



Project Area Committee (PAC)*

Meetings:

First *Wednesday* of select months
 7:30 AM

County Health Services Complex,
 San Diego Room
 3851 Rosecrans Street
 * Held Quarterly – April, June,
 Sept. and Dec.

LEGEND

- North Bay
- Freeway
- Highway



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FACT SHEET

Redevelopment Project Area **North Bay**

The City of San Diego's 1,360-acre North Bay Redevelopment Project Area offers a variety of development opportunities including residential, mixed-use, high technology office/flex/R&D, light industrial and retail. The project area is located just two miles from downtown, is conveniently adjacent to San Diego International Airport, and is easily accessible from Interstate 5 and Interstate 8 freeways. There is light-rail and heavy-rail transportation for employees and freight, and access to both San Diego Bay and Mission Bay. The project area is home to major high-tech employers including the Space and Naval Warfare Systems Command (SPAWAR) and Science Applications International Corp. (SAIC).

DEVELOPMENT OBJECTIVES

Encouraging new mixed-use and multi-family residential projects including affordable housing projects

- Improve the area's business environment and create high-tech industrial and office uses to compliment the Space and Naval Warfare Systems Command (SPAWAR) and the Naval Training Center Re-Use Project.
- Attract light industrial manufacturing and neighborhood commercial centers
- Make necessary traffic improvements
- Provide open space and community facilities



Veteran's Village

REDEVELOPMENT INCENTIVES

- Site assembly
- Permit expediting assistance
- Off-site streetscape improvements
- Affordable housing development assistance
- Commercial facade rebate assistance
- Agency land write-downs
- Low cost-financing incentives

Additional funding sources for redevelopment projects in the area include tax-increment and bond financing. The Agency also looks for partnerships with local property owners and qualified developers to create market-rate and affordable housing, new office/R&D space, and retail opportunities.

Area Demographics

Total population	133,328
Population in labor force	108,005
Total housing units	61,082
Median household income	\$40,365

Source: RED1 Statistical Summary Estimates 2010. Please note that this data is representative of a three-mile radius surrounding the North Bay Redevelopment Project Area.



FACT SHEET Redevelopment Project Area North Bay

ECONOMIC DEVELOPMENT PROGRAMS

Old Town Business Improvement District (BID):

This project provides Old Town with the resources to develop marketing campaigns, increase awareness and lobbying efforts, secure additional funding and enhance public improvement and beautification projects in partnership with the City of San Diego. Project representatives work closely with elected officials and city staff to voice collective concerns, monitor business regulations and obtain funding and support for their business development projects.

Office of Small Business

Contact: (619) 236-6700

Shelter Island Precise Plan

The Shelter Island Precise Plan preserves and retains flexibility in improving upon the best aspects of this man-made environment. This redevelopment plan will enhance the character of existing development and continue to provide public service, employment and investment opportunities. The emphasis of the program is to renovate obsolete structures, improve the quality of landscape, and visual and physical access to the bayfront.

San Diego Unified Port District

Contact: (619) 686-6583

CURRENT PROJECTS

Veterans Village (Phase 3)

This phase of the project adds 96 traditional beds, a storage warehouse and 125 parking spaces to the facility's existing 224 early treatment beds for veterans.

Veterans Village of San Diego
www.vvvsd.net

Morena Boulevard Facade Improvement Project

In partnership with the City of San Diego's Storefront Improvement Program (SIP), property and business owners along Morena Blvd. can improve their facades with assistance from the Redevelopment Agency in the form of rebates or grant funds. The Agency is current working on expanding this program throughout the project area.

LEED Recycling and Educational Center

This project will expand the Urban Corps of San Diego County's existing facility. The LEED Certified Recycling Education Center with roof garden will house education and training programs directed at conservation and protection of the environment. The facility will be open to the community and offer classes that will teach business owners and others on how to implement a recycling and conservation program in the workplace. Urban Corps of San Diego is a community nonprofit organization that provides job training and educational opportunities for at-risk young adults in the fields of conservation, recycling, and community service.

www.urbancorpssd.org

Five Points Traffic Calming Project

This project will address infrastructure needs within the Five Points neighborhood by creating a safer environment. The improvements include pop outs, ADA compliant ramps and traffic calming studies.

Clairemont Drive Median Project

This median project will promote traffic calming and streetscape beautification at the intersection of Clairemont Dr. and Morena Blvd.

Washington Street Improvements

These improvements will address blighted streetscape and provide added support for pedestrian activity at the intersection of Washington and India streets.

COMPLETED PROJECTS

The James Edgar and Jean Jessop Hervey Library (Point Loma/Hervey Branch Library)

Completed in the Fall of 2003, the 25,890-square-foot library facility is the largest community enhancement project within the Project Area.

Veterans Village of San Diego (Phase I and 2)

This project includes a \$22 million rehabilitation center and offers a range of services to homeless veterans. Phase 1, completed in July 2006, included a 112-bed early treatment facility and continues to provide state-of-the-art living and support facilities. Phase II, completed in September 2009, added another 112 beds, a medical facility, employment center and an administration building.

Veterans Village of San Diego
www.vvvsd.net

The Morena Vista Mixed-Use Project

This transit-oriented development project, completed in July 2006, serves as a catalyst for new growth in the area. The project is located adjacent to the Linda Vista Trolley Station and provides a blend of 184 residential units with 18 affordable units, commercial and retail space, and parking facilities including a Park-N-Ride that serves the trolley station.

Old Town Transit Center Queue Jump Project

The project improved the intersection of Rosecrans St. and Pacific Highway which was frequently blocked by trolley, Coaster and Amtrak Trains. It reduced traffic congestion by allowing the existing bus service to run more efficiently, reduced the back up of vehicular traffic and improved the general purpose and transit flow through the intersection.



The James Edgar and Jean Jessop Hervey Library (Point Loma/Hervey Branch Library)

Morena Boulevard Traffic Signal

North Bay Redevelopment Funds were used to modify the signal on Northbound Morena Blvd., to address the traffic at the intersection of Southbound Morena Blvd. and Linda Vista Road and was completed in December 2007. The signal separates traffic on Morena Blvd. and Linda Vista Road, and allows traffic on both streets to continue as two lanes through the intersection and beyond.

Midway Tree Planting

In 2004, the Agency, in partnership with San Diego's Business Improvement District Council and North Bay Association, planted 100 shade-producing trees within the public right-of-way throughout the Midway Commercial District.

North Bay Project Area Committee (PAC)

The North Bay Project Area Committee (PAC) is a 30-member advisory group that provides recommendations to the City's Redevelopment Agency on proposed redevelopment projects. The North Bay PAC meets four times per year with additional meeting scheduled as needed. PAC members must be at least 18 years old and reside or own a business or property within the project area. If you're interested in serving on this committee and meet the eligibility requirements, contact Lydia Goularte-Ruiz at (619) 236-6539 or lgoularte@sandiego.gov.