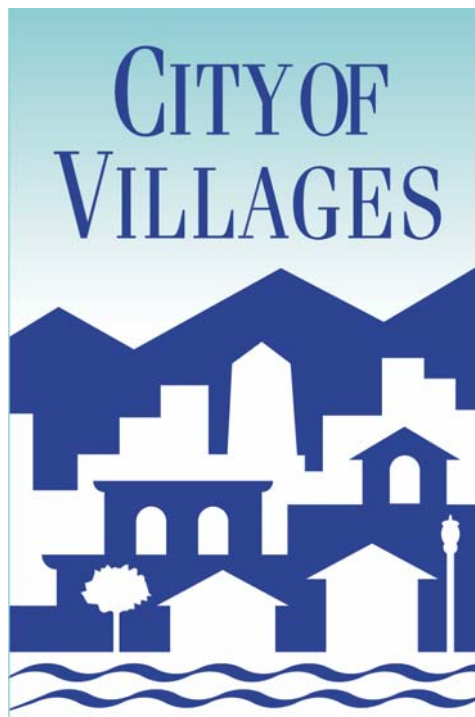




THE CITY OF SAN DIEGO

# Pilot Village Short List Applicants



**Announced May 21, 2003**

**For More Information Contact:**

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# MI PUEBLO

## Submitting Party

The San Ysidro Partnership  
c/o Casa Familiar  
Andrea Skorepa  
119 West Hall Avenue  
San Ysidro, CA 92173  
619- 428-1115

## General Information

Pilot Location: Between I-805 and I-5 south of Beyer Blvd. and Las Americas

Council District: 8

Community Plan: San Ysidro Community Plan

Planning Group: San Ysidro Planning and Development Group

Applicant(s): The San Ysidro Partnership, comprised of  
Casa Familiar  
San Ysidro B.I.D.  
Land/Grant Development

Support: San Ysidro Planning and Development Group  
Business Improvement District Council  
San Ysidro School District  
San Ysidro Chamber of Commerce

## Proposed Land Uses

### Residential

Residential Units: 542 identified (includes 500 at Las Americas)  
Density: unknown – would be above that currently planned  
Building Heights: unknown

### Commercial

Square feet: unknown  
Proposed Uses:

### Other Uses

## Highlights

**Mi Pueblo** is comprised of historic residential and the commercial heart of the community, and a newer Las Americas development immediately adjacent to the International Border. It proposes a “Pathway of Knowledge” to provide a well-defined linkage between the two areas in addition to a public art component. The Las Americas development has also been proposed to house the community’s new library. It is a collaborative grass roots effort, forging new partnerships between developers, the business community and residents. It also is committed to providing affordable and senior housing.

# Mi Pueblo

## Site Map



Preliminary Concept  
Mi Pueblo  
San Ysidro Pilot Village  
March 15, 2005

SCHEMATIC SITE PLAN

LANDSCAPE

INTERIOR CORRIDOR

HOUSING ON TOP OF RETAIL

LARGER MAP WITH PICTURE D...

# MCTIP

## Mid-City Transit Interchanges Project

### Submitting Party

El Cajon Boulevard Business Improvement Association  
Jackie O'Connor, President  
3727 El Cajon Blvd.  
San Diego, CA 92105  
619-283-3608

### General Information

Pilot Location: El Cajon Blvd – North side of El Cajon Blvd between 38<sup>th</sup> Street and Marlborough Ave (straddles I-15)

Council District: 3

Community Plan: Mid-City Communities Plan

Applicant(s): El Cajon Business Improvement Association

Planning Groups: Kensington-Talmadge Planning Committee  
Normal Heights Community Planning Committee

Support: Kensington-Talmadge Planning Committee  
Normal Heights Community Planning Committee

