



THE CITY OF SAN DIEGO
City Planning & Community Investment Department
Redevelopment Agency
City Redevelopment Division

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City Seeks Public Participation in North Bay Redevelopment *Project Area Committee Elections to Be Held*

SAN DIEGO -- On **Tuesday, October 23, 2007**, the 30-member North Bay Redevelopment Project Area Committee (PAC) will hold its annual election at the Peninsula Community Service Center located at 3740 Sports Arena Boulevard, Suite 2. There will be a candidate forum from 4:00 p.m. to 4:30 p.m. The election will be from **4:30 p.m. to 7:00 p.m.** Interested members of the community are urged to participate as voters and as candidates.

The PAC is the official community organization comprised of elected community representatives who advise and consult with the City of San Diego's Redevelopment Agency and also provide community input and recommendations regarding redevelopment projects within the project area, particularly those projects that affect residential uses. The PAC is structured to have equal representatives from local renters, home owners, businesses, property owners, and community organizations.

Candidates and voters must be at least 18 years of age and must reside in the North Bay Redevelopment Project Area or own a business or property located in the project area. Candidate information must be submitted by 5:00 p.m. Thursday, October 18, 2007 to be eligible to run for a seat. Voters should bring the proper documentation with valid photo identification to the election to vote.

Nineteen seats are open for election: seven community organization seats, seven business property owner seats, four residential tenant seats and one residential owner-occupant seat.

The North Bay Redevelopment Plan (approved May 1998) encompasses almost 1,400 acres and seven community planning areas including Midway/Pacific Highway, Peninsula, Old Town, Linda Vista, Uptown, Clairemont Mesa and Mission Valley. Through redevelopment, a project area receives focused attention and financial investment to reverse deteriorating trends, create jobs, revitalize the business climate, rehabilitate and add to the housing stock, as well as to gain active participation and investment by residents.

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Since the creation of the North Bay Redevelopment Project Area, more than \$100 million of new investment in community revitalization projects have been completed or have been initiated, including a new library, affordable and market-rate housing, planting of street trees and landscaping of medians, housing for homeless veterans, traffic calming measures and storefront renovations for area businesses.

PAC meetings are open to the public, and all interested parties are encouraged to attend. The North Bay PAC meets four times a year on the first Wednesday of the months of March, June, September, and December. Meetings are held at the Health Services Complex, San Diego Conference Room located at 3851 Rosecrans Street from 7:30 a.m. to 9:30 a.m. The next PAC meeting is scheduled for December 5, 2007.

For more information, to access candidate eligibility requirements or submit candidate applications, contact **Lydia Goularte-Ruiz** at **(619) 236-6539** or **LGoularteRuiz@sandiego.gov**, City Redevelopment Division, Civic Center Plaza, 1200 Third Avenue, Suite 1400, San Diego, CA 92101. Additional information is available on the North Bay Redevelopment Project Area Web site at **www.sandiego.gov/redevelopment-agency/northbay.shtml**.

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*The City of San Diego Redevelopment Agency eliminates blight from designated areas, as well as achieves the goals of development, reconstruction and rehabilitation of residential, commercial, industrial, and retail districts. Redevelopment is one of the most effective ways to breathe new life into deteriorated areas plagued by social, physical, environmental or economic conditions that act as a barrier to new investment by private enterprise. **The City of San Diego Redevelopment Agency consists of three divisions:** the City Redevelopment Division (which provides overall agency management and is housed in the City of San Diego's City Planning & Community Investment Department), the Centre City Development Corporation and the Southeastern Economic Development Corporation.*