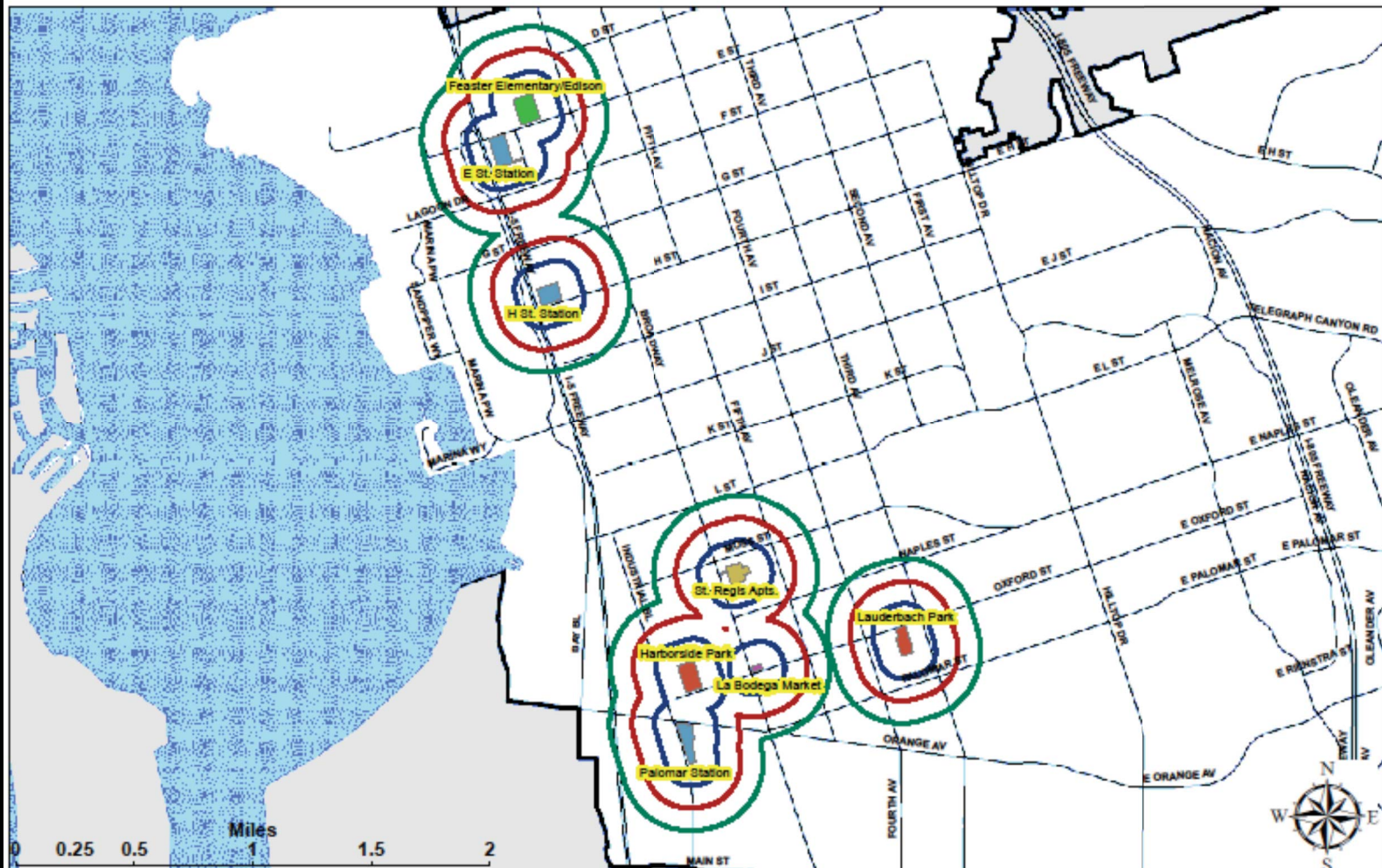
Underserved - Low Socioeconomic Communities are Typically Characterized by ...

- The presence of toxins and pollutants
- Less access to playgrounds, parks, and safe places to exercise.
- A disproportionate share of liquor stores
- Libraries are scarcer, and so opportunities to read are less plentiful.
- Unstable housing that translates into disruptions in social support and lack of continuity in school attendance.
- Greater consumption of fast food; less access to healthy food. Poor eating habits set the stage for childhood and adult obesity.
- Violence in school and on the street, which exposes children to conflict and anxiety.

