

FACT SHEET **Redevelopment Project Area North Park**

OVERLAPPING PROGRAMS

University/El Cajon Blvd/Adams Ave Business Improvement Districts (BID)

A BID provides a business area 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. BID's engage in promotion, beautification and small business retention and expansion programs.

Contact:

Office of Small Business
(619) 236-6700

Maintenance Assessment District (MAD)

The North Park MAD was established in 1996 to provide maintenance of landscaping improvements and streetlights within the District's boundaries. Property owners within the District may vote to assess themselves to pay and receive special street and open space maintenance, such as landscaped medians, streetlights, signage, litter removal, and various Capital Improvement Projects.

Contact:

Economic Development Division
(619) 236-6700

San Diego Regional Enterprise Zone

The North Park Redevelopment Project Area is located in an Enterprise Zone, a geographically designated, economically depressed area in which businesses can receive several state tax breaks and other benefits. The major benefits of the Enterprise Zone Program are the tax savings on California business income taxes. These tax savings include: Sales or Use Tax Credit, Hiring Credits, Business Expense Deductions, Net Interest Deduction for Lenders, and Employee Tax Credits.

Contact:

San Diego Regional Enterprise Zone
(619) 236-6320

COMPLETED PROJECTS

North Park Theatre

A cornerstone of the community since 1928, the North Park Theatre has been rehabilitated and is once again a live performance venue. The renovation included interior and exterior restoration, installation of state-of-the-art production facilities and a new theatre entrance and marquee. The total cost for the theatre project was approximately \$12 million. The theater reopened in October 2005.

North Park Public Parking Garage

The \$14 million North Park Public Parking Garage is a mixed-use facility providing 388 parking spaces on five levels. The structure, conveniently located in the heart of North Park, also features nearly 15,000 square feet of retail space and supports the success of the North Park Theatre Redevelopment Project. The facility was completed in February 2006.



North Park Public Parking Garage

La Boheme

Western Pacific Housing, a D.R. Horton Company, developed a \$62 million, 224-unit residential condominium project located south of Lincoln Avenue between 30th Street and Ohio Street. This project also includes 15,600 square feet of ground-level commercial space. Additionally, 45 of the residential units were purchased by moderate-income households. The project was completed in October 2006.

Renaissance at North Park

The Renaissance at North Park is a \$32 million mixed-use development project that provides 108 units of affordable housing, with additional components consisting of commercial space, parking, community facilities and 24 market-rate town homes. The first phase of the project was completed in September 2006. The final phase, the 24 town homes on Kansas Street, was completed in January 2007.

Boulevard Apartments

The Boulevard Apartments is an \$11 million, 24-unit affordable housing project consisting of new rental apartments for very low-income families and 2,063 square feet of commercial space located on a .24-acre site at 3137 El Cajon Boulevard. Father Joe's Villages is the developer of the project, which was completed in April 2009.

North Park Inn

The Redevelopment Agency provided a \$2 million loan in tandem with a matching loan from the San Diego Housing Commission for a \$4 million acquisition and renovation of the North Park Inn at 2625 University Avenue. This facility provides 17 units of affordable rental housing for individuals that have been dual-diagnosed with alcohol and/or drug use and mental health issues. Pathfinders of San Diego is the developer and manager of the project, which was completed in November 2010.

HIGHLIGHTS OF CURRENT/FUTURE PROJECTS

Lafayette Hotel

The historic Lafayette Hotel is located at 2223 El Cajon Boulevard. The Redevelopment Agency is providing a \$2.45 million forgivable loan for a \$4 million rehabilitation of the 131-room hotel. The rehabilitation is anticipated to be complete by June 2011. The work is being done in phases, allowing the hotel to remain open in the interim.

Theatre Park and Public Improvements

Proposed construction of a mini park behind the renovated North Park Theatre, adjacent streetscape improvements and joint use facilities at Jefferson



Renaissance at North Park

Elementary School. These projects will provide a connection between the residential neighborhoods to the south and the University Avenue commercial corridor. The mini park is expected to receive heavy community use as a central gathering space and area for passive recreational uses.

Housing Enhancement Loan Program (HELP)

The Redevelopment Agency's HELP Program is eligible to residential owner occupants that reside within the Greater North Park Community. Unique to the Agency's program is the ability to provide funding for property improvements that may not typically be eligible under similar residential rehabilitation programs. In general, the Agency's program provides one-time, forgivable home enhancement loans which range from \$5,000 to \$30,000 for property improvements.

Storefront Improvement Program (SIP)

The SIP is a façade enhancement program that focuses on assisting property and business owners with the rehabilitation of their commercial storefronts. Participants are eligible to receive a rebate in the form of a loan, forgivable over a five-year period. All rebates are based on a formula whereby participants may receive a rebate of \$2.00 for every \$3.00 spent on the project up to the appropriate maximum specified under the program. Participants are also eligible for up to ten hours of design assistance/architectural services at no charge to assist in the planning of their projects.