THE CITY OF SAN DIEGO

College Grove Redevelopment Project Area

FACT SHEET

CITY OF SAN DIEGO REDEVELOPMENT AGENCY

The City of San Diego's 167-acre College Grove Redevelopment Project Area was adopted in 1986 to revitalize the aging College Grove Shopping Center by using tax increment revenue to finance street-related improvements around the shopping center for better traffic circulation. The Project Area, administered by the City's Redevelopment Division, comprises the 56-acre shopping center on College Avenue and State Route 94, and 111 acres of City land, including Chollas Lake Park and Chollas Landfill. The City-owned Chollas property is identified in the Mid-City Community Plan as a resource-based park that lends itself to development as a traditional large urban park. Some of the future improvements to the area include utility, landscape, park and street improvements, and a traffic signal at the intersection of College Avenue and Livingston Avenue.

In 1998, the City's Redevelopment Agency entered into agreements with Vestar Development Company and Wal-Mart Real Estate Business Trust to redevelop the shopping center with a Wal-Mart, Sam's Club, and Home Base in addition to the Mervyn's and Longs Drugs stores that were already tenants then. Originally called Marketplace at the Grove, the regional mall is now known as College Grove Shopping Center.

Development Objectives

- Eliminate blighting conditions and prevent the recurrence of blight in and about the Project Area
- Provide appropriate types of commercial uses within the Project Area to meet the commercial needs of the community
- Provide for required community facilities and public services; including recreational facilities
- Provide for the installation and improvement of streets, public utilities, sewer, and water services necessary to the ultimate redevelopment of the Project Area

Redevelopment Incentives

- Permitting assistance
- Housing programs
- Off-site improvements

Future Goals

During the next five years, Redevelopment funding and activities are anticipated to focus on maintaining the College Grove Shopping Center, assisting in the rehabilitation of affordable housing in surrounding neighborhoods, and beginning the process of implementing street improvements on College Avenue and improvements to the Chollas Lake recreational area.

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Detailed information on project areas, governing documents and agreements, opportunities for public involvement, and redevelopment incentive programs is available on the City of San Diego Redevelopment Agency website: **www.sandiego.gov/redevelopment-agency**.

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The City of San Diego Redevelopment Division
Redevelopment Agency of the City of San Diego & City Planning and Community Investment Department

April 2010

College Grove Redevelopment Area

FREEWAY
HIGHWAY
Roads
Water Bodies
COLLEGE GROVE

0 225 450 900 Feet

1 inch equals 604 feet

Vicinity Map

SanGIS
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