

TEAM SNAPSHOT

San Diego, California



SARA BERNS
EXECUTIVE DIRECTOR, DISCOVER PB

Experience with neighborhood development: Sara has been involved with Discover Pacific Beach for over 6 years and is experienced working with constituent groups including boards, committees, volunteers and local government entities.
I am interested in learning about...tactics and solutions to spreading the message that going green doesn't have to cost a lot of green and bringing real life solutions to the neighborhood.
One challenge I'd like to address: How to tackle multiple agency policies to accomplish big picture projects, particularly involving transportation and traffic.



DANIELLE BUTTACAVOLI
AIA COTE CHAIR

Experience with neighborhood development: Facilitating community outreach and progress small-scale projects such as on Safe Routes to School, community garden, and wetland restoration opportunities.
I am interested in learning about...how we can implement storm water strategies in coordination with the city's CIP.
One challenge I'd like to address: How we can effectively address the car-centric infrastructure and mentality that present in so many American communities.



WALT KANZLER
SENIOR ARCHITECT, SAN DIEGO GREEN BUILDING COUNCIL BOARD

Experience with neighborhood development: Senior Architect at Qualcomm, Inc., a leading technology company in San Diego, past Chair of the AIA COTE (Committee on the Environment), and current Board member at the San Diego Green Building Council.
I am interested in learning about...how to engaging our local government to support EcoDistrict initiatives and educate and inspire community members to foster these principles and invest in the community.
I am proud of...being recognized as a leader in sustainability practices in my current positions.



ELIZABETH STUDEBAKER
ADVOCATE, CITY OF SAN DIEGO BUSINESS IMPROVEMENT DISTRICT (BID)

Experience with neighborhood development: Professional experience as a Business Improvement District (BID) executive director for nearly 8 years in North Park (San Diego) and Midtown (Sacramento).
I am interested in learning about...EcoDistrict program implementation in other California cities.
One challenge I'd like to address: Successfully implementing comprehensive, aggressive ROW projects that can benefit the business community, visitors, residents, and the environment.



KRISTEN VICTOR TEAM LEAD
PRESIDENT, BEAUTIFULPB / CEO, SUSTAINABILITY MATTERS, INC.

Experience with neighborhood development: As a third generation native San Diegan and resident of Pacific Beach, Kristen has worked closely with like-minded individuals in the successful gathering of the local community and political leaders to plan for a sustainable future.
I am interested in learning about...how to craft innovative strategies and solutions into successfully integrated sustainable communities.
One challenge I'd like to address: Absentee community property owners and how they effect quality of life.