Data Collection Targeting

6 PROPOSED SITES

Proposed Sites with Buffers



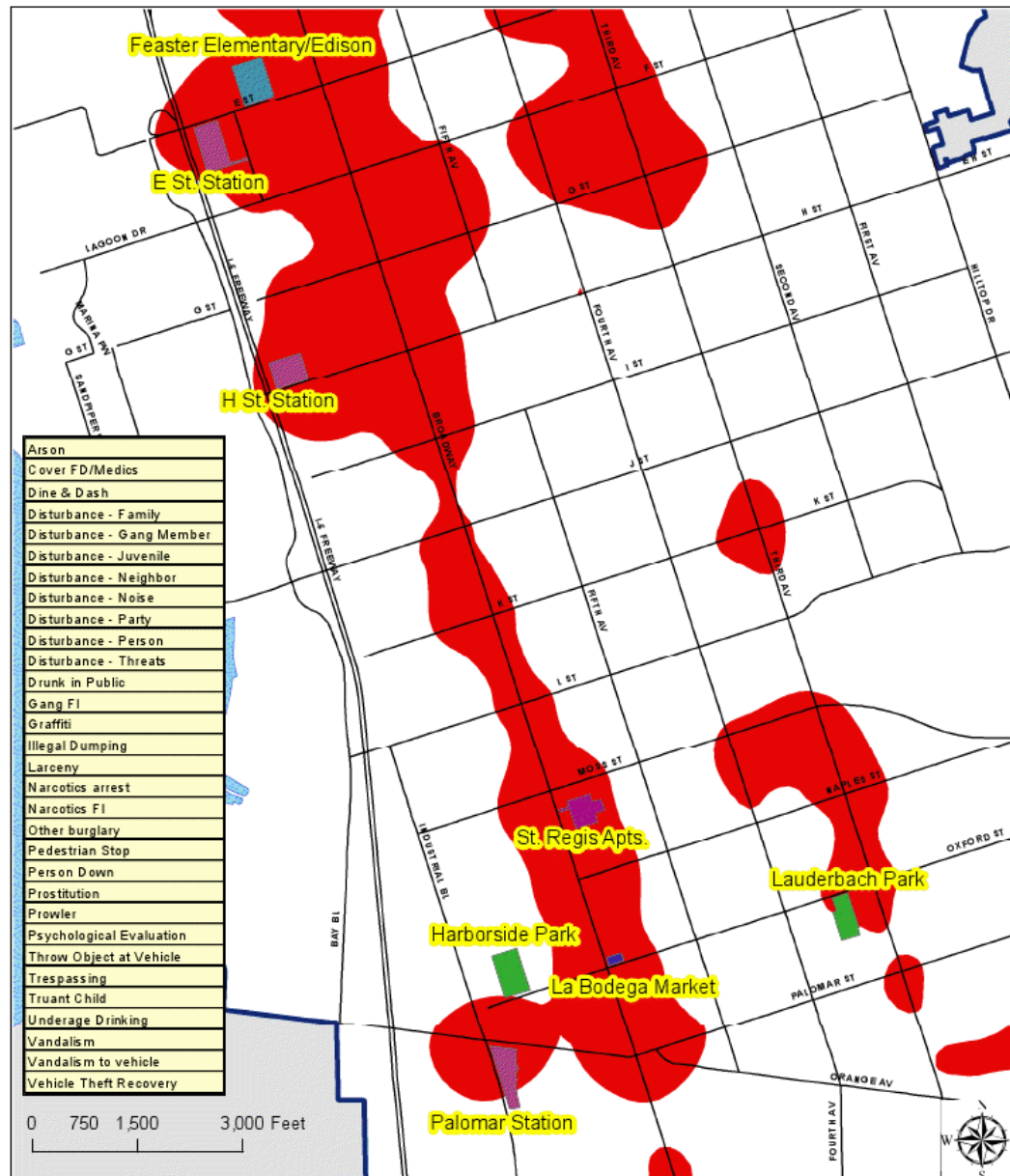
Location Type

- Apartments
- Park
- Trolley Station
- Market
- School

Buffer Distance

- 500 ft.
- 1000 ft.
- 1500 ft.

2009 Disorder Indicator Hot Spots



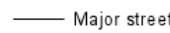
Prepared By:
CIVIS Research & Analytics Unit (J. Steinhart)
March 18, 2010