### Proposed Land Uses

Residential

Residential Units: No specific number identified

Density: Up to 73 du/ac

Building Heights: 40” max

Commercial

Square feet: Not identified

Proposed Uses: Mixed use

Other Uses

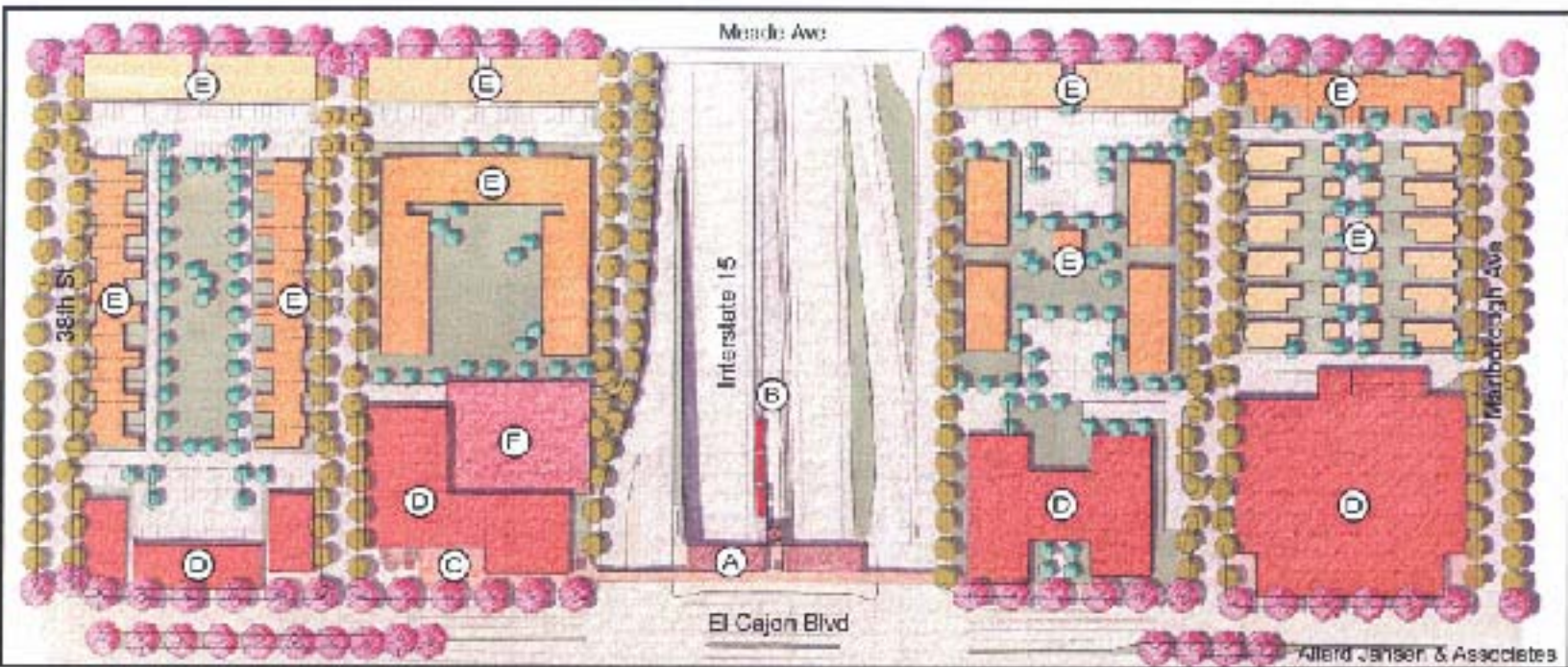
### Highlights

**MCTIP (Mid-City Transit Interchanges Project) Boulevard Marketplace** is located in Mid City within the Kensington-Talmadge and Normal Heights Plan Areas. It is proposed to be on the two northern corners of El Cajon Boulevard on either side of the Route 15 freeway, immediately adjacent to the transit plazas. It is part of the MTDB showcase route and has excellent transit service.

