

GATEWAY CENTER WEST REDEVELOPMENT PROJECT

Mid-Term Review of the Third Implementation Plan
(July 2004-June 2009)

Background

The Dells Redevelopment Plan was adopted on November 17, 1976 and was amended in 1985 to change the name to Gateway Center West. The Gateway Center West 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 59 acres in an area designated for industrial use within the Southeastern San Diego Community Planning Area. It is generally bounded by 32nd Street on the west, Martin Luther King, Jr. Freeway (SR-94) to the north, State Route 15 (SR-15) to the east, and Market Street to the south. The principal redevelopment goal for this area was the elimination of the blighting conditions due in large part to the loss of private investment and deteriorating physical conditions. The specific objectives for the Project Area include the creation of an improved industrial/business park that would ultimately provide sites for new and relocated employment-generating industries and the implementation of performance standards that assure site design and environmental quality. The Third Implementation Plan was adopted on June 15, 2004.

Accomplishments

Since 2004, SEDC has initiated studies necessary to review the feasibility of Project Area expansion to include areas located to the west in the Dells Imperial Redevelopment Study Area. Portions of the commercial street corridors may provide an opportunity for redevelopment of areas with deteriorating physical conditions and for the development of underutilized property.

The SDG&E Metro Construction and Operations Base comprises one-fifth of the total Project Area. Pursuant to the Owner Participation Agreement with SDG&E and the Agency, SDG&E will commence construction in Fall 2006, on an approximately 30,000 square foot, 2 story, administrative office building, reorganization and screening of outdoor storage areas, landscape improvements and reconfiguration of parking areas. In addition, SDG&E has successfully completed the reorganization of the outdoor storage yard.

SDG&E has agreed to provide funding for the restoration of Las Chollas Creek in accordance with the implementation of the Las Chollas Creek Enhancement program.

SEDC is continuing negotiations for the Agency-owned property located at 33rd Street and E Street, that upon completion will provide up to 10,000 square feet of light-industrial space for a small locally-owned business.

Summary

The Gateway Center West Redevelopment Project Area continues to provide employment opportunities and business relocation and expansion opportunities. Completion of the construction of the SDG&E administration building and renovation of the site will improve a large portion of the project area. The possible expansion of the project area will have the potential of reversing blighting conditions and providing new development in the area.

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