“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

*Drawing from: Reaching for a Healthier Life, The John D. and Catherine T. MacArthur Foundation Research Network on Socioeconomic Status and Health*
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

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.

Drawing from: Reaching for a Healthier Life, The John D. and Catherine T. MacArthur Foundation Research Network on Socioeconomic Status and Health
Data Collection Targeting
6 PROPOSED SITES
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
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
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

Concern: “When you approach the homeless people you don’t know what to expect”
Age 18
Concern: “Overgrown plants serve as alternative bathroom.”  
Age 18

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
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    Doo-Wop & Motown Show Band
July 16      West of 5        70’s to Now Rock!
July 23      Three-Chord Justice  Country Classics
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.uhcde.org for links to bands appearing at ‘Summer in the Park’ 2010!
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. Remove 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)

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

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
mural lift communities
The opposite of graffiti

Cherie Wight
Community and Commercial Editor
Tampa, Florida

Sometimes CPTED research is in particular for communities. For instance, some of local design principles. Murals in one sense are ideal. Throughout the world there have been murals for public use. As these have been people to watch them from the pedestrian zone parking at Larimer Street in Denver and on the main streets, Denver, Happy Creek. Some of these are transnational.

In modern urban environments from India to these days, graffiti has become a form of expression, both for the young and rebellious of American cities, as New York to Miami, but also for the local residents. Both artists and property owners are promoting the culture of urban environments.

New York’s underground music scene, for example, is like other urban centers in the United States, an important aspect of the entertainment scene. As well, new designs will create murals in relation to their unique architecture, increasing in prior to become a social and political outlet. And wall, we moved outside.

Wall Murals in Ottawa

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Palomar Trolley Station
Site #
4
Recommendations:
1. Enforce 24 hour graffiti removal ordinance
2. Enlist residents in painting electric boxes with community images & art

Concern:
“Same gangs & their vandalism on property promotes a lack of safety.”
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: “Vandalism. People destroying facilities designed for the community” Age 20
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
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

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

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

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

Concern: “Unhealthy choices.” Age 18
Recommendations:
1. Enforce 100% Healthy Vending Policy in Chula Vista
2. Ensure that vendor provides water as a more prominent option in vending machines

Concern: “Soda machines encouraging fat America; little to no water selections.” Age 19
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: "Pornography Magazine. Induces sex exploitation and violent sexual behavior is being triggered" Age 20
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?

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

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
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 ?