# MCTIP

(Mid-City Transit Interchanges Project)

## *The Boulevard Marketplace Site Map*



### Legend

- A. Transit Retail
- B. Transit Stop
- C. Retail
- D. Mixed Use
- E. Housing
- F. Parking

### Conceptual Site Plan



**MCTIP**

Mid-City Transit  
Interchanges Project

The Boulevard Marketplace

# MCTIP

(Mid-City Transit Interchanges Project)

## *The Boulevard Marketplace*



# MORENA VISTA

## Submitting Parties

Linda Vista Civic Association/Linda Vista Community Planning Committee  
Janet C. Kaye  
5265 Linda Vista Road, PMB 150  
San Diego, CA 92110  
858-277-6973

## General Information

Pilot Location: Southwest intersection of Linda Vista Rd. and Napa St.  
Council District: 6  
Community Plan: Linda Vista Community Plan  
Planning Group: Linda Vista Community Planning Committee  
Applicant(s): Linda Vista Civic Association  
Linda Vista Community Planning Committee  
Support: Linda Vista Civic Association  
Linda Vista Community Planning Committee  
Letter from Councilwoman Donna Frye

## Proposed Land Uses

### Residential

Residential Units: 161 du  
Density: 24.7 du/ac  
Building Heights: unknown

### Commercial

Square feet: 18,270 s.f  
Proposed Uses: small market, drug store, neighborhood serving retail

### Other Uses

## Highlights

**Morena Vista Shopping Quarter** is located at the southwest intersection of Linda Vista Road and Napa Street. The Morena/Linda Vista Trolley Station and Park and Ride are a major component of the pilot village site. This project, which has enthusiast community support, is envisioned by the applicant to be an enhanced gateway into the community and as a catalyst for additional mixed-use development.

# Morena Vista Shopping Quarter

## *Site Map*





# Morena Vista Shopping Quarter



# NORTH PARK

## Submitting Parties

North Park Main Street  
Ron Sperry, President  
3076 University Avenue  
San Diego, CA 92104  
619-294-2501

North Park Community Association  
Beth Swersie, President  
P.O. Box 4488  
San Diego, CA 92164  
619-299-1571

## General Information

Pilot Location: University Ave. between Idaho St. and 32<sup>nd</sup> Street (includes the entire blocks north and south of University Ave.)

Council District: 3

Community Plan: Greater North Park

Planning Group: Greater North Park Community Planning Committee (GNPCPC)

Applicant(s): North Park Main Street  
North Park Community Association

Support: Local Business Community  
GNPCPC (prior to '03 elections)  
Sierra Club (office within Village application area)

## Proposed Land Uses

### Residential

Residential Units: 294 (NP site 224 – KDL site up to 70)  
Density: NP site 36.3 du/ac – KDL site 37.8 du/ac  
Building Heights: unknown

### Commercial

Square feet: NP site 15,000 – KDL site unknown  
Proposed Uses: unknown

### Other Uses

New library at some future date

## Highlights

**North Park Pilot Village** is located in the community of Greater North Park on University Avenue between Idaho and 32<sup>nd</sup> Street in a redevelopment area. The proposed pilot village site includes a number of neighborhood serving businesses and public facilities and services. Additionally, the North Park Theatre is under restoration and will be a major cultural facility. The area is emerging as a major arts, culture and entertainment district. Route 7, which is the most heavily used bus route in the City, serves this project area.

# North Park

## Site Map



# THE EDGE!

## Submitting Party

American Assets, Inc.  
John Chamberlain, President  
11455 El Camino Real, Suite 200  
San Diego, CA 92130-2045  
858-350-2600

## General Information

Pilot Location: Sorrento Mesa – Pacific Center Blvd & Pacific Height Blvd.  
Council District: 5  
Community Plan: Mira Mesa Community plan  
Planning Group: Mira Mesa Community Planning Group (MMCPG)  
Applicant(s): American Assets Inc.  
Support: MMCPG supported CPA Initiation provided studies prepared on regional impact of residential in employment centers siting criteria for residential in employment centers