Hot



Not hot



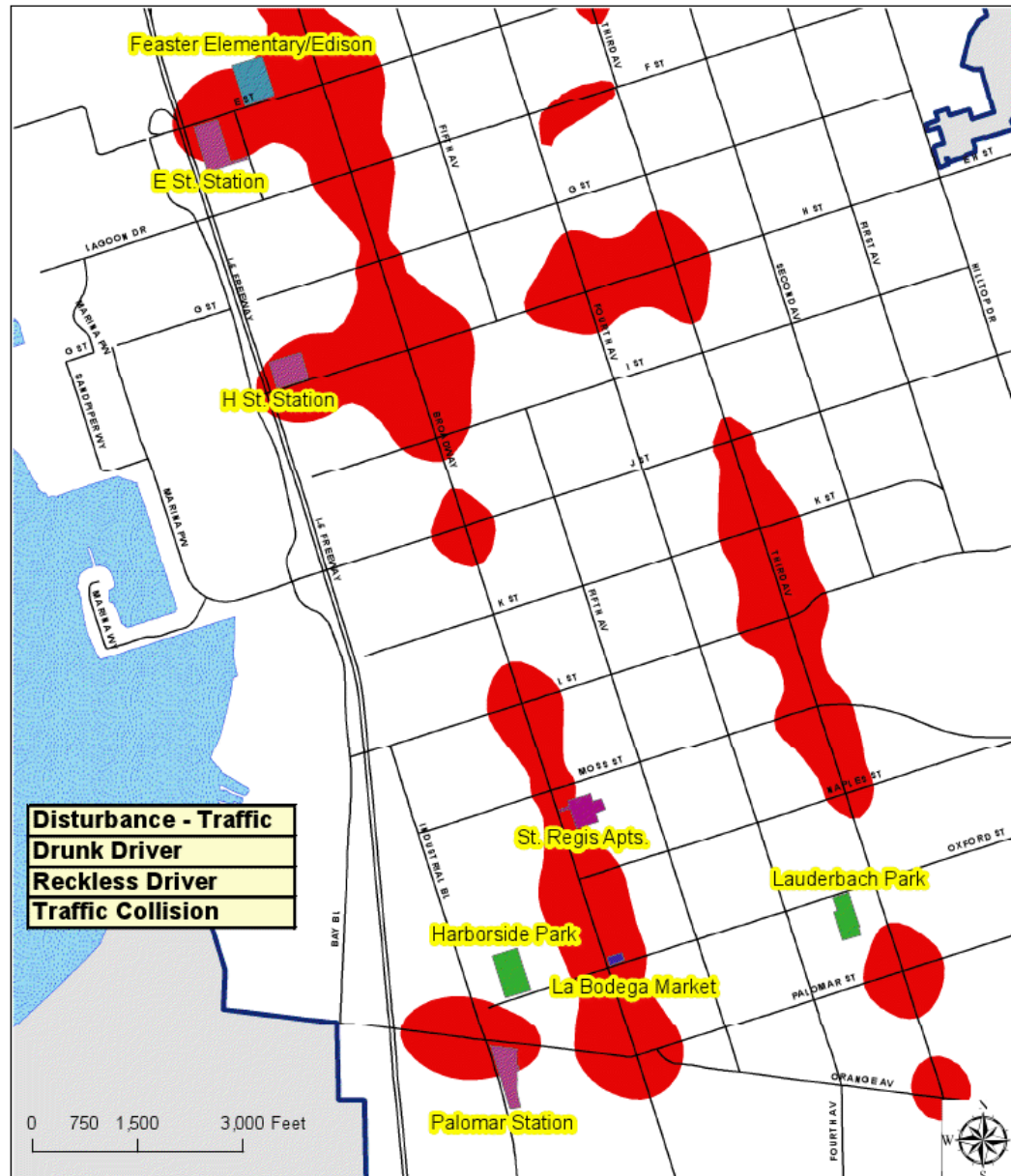
Major street



Chula Vista City Limits

Source:
Chula Vista Information Technology Services
Advanced Geographic Information System (AGIS)
CIVIS Computer-Aided Dispatch System (CADS)

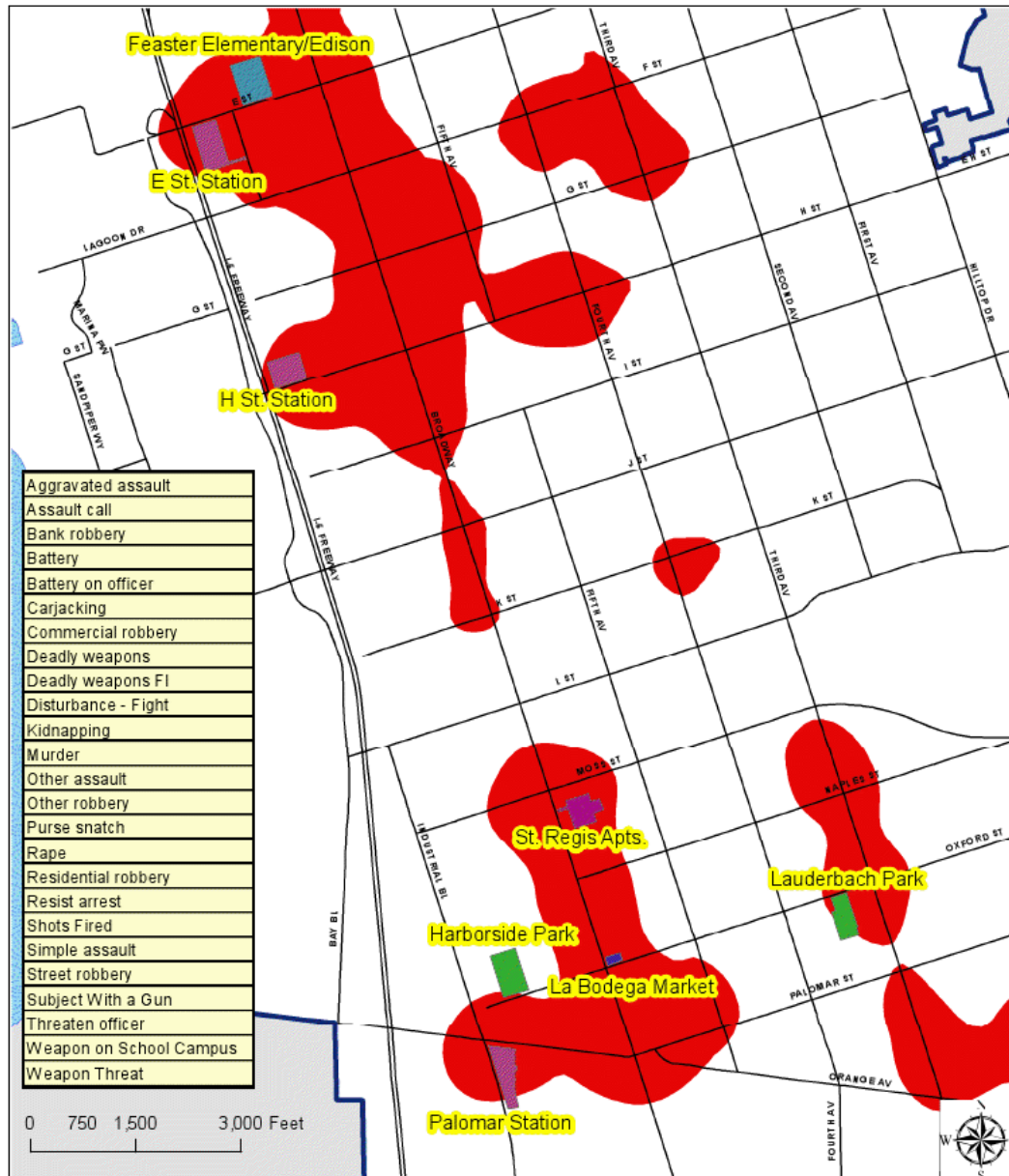
2009 Traffic Indicator Hot Spots



Prepared By:
 CIPRI Traffic and Analytics Unit (J. Steinhilber)
 March 18, 2010

Source:
 Chula Vista Information Technology Services
 Advanced Program Analysis Software System (APAS)
 CIPRI Computer Aided Dispatch System (CAD)

