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SAN DIEGO CONSIDERS ESTABLISHING CONVOY PAN ASIAN CULTURAL DISTRICT ***Asian American Legislators Champion Kearny Mesa Business Innovation District***

San Diego, CA: In the 1990s, the City saw the rise of Pan-Asian businesses and cultural influences along the Convoy Street area, including businesses on Clairemont Mesa Boulevard, Mercury Street, and Balboa Avenue as described in the new Kearny Mesa Community Plan which was released in draft form in July 2020, and scheduled to be considered by the City Council in October 2020.

Councilmember Chris Cate is introducing a [City of San Diego resolution](#) to designate an area in Kearny Mesa as the Convoy Pan Asian Cultural and Business Innovation District. Geographically, this includes the area on and adjacent to Convoy Street, bound on the west by Interstate 805, on the north by California State Route 52, on the east by Interstate 163, and on the south where Convoy Street becomes Linda Vista Road.

“By recognizing the Convoy District, it will help promote the community’s economic and cultural development. This designation will allow the Convoy District to brand itself as a cultural and business District, which will help further transform the greater Convoy area into a vibrant cultural center, dining destination, and innovative economic hub,” stated Councilmember Chris Cate.

“Having the City of San Diego recognize the Convoy District will also allow the community to work with CalTrans and pursue acquiring freeway signs. These signs will direct drivers to this culturally unique and historically significant area within San Diego. This will further cement the Convoy District as a top destination spot in San Diego,” said Assemblymember Todd Gloria.

WHAT: Press Conference

WHERE: Convoy Mural at Cross Street Chicken
4403 Convoy Street, San Diego, CA 92111

WHEN: Tuesday, October 20, 2020 at 10:00 a.m.

WHO: San Diego City Councilmember Chris Cate, District 6
State Assemblymember Todd Gloria, District 78
Lauren Garces, Convoy District

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