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CITY of SAN DIEGO

MEMORANDUM

FILE NO.:

DATE : December 21, 1970

TO : Honorable Mayor and City Council

FROM : Walter Hahn, Jr., City Manager; and James L. Goff, Planning Director

SUBJECT: California Terraces Development and Conformance with Council Resolution No. 195865

On the City Council docket of December 3, 1970, two items relative to California Terraces were referred to conference. One item called upon the Council to make a finding that Condition 30 of the tentative map Resolution S-1522 had been complied with (See Exhibit "A"). The other item was a communication from Mrs. Gladys Galian, representing a group of citizens concerned with the development originally known as South Bay Terraces and now known as California Terraces (See Exhibit "B").

It will be recalled that at the public hearings leading to adoption of the South Bay Terraces Development Plan, a number of individuals and groups expressed grave concern that this proposed development might evolve as a segregated community. Consequently, Council Resolution No. 195865, which adopted the Plan on January 23, 1969, contained the following paragraph:

> 1. That in view of the magnitude of this proposed development and its proximity to an area of the City increasingly occupied by minority groups, and in recognition of the City's responsibility for anticipating and minimizing potential human relations problem areas, it is the objective of tne City to ensure as far as possible that a balanced community will result and that racial, ethnic, and economic imbalance will be avoided. (See Exhibits "C" and "D")

In order to carry out the foregoing objective, the subdivision resolution approving Bay Terraces Units 6 through 18 (adopted March 18, 1970) contained the provision that, "Prior to the acceptance of any final subdivision map by the City Council, the subdividers shall provide evidence to the satisfaction of the City Council to ensure that this resolution has been complied with". (See Exhibit "E")

To assist the developer in complying with this condition, the Planning Director met with representatives of Southern California Terraces, Inc. and discussed appropriate actions that that organization might undertake. In this connection, he suggested that meetings be held with two local organizations believed to possess expertise in the subject area of concern. The developer's representatives subsequently acted upon this suggestion, as detailed in the November 25th letter to the City Council from Southern California Terraces, Inc.

Evaluation of Present Evidence

To date, residential building in the California Terraces development has been confined to Unit 2, where seven model homes have been recently completed and some 80 single family sales homes are in varying stages of construction. As of December 18, 1970, it was reported that fourteen of these homes had been sold, including two to Oriental families and one to a Mexican-American family.

Because of the incubative nature of the California Terraces development, it is obvious that available evidence as to whether or not "a balanced community will result...and racial, ethnic and economic imbalance will be avoided..." is necessarily limited and highly prospective. In fact, such evidence largely consists of contentions contained in letters from Southern California Terraces, Inc. dated November 25 and December 18, 1970; staff observations made on a visit to the construction site and sales compound on December 14, 1970; and statements made by the developer's representatives during a meeting with City staff on December 16, 1970.

As a result of its investigations during the past two weeks, the Community Development and Planning Departments believe that a finding can properly be made that Condition 30 of the tentative map resolution has been reasonably complied with to date, and that the final map of Unit 6 should therefore be approved for recordation. To a significant degree, this recommendation is rooted in the following considerations:

1. The seven different house models offered for sale in Unit 2 reflect a relatively wide price range, extending from $22,600 on up to $32,050. Moreover, these seven models are proposed to be randomly interspersed throughout the unit rather than segregated by price.

2. It is presently planned to provide further variety in housing type by building 63 four unit condominiums on an adjoining unit to the east of Unit 2; namely, Unit 10. Not incidentally, these condominium units will extend the development's housing price range downward to $17,990 (for a two bedroom unit).

3. To date, a full range of advertising media appears to have been utilized, including three San Diego area newspapers of general circulation; four local TV channels; four local radio stations; and full page ads in three nationally known magazines with high local circulations.

4. To date, the developer has taken all the requisite steps called for in the establishment of an open space maintenance district.