## Proposed Land Uses

### Residential

Residential Units: 667 du  
Density: 32.4 du/ac (on entire 20.6 ac. site)  
171 du/ac (on 3.9 ac. residential parcel)  
Building Heights: 20 to 24 stories (three buildings)

### Commercial

Square feet: 10,000 s.f , additional s.f. proposed but not quantified  
Proposed Uses: market, restaurants, night club, banking

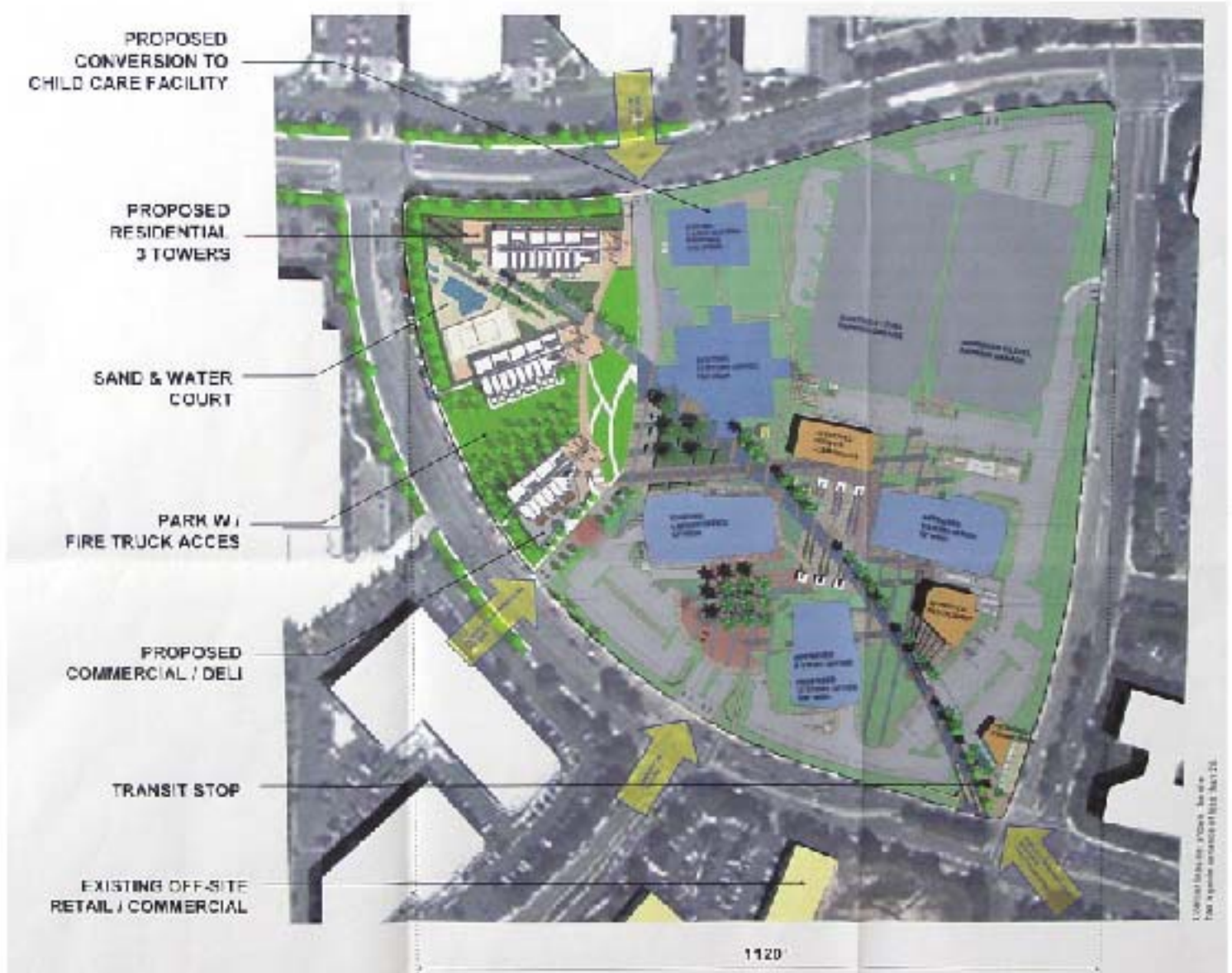
### Other Uses

Day Care (10,000 s.f.), community meeting center (2,800 s.f.)