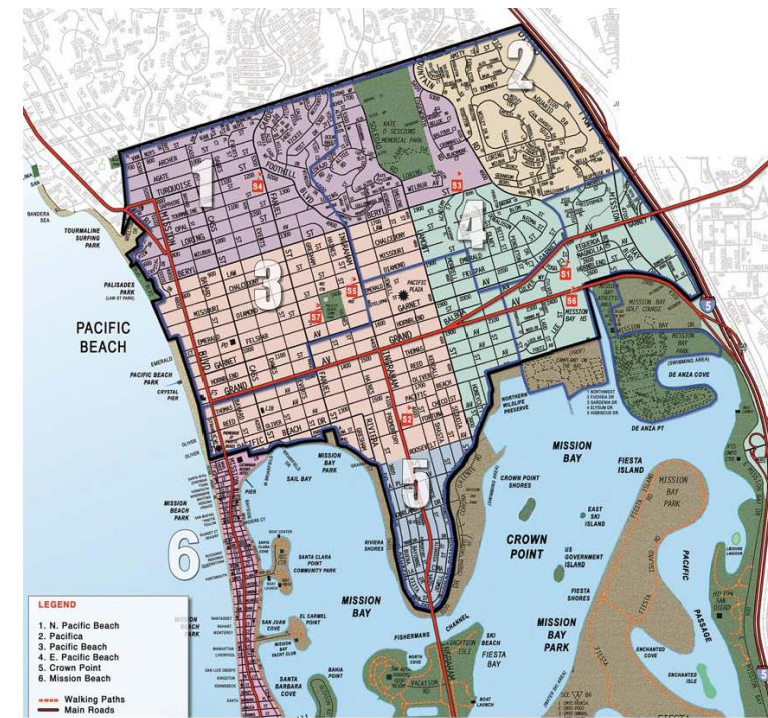
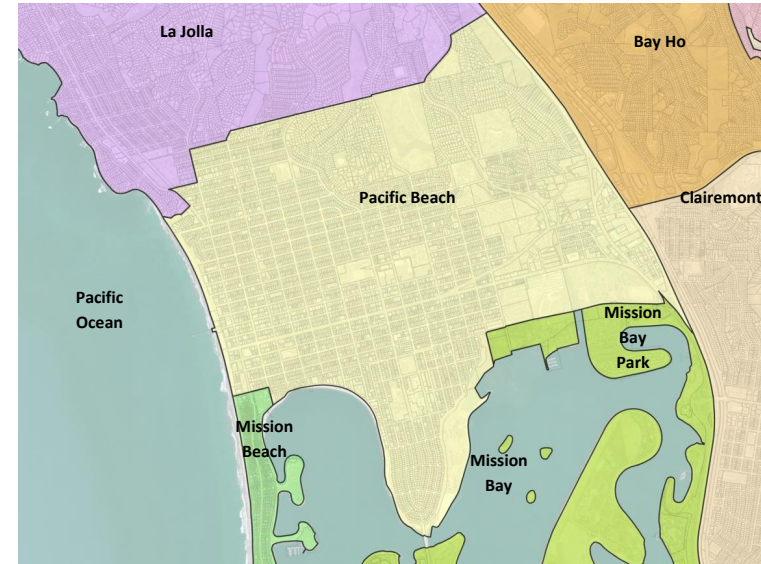


AMBROSE WONG
CIVIL ENGINEER AND SAN DIEGO SUSTAINABILITY COMMITTEE MEMBER

Experience with neighborhood development: Principal at Burkett and Wong Engineers, a Civil and Structural Engineering, Planning, and Land Surveying firm with a 43 year history in San Diego.
I am interested in learning about...to excite, engage and organize PB residents with the EcoDistrict model and in turn share that experience with other neighborhoods throughout San Diego.
One challenge I'd like to address: Finding reliable sources of funding.

PROJECT SNAPSHOT

Pacific Beach



A coalition of active organizations has partnered with the City to continue and expand district-scale sustainable activities, including ecosystem protection, renewable energy, access to healthy foods and alternative transportation, among many others. The group also has plans to develop a Community Benefit District and other maintenance funding programs.

Why this neighborhood?

The issues facing this coastal community—high density, increased demands on services, and challenges posed by climate change—are emblematic of coastal communities everywhere. With an active group of planners and stakeholders, the City of San Diego is poised to take on these issues and be a model for other neighborhoods.

Neighborhood

PRIORITIES:

1. Provide a community where residents can safely walk, bike and skate, as well as enjoy access to community gardens and the adjacent restored wetlands
2. Enhance community identity by establishing a maintenance funding mechanism for public areas, stormwater and energy reduction strategies
3. Provide alternative community transit options for residents to reduce dependence on automobiles and improve traffic conditions

Neighborhood

CHALLENGES:

1. Increasing density is placing demands on the land and public and private services
2. Vulnerability to climate change issues as a coastal community

Pacific Beach has a population of 45,000, with density rising over the years due to increased construction of multi-family housing. The median age is 31 years, with 30% of families living in the same house for 15 years or longer. Residents also include a mix of high income and high expense urban singles, as well as college students. Restaurant and nightlife culture has grown extensively with the community's popularity as a beach destination within the City of San Diego. Primary economic industries are visitor- and service-related, including hotel, food, retail, recreation, and entertainment. Other industries are professional and educational. Residential rental rates are high, and vacancy is low (3.3%).