

Mayor Dick Murphy

Electronic News Release

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MAYOR AND ATKINS ANNOUNCE PILOT VILLAGE FINALIST RECOMMENDATIONS

San Diego – Mayor Dick Murphy and Deputy Mayor Toni Atkins today announced the city manager’s recommendation that four projects be selected as finalists for the city’s Pilot Village Program. The city manager has recommended that these unique, mixed-use developments become demonstration projects for the City of Villages strategy for smart growth in San Diego.

The City of Villages strategy seeks to encourage development that mixes housing, retail, jobs, schools, and civic uses within walkable communities that have easy access to transit. The Pilot Village demonstration projects are meant to encourage other developers and communities to create similar neighborhood centers throughout the city.

“In my State of the City address, I said one of the city’s major projects for 2004 will be to begin implementing the City of Villages by selecting the first Pilot Villages,” Mayor Murphy said. “Our announcement today moves that process one step closer to reality. These applicants have created innovative projects for their communities. It is this spirit of ingenuity and cooperation that makes me confident that we will be able to fulfill our vision for the future of San Diego.”

After receiving input from the city’s Interdepartmental Technical Working Group and the Mayor’s Smart Growth Implementation Committee, City Manager Michael Uberuaga chose the four finalists from a shortlist of seven applicants announced in November 2003.

While the manager has recommended that these projects be selected for final approval, all seven shortlisted proposals are scheduled to go before the Planning Commission on January 29 and the City Council on February 10. After the Council makes the final decision on the projects, implementation will begin. Construction is expected to be complete in three to five years.

“Each of the applicants has made use of the Pilot Village application process to collaborate in envisioning the future of their community,” said Deputy Mayor Toni Atkins, co-chair of the Mayor’s Smart Growth Implementation Committee. “As a result, each of the projects that was submitted reflects the unique character of the neighborhood where it is located. That is a key

goal of the City of Villages, and it is exciting to see that we have achieved it with this application process.”

The city manager’s recommended finalist projects are:

1. The Boulevard Marketplace - MCTIP (Mid-City Transit Interchanges Project) This project is located in Mid City within the Kensington-Talmadge and Normal Heights Plan Areas along El Cajon Boulevard, generally south of Meade between 38th Street and 40th Street. Some of the highlights of this project include:

- ◆ It is located along the Transit First Demonstration Project and is part of the implementation of the Mid City Transit Interchanges Project, a new approach to addressing the extension of I-15 and community revitalization.
- ◆ It provides a range of housing types varying from row homes adjacent to the existing single family homes to three- and four-story apartment units in the center of the project site, and loft-over-retail uses along busy El Cajon Boulevard.
- ◆ It includes 366 units, with 20% of those affordable housing.
- ◆ The site planning and design reflect thoughtful consideration and respect for the older neighborhood fabric.

Submitting Party

El Cajon Boulevard Business Improvement Association
Jackie O’Connor, President
3727 El Cajon Blvd.
San Diego, CA 92105
(619) 283-3608

2. Mi Pueblo

This project is located in the San Ysidro community. The proposed project is in the heart of the community along the historic commercial core of San Ysidro Boulevard, stretching from I-805 to Cottonwood, and into the residential neighborhood immediately adjacent. It is linked through Pathways to Knowledge, a system of pedestrian connections throughout the community and to the Las Americas Plaza next to the international border. Some of the highlights of this project include:

- ◆ It proposes to revitalize an aging, underutilized commercial district. At the same time it will connect a new community and regional shopping plaza and a future branch library in the San Ysidro community.
- ◆ It will include 1,143 residential dwelling units, almost 25% of which will be affordable housing.
- ◆ It includes a public market (Mercado), social services (Casa Familiar offices), commercial office, public plazas, community gardens, senior housing and a linear park, along with a proposed 20,000-square-foot branch library and a 5,000-square-foot community center.
- ◆ The design theme builds upon the Latino New Urbanism, an urban design philosophy that incorporates many different types of uses, higher density and an accommodation of unit types and site planning for extended family living arrangements.

Submitting Party

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

3. The Paseo

This project is adjacent to the San Diego State University campus along Montezuma Road, Campanile Drive, and on both sides of College Avenue. It has the potential to serve both the university and the College Area communities. Some of the highlights include:

- ◆ The project exhibits an excellent integration of many types of uses including retail, entertainment, civic plazas, parks and classrooms. It will include 461 student housing units.
- ◆ The Foundation will institute a program to set aside 25% of the beds for low-income students and provide apartment rent rates subject to approval by SDSU, the Housing Commission and the Redevelopment Agency. The Foundation also is pursuing the potential of setting aside affordable housing for qualified campus employees.
- ◆ The site planning was predicated on providing transit access and enhancing walkability. The project is contiguous to the SDSU trolley station and bus transit center (under construction and anticipated to open in 2005), a major component of the Transit First Demonstration Project.

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

4. Village Center at Euclid and Market

This project is located at the intersection of four neighborhoods in the southeastern area of San Diego: Chollas View, Lincoln Park, Emerald Hills and Valencia Park. It builds on the existing Market Creek Plaza development. Some of the highlights include:

- ◆ The village site design resembles a “hill town,” taking advantage of the topography with terraced residential units allowing for views of Chollas Creek and beyond. The site design responds and respects Chollas Creek as an urban waterway and a linear park for the adjacent residents and the community.
- ◆ The application proposes to exceed the 20% affordable housing goal of the Pilot Village program on-site and to develop as many residential units as possible with open floor plans, doorways, materials, and fixtures in accordance with the tenets of Universal Design.

- ◆ In addition to residential development, land uses include job training, youth-centered employment, neighborhood retail and office, an amphitheatre on the creek, and recreational facilities. The area is also served by the Tubman Chavez Community Center, the Malcolm X Library, the Elementary Institute of Science and Horton Elementary School.
- ◆ The village site is well served by transit. The Euclid trolley station is on the site. It provides access to several bus routes. It is also walkable, with a network of trails, as well as pedestrian and bicycle paths.

Submitting Party

Euclid & Market Partnership

Vernon Brinkley, Coalition of Neighborhood Councils Executive Director

415 Euclid Avenue

San Diego, CA 92105

(619) 325-3580

The applicants now move to the next phase of the selection process. The Planning Commission will hear from all of the applicants on January 29, 2004, and make its recommendation on finalists to the City Council. **The City Council public hearing for the final Pilot Villages selection will be on February 10, 2004.** Implementation and building of projects will begin after that and completion time will vary depending on project. The goal is to complete construction in three to five years.

In addition to the prestige of becoming a Pilot Village, the projects will be eligible for incentives, which were adopted by the City Council on November 17, 2003. These incentives include:

- Revising the current schedules to accommodate the development of the selected Pilot Village sites.
- Deferring collection of fees until prior to final inspection.
- Utilizing Council Policy 900-12 Business Industry Incentives for selected Pilot Villages.
- Eligibility for a variety of funding sources such as handicapped access, rebates on property taxes, and revolving loan funds.
- Undergrounding of utilities, affordable housing, and Community Development Block Grants.

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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