## Highlights

**The Edge!** is located in Sorrento Mesa off of Mira Mesa Boulevard at Pacific Center Boulevard and Pacific Heights Boulevard. This proposal combines high-density residential uses and some supporting commercial use to a site designated and entitled for employment. It is an innovative project that serves the northern part of the city.

# The Edge! at Pacific Center Site Map



# THE PASEO

## Submitting Party

San Diego State University Foundation  
James M. Darrish, Sr. Project Manager  
5250 Campanile Drive, 4<sup>th</sup> Floor  
San Diego, CA 92182-1940  
619-594-3969

## General Information

Pilot Location: College Avenue at Montezuma  
Council District: 7  
Community Plan: College Area Community Plan  
Planning Group: College Area Community Council  
Applicant(s): San Diego State University Foundation  
Support: College Area Community Council  
College Community Redevelopment Project Area Committee

## Proposed Land Uses

### Residential

Residential Units: 350-375 student housing units  
Density: Meeting Plan density (75-110 du/ac)  
Building Heights: 10 story (retail, student housing, & SDSU office mixed)

### Commercial

Square feet: 345,000 s.f. retail and campus serving office  
Proposed Uses: Theater, restaurants, retail

### Other Uses

SDSU joint use with theater

## Highlights

**The Paseo** is located in the College area immediately adjacent to the campus of SDSU in a redevelopment area. The proposed project is a high density, pedestrian oriented project, providing 350-375 units of student housing. It proposes retail and other uses such as theatres and restaurants. It will be served by light rail transit and is a major component of MTDB's Showcase Project. It has much potential to provide increased joint use between the University and community residents.

