



**FOR IMMEDIATE RELEASE**

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**REDEVELOPMENT FUNDS MUCH-NEEDED NEW  
STREETLIGHTS IN COLLEGE AREA**

*SAN DIEGO, Calif. (December 20, 2011)* – Construction has begun on the installation of 13 new induction streetlights along Streamview Drive, from 54th Street to College Avenue and 33 additional induction streetlights along El Cajon Boulevard from 54<sup>th</sup> Street to 73<sup>rd</sup> Street. The improvement project is being implemented by the city of San Diego with funding provided last year by the city’s Redevelopment Agency using Crossroads Redevelopment Project Area funds.

The need for additional streetlights along Streamview Drive was identified by the Redwood Village Community Council (RVCC), while the need for more streetlights along El Cajon Boulevard was identified by the College Area Business District (CABD). The RVCC and CABD presented this need to the Crossroads Redevelopment Project Area Committee, which serves as an advisory committee to the San Diego Redevelopment Agency, and the PAC recommended the funding request.

Agency staff worked closely with the City’s Engineering & Capital Projects Department staff to identify the lighting requirement and prepare the construction documents using redevelopment funds. The project objective is to meet city of San Diego streetlight standards and spacing requirements for commercial and transit corridors. Construction should be completed in 100 working days.



“We are delighted with the City's community investment of additional streetlights along Streamview Drive. They will “light up” this major corridor, assist in deterring crime, add to our community health and make our community feel safer.” Anna Orzel-Arnita, President of Redwood Village Community Council.

“Business and property owners are pleased that after a long process additional streetlights will be installed along El Cajon Boulevard. This is a vital commercial and transit corridor in the College Area,” said Jennifer Finnegan, Executive Director of College Area Business District.

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### **About the Redevelopment Agency of the City of San Diego**

*The Redevelopment Agency of the City of San Diego, created by the City Council in 1958, uses special legal and financial mechanisms to eliminate blight and improve economic and physical conditions in designated areas of the City. The Agency's purview encompasses 14 project areas, study areas and affordable housing. Activities within the project areas are carried out by the city's Redevelopment Division and two public, nonprofit city corporations: Centre City Development Corporation (CCDC) and Southeastern Economic Development Corporation (SEDC). The Agency also administers seven Project Area Committees (PAC) that advise the Agency on the adoption of redevelopment plans and implementing redevelopment projects. For more information, visit: [www.sandiego.gov/redevelopment-agency/](http://www.sandiego.gov/redevelopment-agency/)*

### **About RVCC**

*The Redwood Village Community Council (RVCC) (formerly known as the Darnell Community Council) was formed in 1982 and consists of a volunteer board. The goals of the RVCC are to promote the welfare of the community and the residents within, to secure adequate representation before any organization dealing with the well being of our community, and to serve as a channel of communication between legislative bodies or city departments and the community. The mission of the RVCC is to enrich the quality of the lives of the people of Redwood Village by using the power of positive relationships to promote and encourage community action and advocacy.*

### **About CABD**

*The College Area Business District (CABD) is a non-profit membership organization serving the business and property owners of the College Area Business Improvement District and the College Heights Maintenance Assessment District. The mission of CABD is to provide a united voice for our members and give each business owner the ability to flourish. For more information, visit: <http://collegiareabid.com>*