



THE CITY OF SAN DIEGO

Planning Department

FOR IMMEDIATE RELEASE
March 20, 2003

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City Receives Pilot Village Applications

Applicants represent San Diego's diverse neighborhoods.

SAN DIEGO – Eight applications have been received as part of the City's Pilot Village program. The submittals represent a broad spectrum of groups including: business associations, developers, non-profits, civic associations, and community coalitions. Most of the applications involve a collaborative effort between two or more groups, a key goal of the program. The eight proposed pilot villages are dispersed geographically throughout the City. All applications will now be considered for participation in the program.

The Pilot Village program will serve as a catalyst for implementing the City of Villages strategy adopted by the City Council in October 2002. This program is designed to help existing communities create a village atmosphere, where housing, jobs, schools, public facilities, and neighborhood services come together in one location. The City hopes to use the pilot villages as a learning experience on how to implement the City of Villages strategy throughout San Diego.

“We are thrilled with the enthusiastic response generated by the Pilot Village Program,” said Planning Director Gail Goldberg. “Hundreds of volunteer hours and a tremendous amount of community outreach went into each submittal. Pilot villages can bridge the gap between the grand vision and reality, as well as address Mayor Murphy's challenge to ‘create neighborhoods we can be proud of.’ The pilot villages selected will truly model the possibilities that exist in every community in San Diego.”

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Applications will be reviewed against a set of criteria and a short-list determined by summer of 2003. Short-listed applicants will be invited to develop more detailed project proposals. Final pilot village selection by the City Council is anticipated in early 2004.

The eight applications received by the March 14, 2003 deadline include:

1. Bronze Triangle

a. Project Location

Market Street transit corridor, Imperial Avenue/Commercial Street transit corridor and existing neighborhood village center, National Avenue transit corridor and Crosby Street transit corridor

b. Submitting Party

Bronze Triangle Community Development Corporation
Gale R. Walker, Chair of the Board
2953 Imperial Avenue
San Diego, CA 92102
619-233-1385

2. Mid-City Transit Interchange Project (MCTIP) – The Boulevard Marketplace

a. Project Location

Two northern corners of El Cajon Boulevard adjacent to the now complete route I-15 freeway

b. Submitting Party

El Cajon Boulevard Business Improvement Association
Jack O'Connor, President
3727 El Cajon Blvd.
San Diego, CA 92105
619-283-3608

3. Mi Pueblo--San Ysidro

a. Project Location

The central core of the San Ysidro Community including Residential/Mixed use projects on Hall Avenue, Cypress St., and Las Americas Shopping Center, Commercial/Mixed use on San Ysidro Blvd., Pathways between and amongst 6 elementary schools and the new library.

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b. Submitting Party

The San Ysidro Partnership
c/o Casa Familiar
Andrea Skorepa
119 West Hall Avenue
San Ysidro, CA 92173
619- 428-1115

4. Morena Vista Shopping Center (Linda Vista)

a. Project Location

Adjacent to the existing Morena/Linda Vista trolley station

b. Submitting Parties

Linda Vista Civic Association/Linda Vista Community Planning Committee
Janet C. Kaye
5265 Linda Vista Road, PMB 150
San Diego, CA 92110
858-277-6973

5. North Park

a. Project Location

University Avenue corridor between Idaho and 32nd

b. Submitting Party

North Park Main Street
Ron Sperry, President
3076 University Avenue
San Diego, CA 92104
619-294-2501

North Park Community Association
Beth Swersie, President
P.O. Box 4488
San Diego, CA 92164
619-299-1571

6. The Edge! At Pacific Center (Sorrento Mesa)

a. Project Location

Sorrento Mesa – Pacific Heights Boulevard at Pacific Center Boulevard
and Pacific Mesa Boulevard

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- b. Submitting Party**
American Assets, Inc.
John Chamberlain, President
11455 El Camino Real, Suite 200
San Diego, CA 92130-2045
858-350-2600

7. The Paseo at San Diego State University

- a. Project Location**
Adjacent to the campus of San Diego State University (SDSU), contiguous to the SDSU Trolley station, which is currently under construction
- b. Submitting Party**
San Diego State University Foundation
James M. Darrish, Sr. Project Manager
5250 Campanile Drive, 4th Floor
San Diego, CA 92182-1940
619-594-3969

8. Village Center at Euclid and Market

- a. Project Location**
Intersection of Euclid and Market
- b. Submitting Party**
Euclid & Market Partnership
Vernon Brinkley, Coalition of Neighborhood Councils Executive Director
415 Euclid Avenue
San Diego, CA 92105
619-325-3580

More information about the Pilot Villages Program is available online at:

www.sandiego.gov/cityofvillages. You can also contact the General Plan Hotline at (619) 235-5226, e-mail Planning@sandiego.gov or stop by the Planning Department at 202 C Street, 5th Floor.

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