# The Paseo

*at San Diego State University*

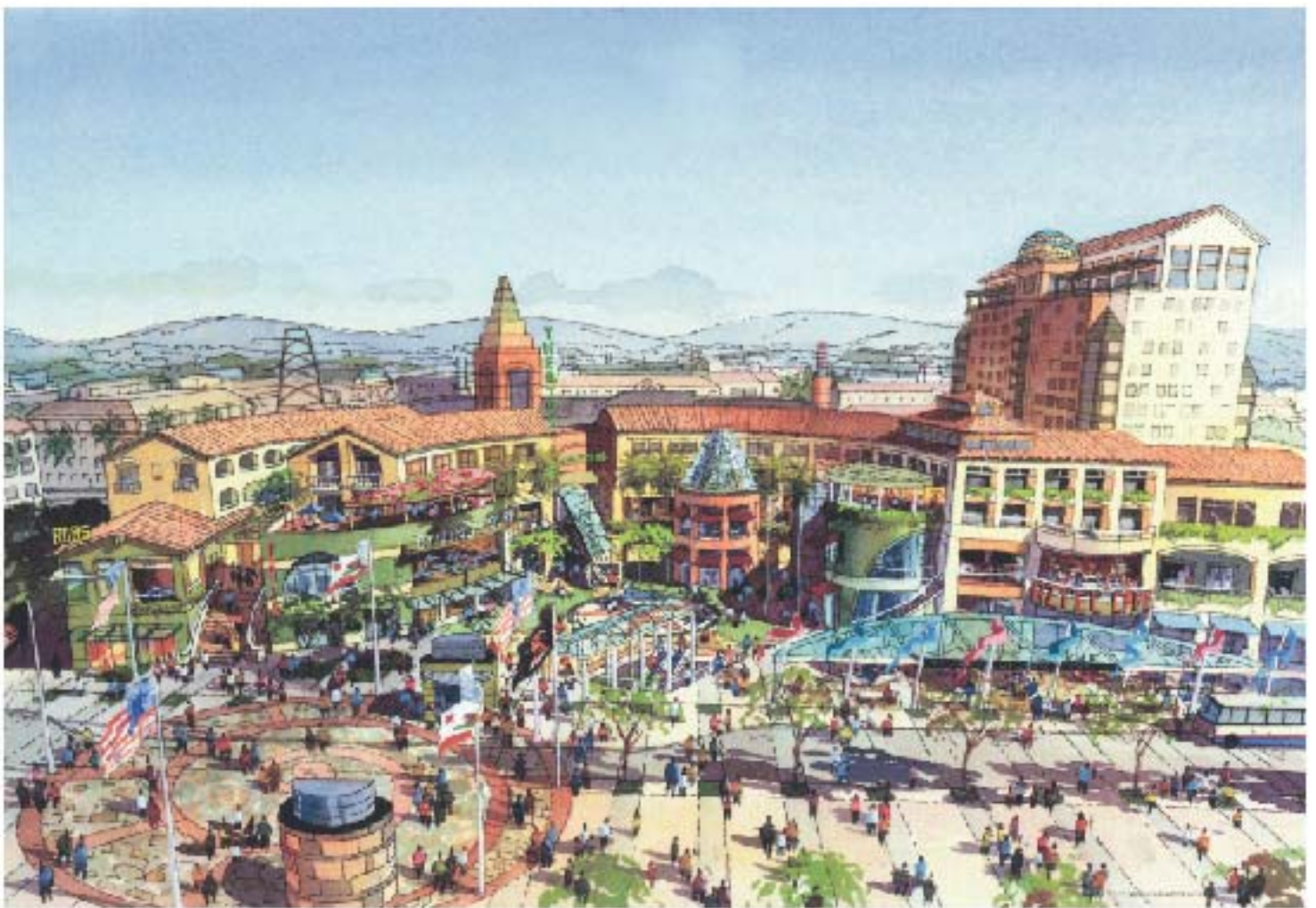
## *Site Map*



# The Paseo

*at*

## *San Diego State University*





**VILLAGE CENTER  
AT EUCLID & MARKET**

Submitting Party

Euclid & Market Partnership  
Vernon Brinkley, Coalition of Neighborhood Councils Executive Director  
415 Euclid Avenue  
San Diego, CA 92105  
619-325-3580

General Information

Pilot Location: Euclid Avenue and Market Street

Council District: 4

Community Plan: Southeastern San Diego

Planning Group: Encanto Neighborhoods Community Planning Group

Applicant(s): Euclid and Market Partnership, comprised of  
Coalition of Neighborhood Councils  
Euclid Market Action Team (EMAT)  
Jacobs Center for NonProfit Innovation

Support: Encanto Neighborhoods Community Planning Group  
Diamond Business Improvement District

Proposed Land Uses

Residential

Residential Units: 300 du  
Density: 15 du/ac (gross)  
Building Heights: unknown

Commercial

Square feet: Phase II not clearly defined  
Height: Unknown  
Proposed Uses: Phase I approved – Food 4 Less, branch bank, coffee house, restaurants  
Phase II – not clearly defined

Other Uses  
Public plaza, 500-seat amphitheater, light manufacturing, job training, multipurpose community center and pavilion

Highlights

**Village Center at Euclid and Market** is located in the Encanto neighborhood. It is at the juncture of four neighborhoods, Chollas View, Emerald Hills, Lincoln Park, and Valencia Park and adjacent to the Euclid Trolley Station. The proposed project will be a cultural center for the community and includes the Tubman-Chavez Cultural Center and the Malcolm X library. Also included in this area is the Chollas Creak Enhancement Plan, which provides for an enhanced open space corridor.

# Village Center at Euclid and Market Site Map