2009 Violence Indicator Hot Spots



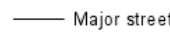
Prepared By:
CIPIS Research & Analytics Unit (J. Steinhart)
March 18, 2010



Hot



Not hot



Major street



Chula Vista City Limits

Legend

City of Cula Vista Information Technology Services
Advanced Geographic Information System (AGIS)
CIPIS Computer Aided Dispatch System (CAD)



**Lauderbach
Park**
Site #
2

General issues of concern at Lauderbach Park

- Park is generally isolated and not noticed by the public
- Former Boys & Girls Club unoccupied, vacant since 2008
- Presence of homeless/transient population
- Evidence of gangs/tagging crews
- Illegal alcohol consumption at park

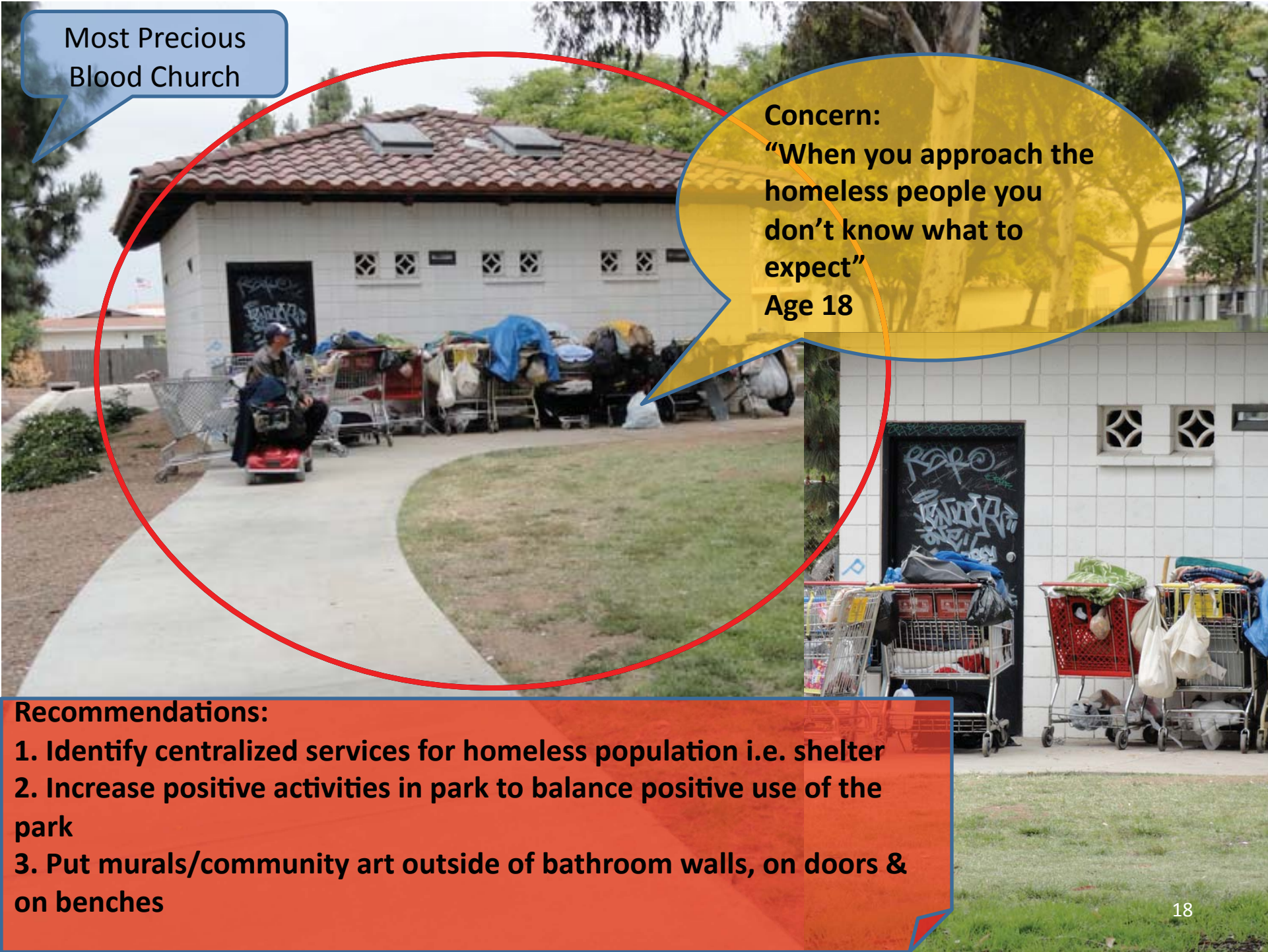
**Boys & Girls
Club vacant**



**Concern:
“The park is hidden
behind an unused
building...the park
would feel safer if the
building was
incorporated”
Age 19**

