



CROSSROADS

A PUBLICATION OF THE REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO

In response to community concerns and to better inform residents and businesses in the College Community and Mid-City areas.



CROSSROADS REDEVELOPMENT STUDY AREA LAUNCHED TO ADDRESS NEGATIVE CONDITIONS IMPACTING THE COLLEGE COMMUNITY AND MID-CITY

On September 25, 2001, the San Diego City Council voted to approve the proposed Crossroads Redevelopment Survey Area. This action authorized the Redevelopment Agency staff to initiate the plan adoption process, the purpose of which is to examine the feasibility of forming a redevelopment project area to revitalize eligible portions of the College Community and Mid-City community plan areas.

In response to longstanding concerns expressed by residents, recognized community groups and business associations, the goal of the Crossroads Redevelopment Study Area is to achieve the following:

- *Fund improvements recommended by community plans*
- *Fund improvements recommended by the Streamview action plan*
- *Fund improvements recommended by the Chollas Park master plan*
- *Fund improvement plans for University Avenue, El Cajon Boulevard and College Avenue*
- *Provide low-interest small business improvement loans*
- *Provide low-interest loans to seniors, low-income wage earners and single-family homeowners*

- *Provide neighborhood gateway identifications*
- *Repair and improve sidewalks*
- *Improve pedestrian crossings at busy intersections serving schools, shopping and senior facilities*
- *Install pedestrian lighting within key commercial areas*
- *Provide additional on or off-street customer parking*
- *Install landscaped medians along commercial corridors*
- *Enhance code enforcement*

Crossroads Survey Area Boundaries

The proposed Crossroads Redevelopment Survey Area boundaries generally include the area south of Interstate-8, north of College Grove Drive, east of City Heights and west of La Mesa and Lemon Grove. Approximately 70,000 reside within the area, a population representative of very diverse ethnic, economic and cultural backgrounds.

The proposed survey area includes portions of the College Area and the neighborhoods of Rolando, Rolando Park, Darnall, Oak Park, Chollas Creek, El Cerritos and Fox Canyon. Recognized landmarks within

proximity to the study area include San Diego State University (SDSU), College Grove Shopping Center, and the Salvation Army Ray and Joan Kroc Community Center presently under construction.

Survey Area May Lead to Redevelopment Area Designation

The Redevelopment Agency staff is conducting a study that is now in the early stages and scheduled to continue through the fall of 2002! The proposed survey area includes properties that must be further evaluated to determine the feasibility of applying the extraordinary powers of redevelopment. *Designation of property within the survey area does not mean it will be included in the redevelopment project area boundaries.* Further, additional properties cannot be added to the Survey Area without the City Council restarting the entire Survey Area designation anew.

Redevelopment, with its tax increment and eminent domain authority, is but one of many tools used to revitalize and refurbish established, urbanized neighborhoods. Besides redevelopment, other economic

FREQUENTLY ASKED QUESTIONS

What exactly is redevelopment?

Redevelopment is a process created by state law to assist the City in eliminating blight from predominantly urbanized areas and to achieve desired development, reconstruction and rehabilitation including but not limited to residential, commercial, industrial, and retail uses. Redevelopment is a tool that must conform to adopted zoning and land use designations that are established in the respective community plans.

Has this been an open process?

Yes. A redevelopment project area can only be adopted pursuant to an extensive public outreach process that includes a minimum of two first-class notices to every resident, business and property owner in the eventual project area boundaries. The September 25th City Council adoption of the proposed survey area merely authorized initiation of the plan adoption process, much like the initiation of a community plan amendment. Only after this intensive community outreach/public hearing process, can the City Council consider (at a publicly noticed joint public hearing) adoption of the Crossroads Redevelopment Plan, tentatively scheduled in late calendar 2002.

My property is located within the Survey Area. What is going to happen to me?

Nothing can or will happen at this time. If the Project Area is adopted and as funds become available, the Redevelopment Agency may pay for various infrastructure improvements in your neighborhood (streets, curbs, gutters, sidewalks,

street lights, etc.), thus increasing the value of your property.

I've been told that the Redevelopment Agency can create new taxes and raise existing tax rates. Is this true?

No! The Redevelopment Agency does not have the authority to raise your existing taxes, or impose new taxes. Your property tax rate will continue to be regulated by Proposition 13.

If taxes aren't raised, then who pays for redevelopment?

The Redevelopment Agency — through the enabling legislation authorized by the state — can use “tax increment” financing to pay for future programs. “Tax increment” means that the City is authorized to re-direct a portion of the property taxes collected by the county, in accordance with state law, and those funds MUST BE reinvested back into the redevelopment project area. Approximately 66 cents of every “redevelopment” tax dollar is reinvested by the City/Agency, as opposed to 17 cents normally collected by the City without redevelopment.

