



San Ysidro Redevelopment Project Area

Overlapping Programs

San Diego Regional Enterprise Zone: The San Ysidro Redevelopment Project is located in an Enterprise Zone, a geographically designated, economically depressed area in which businesses can receive several state tax breaks and other benefits. The major benefits of the Enterprise Zone Program are the tax savings on California business income taxes. These tax savings include Sales or Use Tax Credit, Hiring Credits, Equipment sales or use tax credits, Business Expense Deductions, Net Interest Deduction for Lenders, and Employee Tax Credits.

Contact: Office of Small business, (619) 236-6700

San Ysidro Business Improvement District (BID): The San Ysidro Business Association was established in 1999 as a non-profit corporation to stimulate the economic revitalization of San Ysidro. The Association engages in promotion, beautification and small business retention and expansion programs. A BID provides a business area with the resources to develop marketing campaigns, increase awareness and lobbying efforts, secure additional funding and enhance public improvement and beautification projects in partnership with the City.

Contact: Office of Small Business, (619) 236-6700

San Diego Regional Revolving Loan Fund: The San Diego Revolving Loan Fund offers financial assistance to start-up and expanding businesses. Loan sizes are generally in the \$150,000 to \$500,000 range. Area businesses can benefit from the loan funds to rehabilitate existing buildings, including related soft costs, property acquisition and improvements, fix equipment or machinery, new construction, working capital, inventory and commercial lease guarantees.

Contact: Economic Development Division, (619) 236-6700

Completed Redevelopment Projects

Casitas de las Florecitas

In 2004, Casitas de las Florecitas opened as an eight-unit affordable housing project for low- to moderate-income, first-time homebuyers. The developer, Casa Familiar, a non-profit organization, partnered with the Redevelopment Agency and other government agencies to develop the project. Each three-bedroom, two-bath "twin-home" features a 1,288-square-foot floor plan, which includes a master bedroom suit. Creative design touches include 12-foot -high ceilings in the kitchen and living/dining areas, single-story computer/cable TV/telephone wiring, a garage, laundry hookups, plenty of storage space, an ample side yard with unique paving, a private patio, and a private entrance on a family-size lot almost 4.6 square feet.

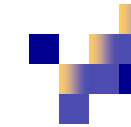
El Pedregal Family Apartments

Located on the northeast corner of San Ysidro Boulevard and Averil Road, the El Pedregal Apartments consists of 45 units of which 44 are affordable to households earning between 30% to 60% of the Area Median Income (AMI). The residential project features two to three story buildings and includes subterranean parking on approximately 2.2-acres. Amenities include recreational facilities, a computer room and multipurpose center, education programs, and picnic area. The project was completed in Spring 2010.

Current and Proposed Redevelopment Projects

The Shops at Las Americas

Located just west of I-5, and adjacent to the US/Mexico border, Las Americas, a 67-acre mixed-used project, is the largest redevelopment project in San Ysidro. Approximately, 559,000 square feet of retail space has been developed, and the project features over 100 name brand retailers and a variety of dining and entertainment options located along the world's busiest border crossing. Since its opening in November 2001, it has become the largest, most significant development along the 2,000-mile border.



San Ysidro Pilot Village

Envisioned for the Pilot Village is a proposed large mixed-use development consisting of approximately 850 new housing units, 20% of which will be affordable to low to moderate income households, and approximately 140,000 square feet of retail/commercial space. The project is proposed to be developed on a 14-acre site located on West San Ysidro Boulevard, between Cottonwood Road and Interstate 805. Other proposed elements of the project include a revitalized Civic Plaza that would offer improved public amenities, a new library, civic space, parking structures, park land, new transportation and infrastructure improvements.

Verbeña Affordable Housing Project

Currently under construction, the Verbeña Family Apartments, located at 3774 Beyer Boulevard, includes the development of 80 units of affordable housing on approximately seven contiguous parcels equaling 6.8 acres. The three-story triplexes with private garages will be made available to households earning between 30% and 60% of the area median income. The triplex structures will contain 53 two-story, three-bedroom units, and 27 single-story, two-bedroom units. Amenities will include a community room, computer center, classroom space, a tot lot, and open space.

Camino de la Plaza Streetscape Improvement Project

The Redevelopment Agency of the City of San Diego and the San Ysidro Business Improvement District (BID) have identified various Streetscape Improvement Projects as priorities for the San Ysidro commercial district to help spark new development and increase business activity. The projects will add new sidewalks, curbs and gutters, ornamental street lamps, street furniture and trees on East San Ysidro Blvd from Camino de la Plaza to the border, and along both sides of the Camino de la Plaza Bridge. The proposed elements include parking structures, open spaces, public infrastructure improvements, public facilities, and other amenities. Completion of some of the improvements was celebrated June 2009.

Home Enhancement Loan Program (HELP)

The Redevelopment Agency's HELP Program is eligible to residential owner occupants that reside within the San Ysidro Redevelopment Project Area. Unique to the Agency's program is the ability to provide funding for property improvements that may not typically be eligible under similar residential rehabilitation programs. In general, the Agency's program provides forgivable home enhancement loans of up to \$25,000 for property improvements, and up to an additional \$5,000 for water conserving landscape improvements.

Storefront Improvement Program (SIP)

The SIP is an enhanced façade renovation program that focuses on assisting property and business owners with the rehabilitation of their commercial storefronts. Participants are eligible to receive assistance in the form of a loan, forgivable over a five-year period. Assistance amounts are based on a formula whereby participants may receive a loan of \$2.00 for every \$3.00 spent on the project up to the appropriate maximum specified under the program. Participants are also eligible for up to ten hours of design assistance/architectural services at no charge to assist in the planning of their projects.

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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