Recommendations:

- 1. Identify a new tenant for building that will embrace & utilize the park space in conjunction with the building**
- 2. Host activities at park and building that engages all age groups & cultures**



Most Precious
Blood Church

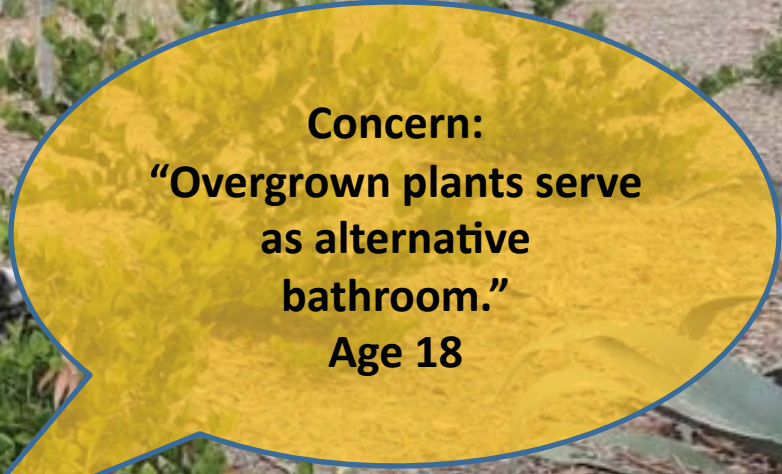
Concern:
“When you approach the
homeless people you
don’t know what to
expect”
Age 18

Recommendations:

1. Identify centralized services for homeless population i.e. shelter
2. Increase positive activities in park to balance positive use of the park
3. Put murals/community art outside of bathroom walls, on doors & on benches



Most Precious
Blood Church



Concern:
“Overgrown plants serve
as alternative
bathroom.”
Age 18



Human Feces



Recommendations:
1. Remove shrubbery & plants from back of the park



Concern:
**“Graffiti not good, makes
you feel like you don’t
belong.”**
Age 18

- Recommendations:**
- 1. Promptly bring City of Chula Vista graffiti abatement program to the park**
 - 2. Post visible signs with City of Chula Vista graffiti abatement program information**
 - 3. Put art/mural on bench to prevent future vandalism**



