



THE CITY OF SAN DIEGO

## Planning Department

**FOR IMMEDIATE RELEASE**  
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### **Five Projects Receive Prestigious Pilot Village Designation**

*City of Villages Strategy Moves Forward in Revitalizing Communities*

**San Diego** – By a unanimous vote on February 10, 2004, the City Council approved five innovative projects to become Pilot Village demonstration projects for the City of Villages strategy of smart growth in San Diego. The projects that were selected are dispersed throughout the city and represent a variety of approaches and styles that will demonstrate how Villages can revitalize existing neighborhoods while retaining their individual character.

The City of Villages strategy seeks to promote development that mixes housing, retail, jobs, schools, and civic uses within walkable communities that have easy access to transit. The Pilot Village demonstration projects are meant to encourage other developers and communities to create similar neighborhood centers throughout the city.

“We are very pleased that the selection process is complete and has resulted in such creative approaches to Village development,” said Planning Director Gail Goldberg. “The Pilot Village Program has already achieved one of our original goals, which was to demonstrate how communities can come together to create neighborhoods they are proud of. Each project has a unique flair that will draw people to their community and inspire the building of other Villages throughout the city. We are excited about the contribution that these Pilot Villages will make to San Diego’s richness and texture as a cosmopolitan city of the future.”

The projects selected for the prestigious Pilot Village designation include:

#### **1. The Boulevard Marketplace - MCTIP (Mid-City Transit Interchanges Project)**

This project is located in Mid City within the Kensington-Talmadge and Normal Heights Plan Areas along El Cajon Boulevard, generally south of Meade between 38<sup>th</sup> Street and 40<sup>th</sup> Street. Some of the highlights of this project include:

- ◆ It is located along the Transit First Demonstration Project and is part of the implementation of the Mid City Transit Interchanges Project, a new approach to addressing the extension of I-15 and community revitalization.
- ◆ It provides a range of housing types varying from row homes adjacent to the existing single family homes to three- and four-story apartment units in the center of the project site, and loft-over-retail uses along busy El Cajon Boulevard.

- ◆ It includes 366 units, with 20% of those affordable housing.
- ◆ The site planning and design reflect thoughtful consideration and respect for the older neighborhood fabric.

**Submitting Party**

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

**2. Mi Pueblo**

This project is located in the San Ysidro community. The proposed project is in the heart of the community along the historic commercial core of San Ysidro Boulevard, stretching from I-805 to Cottonwood, and into the residential neighborhood immediately adjacent. It is linked through Pathways to Knowledge, a system of pedestrian connections throughout the community and to the Las Americas Plaza next to the international border. Some of the highlights of this project include:

- ◆ It proposes to revitalize an aging, underutilized commercial district. At the same time it will provide an enhanced and pedestrian friendly connection between historic San Ysidro and the new community and regional shopping plaza and mixed use project and a future branch library in the San Ysidro community.
- ◆ It will include 1,143 residential dwelling units, almost 25% of which will be affordable housing.
- ◆ It includes a public market (Mercado), social services (Casa Familiar offices), commercial office, public plazas, community gardens, senior housing and a linear park, along with a proposed 20,000-square-foot branch library and a 5,000-square-foot community center.
- ◆ The design theme builds upon the Latino New Urbanism, an urban design philosophy that incorporates many different types of uses, higher density and an accommodation of unit types and site planning for extended family living arrangements.

**Submitting Party**

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

**3. North Park**

This project is located in the community of Greater North Park around the intersection of University Avenue and 30th Street in a redevelopment area. Some of the highlights include:

- ◆ The project is served by four bus routes, including the 7 which is the most heavily used bus route in the city.
- ◆ It includes 483 existing and proposed residential units with neighborhood commercial retail, art and artisan galleries.

- ◆ It includes a streetscape improvement project.
- ◆ It has a number of catalyst projects including North Park Theatre, Walgreens, and the Western Pacific condominium project.

**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

**4. The Paseo**

This project is adjacent to the San Diego State University campus along Montezuma Road, Campanile Drive, and on both sides of College Avenue. It has the potential to serve both the university and the College Area communities. Some of the highlights include:

- ◆ The project exhibits an excellent integration of many types of uses including retail, entertainment, civic plazas, parks and classrooms. It will include 461 student housing units.
- ◆ The Foundation will institute a program to set aside 25% of the beds for low-income students and provide apartment rent rates subject to approval by SDSU, the Housing Commission and the Redevelopment Agency. The Foundation also is pursuing the potential of setting aside affordable housing for qualified campus employees.
- ◆ The site planning was predicated on providing transit access and enhancing walkability. The project is contiguous to the SDSU trolley station and bus transit center (under construction and anticipated to open in 2005), a major component of the Transit First Demonstration Project.

**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

**5. Village Center at Euclid and Market**

This project is located at the intersection of four neighborhoods in the southeastern area of San Diego: Chollas View, Lincoln Park, Emerald Hills and Valencia Park. It builds on the existing Market Creek Plaza development. Some of the highlights include:

- ◆ The village site design resembles a “hill town,” taking advantage of the topography with terraced residential units allowing for views of Chollas Creek

and beyond. The site design responds and respects Chollas Creek as an urban waterway and a linear park for the adjacent residents and the community.

- ◆ The application proposes to exceed the 20% affordable housing goal of the Pilot Village program on-site and to develop as many residential units as possible with open floor plans, doorways, materials, and fixtures in accordance with the tenets of Universal Design.
- ◆ In addition to residential development, land uses include job training, youth-centered employment, neighborhood retail and office, an amphitheatre on the creek, and recreational facilities. The area is also served by the Tubman Chavez Community Center, the Malcolm X Library, the Elementary Institute of Science and Horton Elementary School.
- ◆ The village site is well served by transit. The Euclid trolley station is on the site. It provides access to several bus routes. It is also walkable, with a network of trails, as well as pedestrian and bicycle paths.

### **Submitting Party**

Euclid & Market Partnership

Vernon Brinkley, Coalition of Neighborhood Councils Executive Director

415 Euclid Avenue

San Diego, CA 92105

(619) 325-3580

The projects now move to the implementation and building phase. Completion time will vary depending on the project. The goal is to complete construction within three to five years, with the exception of North Park, which is expected to be completed in five to ten years.

In addition to the prestige of being a Pilot Village, the projects are eligible for incentives, which were adopted by the City Council on November 17, 2003. These incentives include:

- Revising the current schedules 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.
- Eligibility for a variety of funding sources such as handicapped access, rebates on property taxes, and revolving loan funds.
- 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](http://www.sandiego.gov/cityofvillages). You can also contact the General Plan Hotline at (619) 235-5226, e-mail [Planning@sandiego.gov](mailto:Planning@sandiego.gov) or stop by the Planning Department at 202 C Street, 5<sup>th</sup> Floor.

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