



THE CITY OF SAN DIEGO

Planning Department

FOR IMMEDIATE RELEASE
November 18, 2003

CONTACT: Marion Moss Hubbard
(619) 533-6199

Final Pilot Village Applications Received

Revitalizing Communities is at the Heart of Each Application

San Diego — Seven Pilot Village applications were submitted by the November 3, 2003 deadline in hopes of being selected by the City Council as demonstration projects for the City of Villages' Pilot Village Program. The applications submitted provide project details and implementation strategies for each of the proposed projects.

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 applications that will be considered for the final selection process are:

- 1. Mi Pueblo** - located in the San Ysidro community redevelopment area within the historic residential and commercial core and in Las Americas Plaza adjacent to the border.
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** - located in Mid City within the Kensington-Talmadge and Normal Heights Plan Areas along El Cajon Blvd.
Submitting Party
El Cajon Boulevard Business Improvement Association
Jackie O'Connor, President
3727 El Cajon Blvd.
San Diego, CA 92105
619-283-3608

Final Pilot Village Applications Received

November 18, 2003

Page 2 of 3

3. **Morena Vista Shopping Quarter** - located at the southwest intersection of Linda Vista Road and Napa Street.

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** - located in the community of Greater North Park on University Avenue between Idaho and 32nd Street in a redevelopment 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!** - located in Sorrento Mesa off of Mira Mesa Boulevard at Pacific Center Boulevard and Pacific Heights Boulevard.

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** - located in the College area immediately adjacent to the campus of SDSU in a redevelopment area.

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

Final Pilot Village Applications Received

November 18, 2003

Page 3 of 3

7. **Village Center at Euclid and Market** - located in the Encanto neighborhoods. It is at the juncture of four neighborhoods, Chollas View, Emerald Hills, Lincoln Park, and Valencia Park and adjacent to the Euclid Trolley Station.

Submitting Party

Euclid & Market Partnership

Vernon Brinkley, Coalition of Neighborhood Councils Executive Director

415 Euclid Avenue

San Diego, CA 92105

619-325-3580

The November 3 detailed applications expand on the initial submissions received in March 2003 by each of these applicants. On May 21, 2003, Mayor Murphy and Councilmember Atkins, co-chairs of the Mayor's Smart Growth Implementation Committee, announced the City Manager's recommendation and indicated that all seven pilot village applications would move forward to the second phase of the selection process.

Since the May announcement, Planning, and Community and Economic Development staff have been meeting with the applicant teams to assist them with the second phase submittals. "The collaborative effort of Pilot Village applicants, developers, community groups, civic associations, and City staff has greatly enhanced the projects since the initial submissions," said Coleen Clementson, Program Manager for the General Plan. "We are pleased that the projects represent the creative solutions we were looking for in our demonstration projects."

City staff is now reviewing the proposals and will submit them to the Planning Commission for consideration and recommendations in January 2004. The City Council is expected to select the final Pilot Villages in February 2004. Implementation and building of projects will begin after that and completion time will vary depending on projects. The goal is to complete construction within three to five years.

Site plans and selected elevations for each of the projects are available for review on the City of Villages website at <http://www.sandiego.gov/cityofvillages/pvp/index.shtml>. A **visual display of the applicant projects** including project descriptions, site plans, and selected concept drawings will be available for public review in January 2004 in the lobby of the City Administration Building, 202 C Street.

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.

#####