Concern:
**“People drinking in park
at night.”**
Adult resident

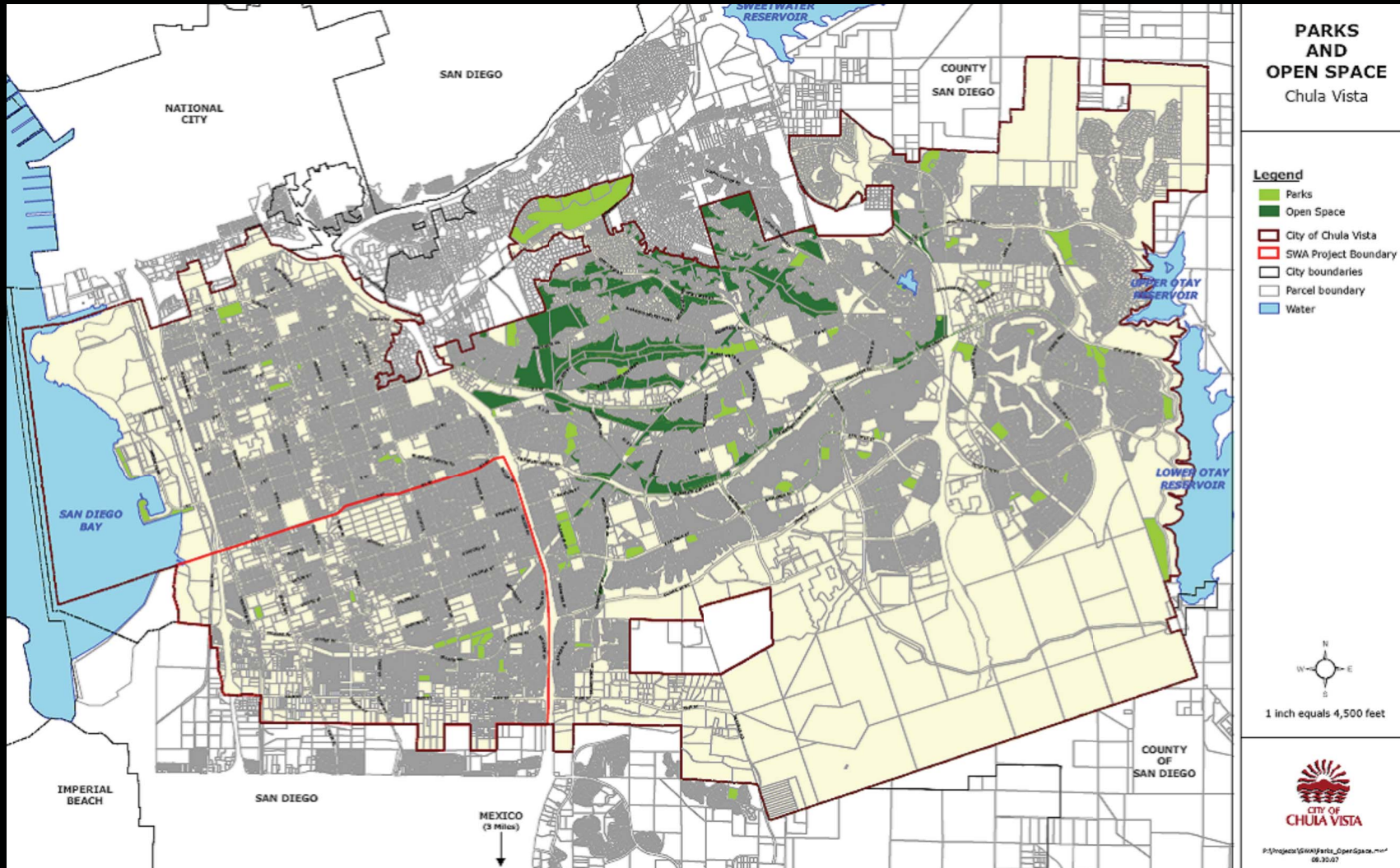


Recommendations:

- 1. Increase positive use of park at night through activities/sport opportunities like Harborside Park**
- 2. Increase police surveillance at this park to enforce alcohol ordinance**

Park Site Examples of East Chula Vista

Distribution of Park Resources in Chula Vista, CA



COTTONWOOD PARK
CHILDREN'S TILE WALL

OCTOBER 2000

The Corky McMillin Companies thank
California Tile and Back Door Ceramics for their
generous donation of materials and services.

INCORPORATING
CHILDREN'S ART IN THE
PARK'S DESIGN



**PUBLIC ART AND
SCULPTURES CREATE
INTERACTIVE
ENVIRONMENTS**

**QUALITY BATHROOMS
THAT ARE CLEAN &
WELL MAINTAINED**



**VISIBLE, PROMINENT
SIGNAGE**



**VOYAGER
PARK**



**INTERACTIVE PLAY
ENVIRONMENT WITH
GOOD VISIBILITY FROM
DISTANCES**



**WATER FOUNTAINS ARE
A VALUED AMENITY IN
PUBLIC PARKS**





**WATERWAYS (AND
DUCKS) ALWAYS
ATTRACT KIDS,
ESPECIALLY THIS ONE!**

WHAT DO WE FEEL IS POSSIBLE WITH OUR
PARKS IN WESTERN CHULA VISTA?

Summer In The Park 2010

Co-Sponsored by
Tony AZAR

**Trolley Barn Park • Adams Avenue and Florida street
Free Concerts from 6:00 - 8:00pm on Friday Evenings**

- | | | |
|----------|---------------------------------------|---------------------------------------|
| July 9 | The Corvettes | <i>Doo-Wop & Motown Show Band</i> |
| July 16 | West of 5 | <i>70's to Now Rock!</i> |
| July 23 | Three-Chord Justice | <i>Country Classics</i> |
| July 30 | Len Rainey & the Midnight Players | |
| August 6 | Sue Palmer & Her Motel Woogie & Swing | |

Come out this summer for fun & free entertainment right in your own neighborhood!
Bring a picnic dinner or try our mobile vendors for ice cream & coffee treats.
Visit our website at www.uhcdc.org for links to bands appearing at 'Summer in the Park' 2010!



Oakland, CA



**St. Regis
Apartments**

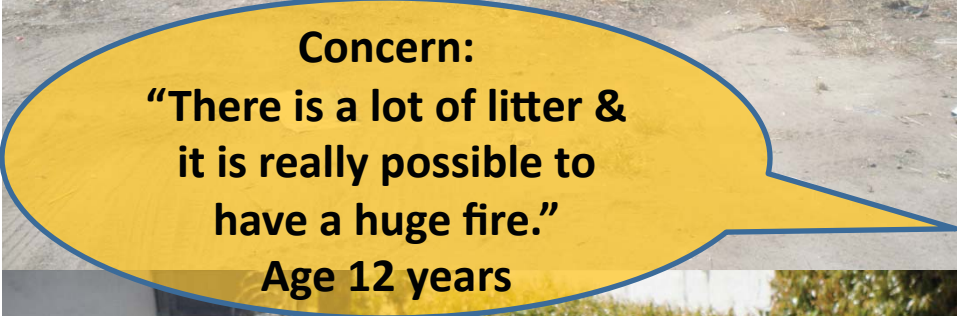
Site #
3

General issues of concern at St. Regis apartment neighborhood

- High traffic area, very busy
- Visible Blight: Adjacent empty lot just north of property (overgrown weeds, graffiti)
- Evidence of Disorder/Gangs/Tagging Crews
- High number of Entrapment Sites in/around Apartment Complex
- Types of Businesses in the Surrounding Area (liquor stores, tattoo parlor, etc.)



St Regis
Apartments



Concern:
“There is a lot of litter &
it is really possible to
have a huge fire.”
Age 12 years



Recommendations:

1. Removal of trash in empty lot to avoid encouraging more littering
2. Trim dry bushes as they present a fire hazard
3. Enforce “vacant property” ordinance to ensure owner accountability to neighborhood

Racist statements
(behind Chinese Restaurant)

PHUCK 41 2222,9

Concern:
"Massive amounts of graffiti. Very offensive. These types of property crimes screams out the division that exist in our community"

Age 20

Sexist statements

Recommendations:

1. Discourage hate graffiti by enforcing 24 hour clean-up ordinance
2. Develop a cultural awareness education series for the public to foster understanding across ethnicities and build a renewed sense of community

Biton
Formille
MOTORS



Strip mall next to St. Regis apts.