Will redevelopment force my property to be reassessed?

No! The Redevelopment Agency cannot call for the reassessment of any land. Reassessment only occurs when property is sold, changes hands, undergoes major improvements, or if requested by the property owner.

What affect will redevelopment have on my property value?

Typically, well-designed projects in redevelopment areas actually

increase property values.

Historically, property values in redevelopment project areas generally rise faster than comparable properties that are not. Moreover, the additional redevelopment public sector resources invested in the project area normally indicate to the private sector that the local government is more committed to revitalizing the area. As, “tax increment” accrues only if property values rise, it's in the best interest of the Redevelopment Agency to see that your property values increase. There are a total of fifteen existing redevelopment project areas citywide, including those in nearby City Heights, College Community and College Grove Shopping Center. The cities of La Mesa and Lemon Grove also have active redevelopment project areas.

I'm afraid of eminent domain. Can the Redevelopment Agency condemn and take my property?

Condemnation is an emotionally charged issue, conjuring up images of wholesale destruction by an uncaring government that tramples on an individual's property rights. *The City of San Diego is not in the business of condemning or “land banking” your property. Further, condemnation is a VERY expensive means of acquiring property, and is therefore treated as a “measure of last resort.”* At times, however, the public good can take precedence over private property rights. However, this can only occur if just compensation is paid and the owner is afforded the option of participating in the proposed project. Condemnation already

exists for public projects such as schools, street improvements, water storage, facilities, civic buildings, parks, drainage facilities and hospitals. Since state legislative reform for redevelopment was enacted in 1993, redevelopment agencies are much more restricted in exercising eminent domain and the requirements for adopting redevelopment projects has been strengthened. When compared to other government agencies, redevelopment agencies are modest users of eminent domain – especially in San Diego!

How can I get more information about this process?

Look forward to receiving future issues of this CROSSROADS newsletter for factual information. Also, watch for its companion publication, CROSSROADS UPDATE, that will inform you about specific issues and various topics regarding the redevelopment process. You are invited to attend community planning group meetings held by the City Heights Planning Committee, the College Area Community Council and the Eastern Area Community Planning Committee. Additionally, you can contact Redevelopment Agency staff:

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 619.533.4260

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ADOPTION SCHEDULE MILESTONES	
Approx. Date	Event
Sept. 25, 2001	City Council • Adopted Survey Area
Dec., 2001 through Jan. 2002	Community Planning Groups: City Heights, College Area Community Council (CACC), Eastern Area Community Planning Committee (EACPC) • Review Preliminary Plan
Feb. 7, 2002	Planning Commission • Adopts Preliminary Plan
Feb. 26, 2002	Redevelopment Agency • Adopts Preliminary Plan
Mar., 2002	City Council • Adopts Project Area Committee (PAC) Procedures
Apr., 2002	Public Meeting • Information on PAC Formation
May, 2002	Public Meeting • PAC Election
June, 2002	City Council • Affirms PAC Representatives
June, 2002 through Oct., 2002	Public Meetings • PAC Meetings
July, 2002 through August, 2002	Draft EIR circulated for public comment • 45-days
July, 2002	Redevelopment Agency • Approve: Draft Redevelopment Plan, OP Rules, Preliminary Report for circulation • Set Public Hearing Time and Place
August, 2002	Community Planning Groups: City Heights, College Area Community Council (CACC), Eastern Area Community Planning Committee (EACPC). • Review Draft Redevelopment Plan
September, 2002	Planning Commission • Workshop on Draft Redevelopment Plan
September, 2002	Planning Commission • Draft Redevelopment Plan and EIR
September, 2002	Redevelopment Agency and City Council • Set Public Hearing Date
October, 2002	Publish and mail notices of Public Hearing • 4-weeks prior to hearing
November, 2002	Redevelopment Agency and City Council • Adopt Redevelopment Plan and EIR
November, 2002	City Council • First reading of Ordinance
December, 2002	City Council • Second reading of Ordinance
March, 2003	Effective date of ordinance • 90-days after second reading

Don't forget to visit the City of San Diego Redevelopment Agency's website:
www.sandiego.gov/redevelopment-agency.

The website for the statewide California Redevelopment Association (CRA) is www.ca-redevelopment.org

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development and financing mechanisms include business improvement districts, landscape maintenance districts, parking meter districts, and various state and federal programs funded through federal Community Development Block Grants.



This property is located on the north side of University Avenue, across from the K-Mart site. Crossroads Redevelopment can be used as a tool to fund new curbs, sidewalks and street lights, as well as contribute to a fund to support facade improvements.

This information is available in alternative formats upon request.

Printed on recycled paper.

CROSSROADS REDEVELOPMENT SURVEY AREA

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