

Mayor Dick Murphy

Electronic News Release

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MAYOR AND ATKINS ANNOUNCE CITY OF VILLAGES PROJECTS SELECTED FOR PILOT VILLAGE SHORTLIST

Each Represent Creative Solutions for Revitalizing Communities

San Diego — Mayor Dick Murphy and Councilmember Toni Atkins today announced that seven of the Pilot Village applications will move forward in the second phase of the selection process to become demonstration projects for the City of Village's Pilot Village program.

The Pilot Village program is serving as a catalyst for implementing the city's strategy for growth that conceives of San Diego as a City of Villages, where housing, retail, jobs, schools, and civic uses are all integrated into a community with easy access to transit. The Pilot Village demonstration projects will show how the City of Villages strategy can be implemented in other communities throughout the city.

“The Pilot Villages program is an important step in fulfilling my Goal #3 I established for the city; create neighborhoods we can be proud of,” said Mayor Murphy. “There have been naysayers about the value of this program, but we are moving forward. We are already seeing how the Pilot Villages program is helping us find creative solutions to the challenges of growth that we face in San Diego. The applications received represent a variety of approaches and collaboration of diverse stakeholders. This is exactly what the program is designed to achieve.”

The city's Interdepartmental Technical Working Group reviewed all of the applications to determine technical feasibility. Input was also received from the Mayor's Smart Growth Implementation Committee. The City Manager decided that seven of the applications warranted further consideration as potential Pilot Village projects.

“Successful village development will be challenging and will require the city to develop new partnerships. The incentives that are available will assist the applicants with this process,” said Councilmember Toni Atkins, co-chair of the Mayor's Smart Growth Implementation Committee. “I am truly committed to the Pilot Village program. I know it will make a positive difference in revitalizing our neighborhoods and help us make this vision a reality.”

The applications that will be considered for the next phase of the selection process are described below:

1. **Mi Pueblo** is located in the San Ysidro community redevelopment area. The proposed project 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.

Submitting Party

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

2. **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.

Submitting Party

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

3. **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.

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

4. **North Park Pilot Village** is located in the community of Greater North Park on University Avenue between Idaho and 32nd 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.

Submitting Party

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

5. **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.

Submitting Party

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

6. **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.

Submitting Party

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

7. **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 Creek Enhancement Plan, which provides for an enhanced open space corridor.

Submitting Party

Euclid & Market Partnership

Vernon Brinkley, Coalition of Neighborhood Councils Executive Director

415 Euclid Avenue

San Diego, CA 92105

619-325-3580

The applicants now move to the next phase of the selection process. They will prepare a more detailed project proposal and implementation strategy by October 2003. The city staff will then review the proposals and submit them to the Planning Commission for consideration and recommendations. **The City Council is expected to select the final Pilot Villages in early 2004.** Implementation and building of projects will begin after that and completion time will vary depending on project. The goal is to complete construction within three to five years.

In addition to the prestige of striving for the distinction as a Pilot Village, applicants in phase two of the selection process will have the opportunity to work closely with the Planning Department staff to refine their initial concepts. They will also be eligible for incentives, which potentially include:

- Revising current capital improvement project schedules to complete sewer and water line replacement and upgrades to accommodate the development of the selected Pilot Village sites.
- Deferring collection of fees until prior to final inspection.
- Utilizing Council Policy 900-12 Business Industry Incentives for selected Pilot Villages.
- Access to a variety of funding sources such as handicapped access, rebates on property taxes, and revolving loan funds.
- Assistance related to policies and regulations on the undergrounding of utilities, affordable housing, and Community Development Block Grants.

More information about the Pilot Villages Program is available online at:

www.sandiego.gov/cityofvillages. You can also contact the General Plan Hotline at (619) 235-5226, e-mail Planning@sandiego.gov or stop by the Planning Department at 202 C Street, 5th Floor.

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