Concern:
"Overgrown shrubbery
around business
prohibits visibility."
Age 19



Recommendations:
1. Trimming bushes to a clearance of 2 ft. or below
2. Trimming trees to a clearance of 6 ft. or above



Liquor Store

Concern:
"Liquor store encouraging negative behavior & drinking around tattoo & barber shop."
Age 13

Tattoo Parlor

Barber Shop

Recommendations:

1. Discourage abundance of liquor stores on Broadway St. by creating moratorium on liquor stores
2. Create design guidelines for neighborhood (Southwest CV) that discourages graffiti-like signs/advertisements for businesses

EXAMPLES OF NEIGHBORHOOD REVITALIZATION



Portland, Oregon



Bankers Hill, San Diego

CPTED perspective

The International CPTED Association Newsletter

Volume 7 - Issue 3 - Aug 2008

Murals lift communities

The opposite of graffiti

*Sharon Wagner,
Community Arts and Youth Worker
Toronto, Canada*

Sometimes CPTED means adding on. And art adds to communities. It enhances a sense of local identity and pride. Murals are one way to do that. Throughout the world there have been murals on the wall, long as there has been people to scratch them. From the prehistoric cave paintings at Lascaux, France to the ceremonial and celebratory murals of Ancient Egypt, Greece, Rome, India and Mesopotamia.

In modern urban environments, from Berlin to Brooklyn, graffiti has become a form of mural art, exhibiting the angst and rebellion of disenfranchised city youth. From China to Russia and from New York to Milan, wall art has been used to spread political propaganda and to perpetuate the culture of mass consumerism.

Even today the internet has started to move on. Murals, like their internet counterparts, murals in the ether, can become an integral part of the environment when done well. A good designer will conceive murals in relation to their natural or architectural setting allowing the piece to become a social, political, cultural and aesthetic habitat.

(see "United Page 6")

Wall Mural by China



Murals are excellent to reduce graffiti. They are seldom vandalized and can add artistic interest to a place. This is a sample from Brooklyn, New York.

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North Park, San Diego



Southcrest, San Diego



Logan Heights, San Diego

Palomar Trolley Station

Site #
4





Concern:
"Same gangs & their vandalism on property promotes a lack of safety."
Age 20



- Recommendations:**
1. Enforce 24 hour graffiti removal ordinance
 2. Enlist residents in painting electric boxes with community images & art

Palomar Station

Concern:
"Vandalism. People
destroying facilities
designed for the
community"
Age 20

Recommendations:

- 1. Work with MTS to repair vandalism as soon as it happens**
- 2. Increase security/police patrol at trolley stations to discourage negative activities & vandalism of property**



Concern:
“Cannot pay with
debit card, very
inconvenient”
Age 22

Recommendations:

1. Ensure that trolley ticket machine is properly working at all times to promote safety and avoid exposing trolley users to additional dangerous situations

Palomar Station

Concern:
“We encountered this person on our walk from HHSA-SR to Palomar Trolley Station. He lives in bushes next to railroad tracks, across the street from Palomar trolley station”
Adult resident



Recommendations:

1. Identify centralized services for homeless population i.e. shelter

H St. Trolley Station

Site #

5



H St. Trolley
Station behind
this wall

H St. Station

Concern:
"Tall wall and
graffiti, potential
spot to assault."
Age 20

Concern:
"Creepy and dirty.
The wall blocks the
vision of what is
on the other side."
Age 22

Recommendations:

1. Enforce 24 hour graffiti removal ordinance
2. Improve lighting in between trolley stations



**Concern:
"Unhealthy
choices."
Age 18**

Recommendations:

- 1. Work with health department to educate food vendors to provide healthy options for trolley users**
- 2. Explore possibility of no-alcohol ordinance on MTS property**

No water

Concern:
"Soda machines
encouraging fat
America; little to
no water
selections."
Age 19

Recommendations:

- 1. Enforce 100 % Healthy Vending Policy in Chula Vista**
- 2. Ensure that vendor provides water as a more prominent option in vending machines**

Chula Vista Visitor Information Center

Bayfront Trolley Station

**Bayfront (E St.)
Trolley Station**

Site #

6



Concern:
"Pornography Magazine. Induces sex exploitation and violent sexual behavior is being triggered"
Age 20

EASY ACCESS TO ADULT READING MATERIAL AT E ST. TROLLEY STATION (Why are we exposing our minors to this?)

Recommendations:

- 1. Ban the availability of adult reading material in public spaces, and regulate reading material sales to adult establishments**
- 2. Replace adult reading materials with local community resource information**



Concern:
"On this side of town,
there isn't much
positive advertising
for the people to see"
Adult resident

