

**CENTRAL IMPERIAL REDEVELOPMENT PROJECT****Mid-Term Review of the Third Implementation Plan  
(July 2004-June 2009)****Background**

The Central Imperial Redevelopment Plan was adopted on September 14, 1992. The Central Imperial Redevelopment Project Area (Project Area) is administered by the Southeastern Economic Development Corporation (SEDC) on behalf of the Redevelopment Agency of the City of San Diego (Agency). The Project Area encompasses approximately 580 acres and is located in the eastern one-third of the Southeastern San Diego Community Planning Area and in the northeastern section of Skyline-Paradise Hills Community Planning Area. To the west of Interstate 805 (I-805) the Project Area includes property east of 41<sup>st</sup> Street, north of Ocean View Boulevard, and south of the eastline trolley. To the east of I-805, the Project Area includes property west of Euclid Avenue, north of Ocean View Boulevard, and south of G and Guyman Streets. The Project Area also extends east of Euclid Avenue to Flicker Street, generally between Market Street and Imperial Avenue. The Third Implementation Plan was adopted on June 15, 2004.

The goals and objectives of this redevelopment plan encourage activities that will result in the development of commercial services, that will rehabilitate, construct and preserve a variety of housing and to create employment opportunities. The Agency's activities for the Project Area have included the provision of over 175 primarily single-family residential units included in the developments of Sunshine Garden, Knox Glen, Kings Row, Casa de Sueños, Jarrett Heights, Evergreen Village and Village at Euclid. Over 15% of the units produced were designated and restricted to affordable sales prices for low-to-moderate income families and the single-family developments included owner-occupancy requirements for at least 10 year periods. Financial assistance was provided to first-time homebuyers of low-to-moderate income as part of SEDC's Shared Equity Program and Down Payment Grant Program.

Four commercial developments have been completed in the Project Area. The Ultramar Gas Station was completed in 1998, and includes a one-story retail mini-mart, self-serve gasoline station with canopy and an automatic car wash. Phase I of Market Creek Plaza was completed in 2002, includes new construction of a 142,000 square foot retail center anchored by Food 4 Less and includes a food court for local entrepreneurs as well as general commercial and specialty shops. Imperial Marketplace is the location of an approximately 300,000 square foot retail/office complex anchored by Home Depot and provides opportunities to the community for dining, shopping, banking, employment and job training.

In 2001, SEDC, on behalf of the Agency, completed the public improvements necessary for the development of the Imperial Marketplace, including elevating the entire 40 acres from the flood plain, expanding the capacity of Las Chollas Creek, providing improved public open space, street improvements and storm drain improvements.

The Valencia Business Park is a light industrial/commercial development of up to 100,000 square feet on an approximately 14-acre site. In 2002, SEDC completed all necessary public infrastructure improvements including elevating the site out of the flood plain, preparing building pads, expanding the capacity of Las Chollas Creek, installing all related utilities, a new public street, along with sidewalk, curb and gutter.

The restoration of Las Chollas Creek, in accordance with the implementation of the Las Chollas Creek Enhancement Program, was provided at Imperial Marketplace, Valencia Business Park and Market Creek Plaza. Improvements include the removal of the concrete channelization, installing amor-flex (concrete blocks with openings) on the creek bottom and slopes to stabilize the creek bed and slopes and allow natural vegetation to grow through the block openings, plantings of native plants along with native hydro seeding, and providing pedestrian paths with seating, lighting and public art.

### Accomplishments

Since 2004, within the Valencia Business Park, the 25,000 square-foot Earl B. Gillam Encanto Post Office facility and public art elements have been completed in the forms of natural benches within the open space areas and the business park monument sign, as well as a unique public bus shelter.

Imperial Marketplace has continued to build-out it's commercial development space, adding a Sizzler's, Starbuck's, 99¢ Only, Greenwood Floral, and Domino's Pizza to name a few. One building pad remains to be completed for an approximately 35,000 square foot structure.

SEDC continues to work with the business and property owners within the developments it has assisted to administer the employment and training requirements of the original development agreements between the Agency and the developer. Through the development of the Market Creek Plaza and Imperial Marketplace SEDC has provided the creation of employment opportunities for over 730 employees, 52% of whom are from the Southeastern San Diego area.

In 2004, SEDC began a planning effort in conjunction with area community members for the Imperial Avenue Corridor Master Plan, to analyze the potential for future development and guide that future development in a direction that would benefit the community. The resulting plan includes development concepts and design guidelines to provide for a range of housing opportunities, and the incorporation of commercial, mixed-use and higher density developments along this major transit and trolley corridor. SEDC has initiated the process to implement the concepts by initiating amendments to the Southeastern San Diego and Skyline-Paradise Hills Community Plans, the Southeastern San Diego Planned District and the Redevelopment Plan. The preparation of an environmental impact report is underway and is scheduled for public review in Fiscal Year 2006/2007.

In 2005, the Agency terminated the development agreement with the developer for the Valencia Business Park due to the developer's inability to complete the project. A Request for Proposals for development of up to 65,000 square feet was issued and a developer selected. Negotiations for a development agreement with the selected developer are continuing.

In 2005, SEDC initiated an engineering study for the improvements that would be necessary to remove from the flood plain a portion of Imperial Avenue from 65<sup>th</sup> to 69<sup>th</sup> Streets and the adjacent properties.

In 2005, SEDC completed the acquisition of an approximately 10 acre site at Hilltop Drive and Euclid Avenue for the proposed development of 50 market rate town homes along with 120 multi-family affordable units. A relocation plan was prepared and implemented for the existing nine households during 2005. In 2006, SEDC issued a public notice inviting bids and selected the lowest bidding contractor to demolish the structures at the site. Demolition is scheduled for completion in October, 2006.

In 2006, negotiations began for various developments within the Imperial Avenue Corridor Master Plan area. Exclusive Negotiating Agreements have been entered into by the Agency for a development of up to 64 residential units at 50<sup>th</sup> and Imperial, Ouchi Courtyards, and for a development of up to 174 residential units on Imperial Avenue near the 62<sup>nd</sup> Street Trolley Station. Negotiations are continuing for additional residential and mixed-use developments within the Imperial Avenue Corridor Master Plan area.

In 2006, SEDC negotiated a Third Implementation Agreement to the Disposition and Development Agreement with TayRad LLC for the assumption of the development obligations by Harbro Construction, Inc. The 2-acre development site located at 54<sup>th</sup> and Market Streets will provide two 15,000 square-foot industrial buildings, as well improvements to remove the site from the flood plain.

Coordination with the property owner is continuing for the planning and implementation of the Village Center at Market and Euclid (Village Center), the City of Villages Pilot Program Project. The Village Center is located adjacent to and surrounding the existing Market Creek Plaza. To effectuate Agency assistance and coordination for the proposed development, an amendment to the existing Owner Participation Agreement with the Jacobs Center for NonProfit Innovation is currently under negotiations.

#### Summary

The redevelopment activities occurring within the Central Imperial Redevelopment Project Area has provided affordable and market-rate housing, and office, retail and industrial developments that provide employment opportunities for area residents along with opportunities for business relocation and expansion. Implementation of the Imperial Avenue Corridor Master Plan, the City of Villages Pilot Program along with the numerous other developments planned for the area, will continue to alleviate the blighting conditions in the Project Area and provide housing, employment and commerce opportunities for the community.