5. The covenants, conditions, and restrictions attaching to this development would seem to provide for a good level of property maintenance. These covenants, conditions and restrictions include such items as the following:

a. Prior to the construction of additions, moving of structures, use of second hand materials, alteration of exterior design or color, etc., permission must be obtained from the Architectural Jury.

b. Lots to be used for residential purposes only.

c. No dwelling units shall be less than 1,000 square feet in size.

d. No radio post or pole, television antenna or flag pole shall be erected without consent of Architectural Jury.

e. No camper trailer shall be parked for longer than 48 hours outside a garage or on any lot.

f. Drying yards shall be screened from view.

g. No signs shall be placed on property without approval of Architectural Jury.

h. No wells shall be drilled on property.

i. No farm animals shall be allowed on property.

6. As noted above, the developer's representatives initiated meetings with the two local organizations suggested by the Planning Director.

Future Evaluations of Evidence

In order to assure that future evaluations may be based on more solid evidence, it is recommended that the Council request Southern California Terraces, Inc. to periodically provide sample survey data bearing upon the racial, ethnic, and economic mix of the tract's residents. Such data could be required at specified points in time, or, in accompaniment of future final maps presented for Council approval.

It is also recommended that the Council give due weight in its future evaluations to whether or not the developer has taken various of the following actions:

1. Employed a recognized authority in the field of establishing and maintaining integrated housing.

2. Thoroughly indoctrinated sales personnel as to the nature of the City objective.

3. Emphasized "Balanced Community Concept" in advertising.

4. Utilized advertising media that will reach all racial, ethnic, and economic groups.

5. Obtained endorsements of labor unions and other influential organizations within this area.

6. Established resident's association that will include every homeowner and tenant.

7. Imposed deed restrictions to include provisions similar to the following:

   a. all wood fences and appurtenant wood structures shall be stained and/or painted upon completion, and maintained thereafter in good condition;

   b. no camper, dune buggy, or boat storage shall be permitted within the front yard; and

   c. lots shall be maintained in good order or be subject to cleanup by the resident's association at the owner's expense.

8. Sponsored directly or through the resident's association annual landscaping contests.

9. Provided services of a landscape architect and an interior decorator at minimum cost to residents.

10. Provided landscaping materials at minimum cost to residents.

11. Provided lawn tool rental free or at nominal cost to residents.

12. Created and advertised superior park and recreational facilities.

13. Provided sales offices and home models in areas outside the development.

14. Distributed rental units for low and moderate income families and elderly persons throughout the development.

Balanced Communities - A Worthy Goal for San Diego

In the course of its research on this matter, departmental staff became more convinced than ever of the validity of the City's objective (as spelled out in the Planning Commisson approved subdivision resolution and in the Council-adopted Housing Element Goals of the General Plan). For the advantages of ethnically and economically balanced communities indeed loom large, inasmuch as such communities can provide the opportunity for real housing choices to all San Diegans regardless of race or socio-economic status. That is, such communities could enable families to establish their homes on the basis of job location, commercial and recreational facilities, space needs, and general convenience rather than being narrowly restricted because of race and economic conditions.

A balanced community also preserves some measure of the social and cultural diversity still found in the most intriguing sections of truly cosmopolitan cities and enables a broader range of Americans to enjoy and profit from this diversity. Moreover, a diverse community should help reduce the pressure points of racial and class conflicts by permitting inter-group neighborhood relationships.

Such stable and desirable patterns of social balance do not just happen, however. They are, rather, the result of painstaking efforts in planning and organization by builders, government officials, community leaders, and interested private citizens.

California Terraces presents both the opportunity and the challenge to create the very prototype of a balanced community. High development standards in subdivision design, open space provisions, and recreation facilities, together with quality construction, should assure a good community. Success in meeting the social and economic requirements of such a development could make California Terraces a model community -- an example for other developments within the City as well throughout America. However, full commitment on the part of both the developer and the City is required in order to accomplish this most laudable objective.

Walter Hahn Jr. James L. Goff

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JLG:mb
Attachments (6)