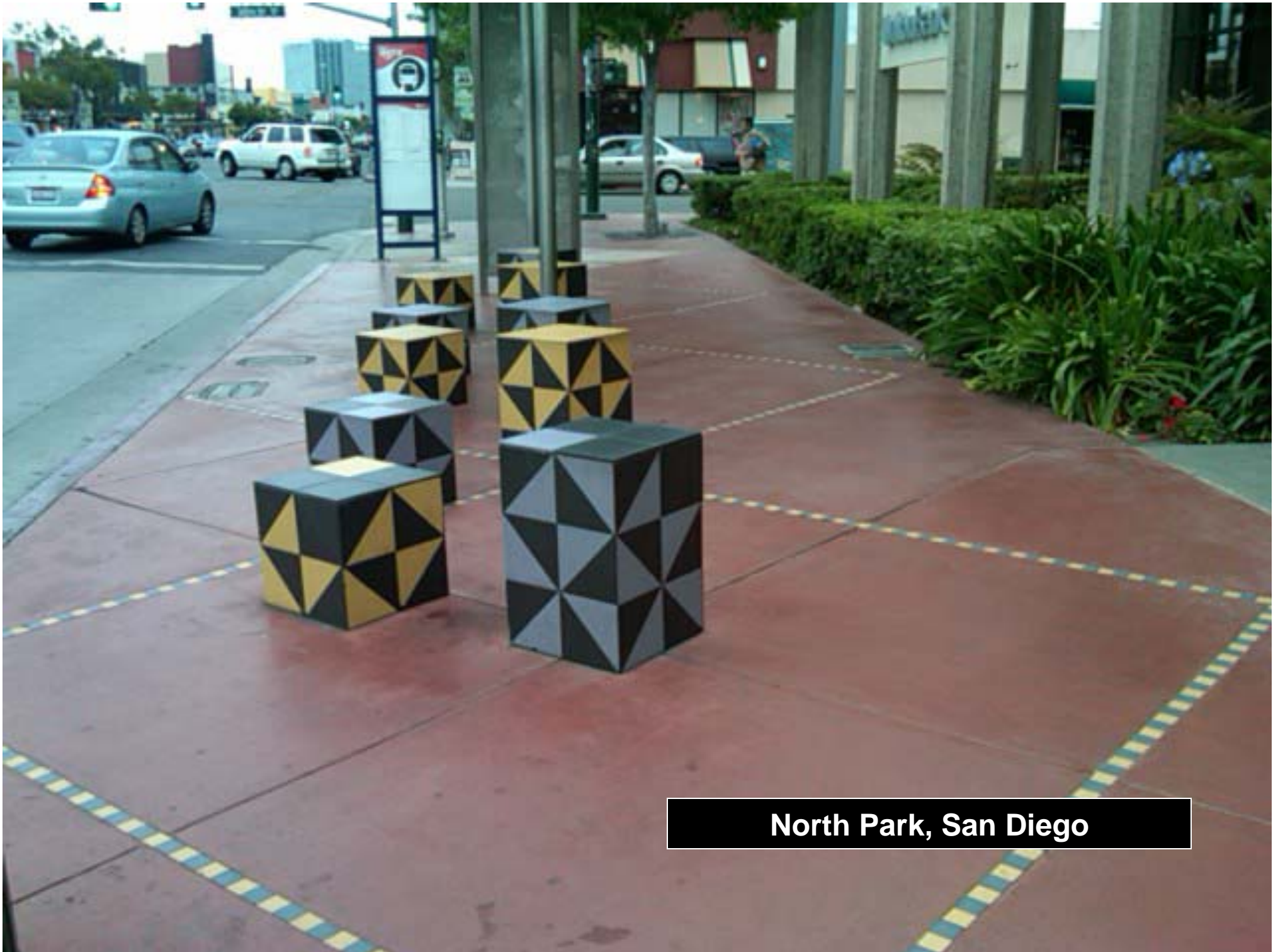
- Recommendations:**
1. Decrease the prevalence of soda advertising
 2. Mandate soda vendors to offer a 50% supply of H2O in their machines
 3. Limit billboard advertisements promoting alcohol use and gambling



Evening assessment observations

- Alcohol consumption among youth
- Harassment of women
- Bullying and aggressive behavior among youth
- Evidence of anxiety among trolley users
- Poor lighting & visibility in parking lot

EXAMPLES OF REVITALIZATION IN TRANSIT ORIENTED DEVELOPMENTS



North Park, San Diego

Southeastern San Diego

62nd St., Encanto Trolley Station



What has been our Pathway to Stimulating Change?

Preventing Violence – Healthy Eating Active Living

Recognizing violence as a barrier to physical activity in urban communities: Community-based crime prevention strategies to reduce the threat of violence in neighborhood public spaces

Funded by the National Convergence Partnership

Community Health Improvement Partners
July 23, 2010

Presentations and sharing

- South County Law Enforcement Task Force, City Parks and Recreation Commission and Cultural Arts Commission; Elected officials; City department heads; Metropolitan Transit Systems (MTS)

Partnering with Neighborhood Improvement Efforts

- SDSU / Cambios Con Fe - 5 clean up events at parks

Other Innovations

- Developed photo display of the project to enhance community awareness

Next Steps

- Identified 45 locations as potential sites for community art ranging from Central to Southwest Chula Vista (e.g. walls, property sites & electric boxes)
 - Engage businesses in target areas
 - Target Chula Vista's Redevelopment Department to explore leverage opportunities to realize community art projects despite City's \$18M budget shortfall
- Present at Chula Vista City Council
 - Per recommendation by the Arts Commission

Partnerships

Existing Partnerships

- Elected Officials
- City Staff
 - Police Department
 - Redevelopment
 - Parks & Recreation
 - Public Works
 - Public Health Department
- Community Based Organizations
- Resident Groups

Future Partnerships

- Local Businesses
- Chamber of Commerce
- Art Commission
- “Artivists”
- Funders
- School Districts (volunteers)

Lessons Learned

1. Whether or not changes occur, we still have a baseline for accountability in the interest of the community
2. The use of photographs promote transparency and humanize the issues of public health and safety
3. Community residents can easily lead the CPTED process and preserve neighborhood safety and QOL

Questions

?