



**Crossroads Redevelopment  
 Project Area Committee (PAC)**

**Meetings\*:**  
 Fourth Thursday of every month, 6:30 PM  
 \*Second Thursday in November and December  
 College Avenue Baptist Church  
 4747 College Ave, 3rd Floor  
 San Diego, CA 92115-3906

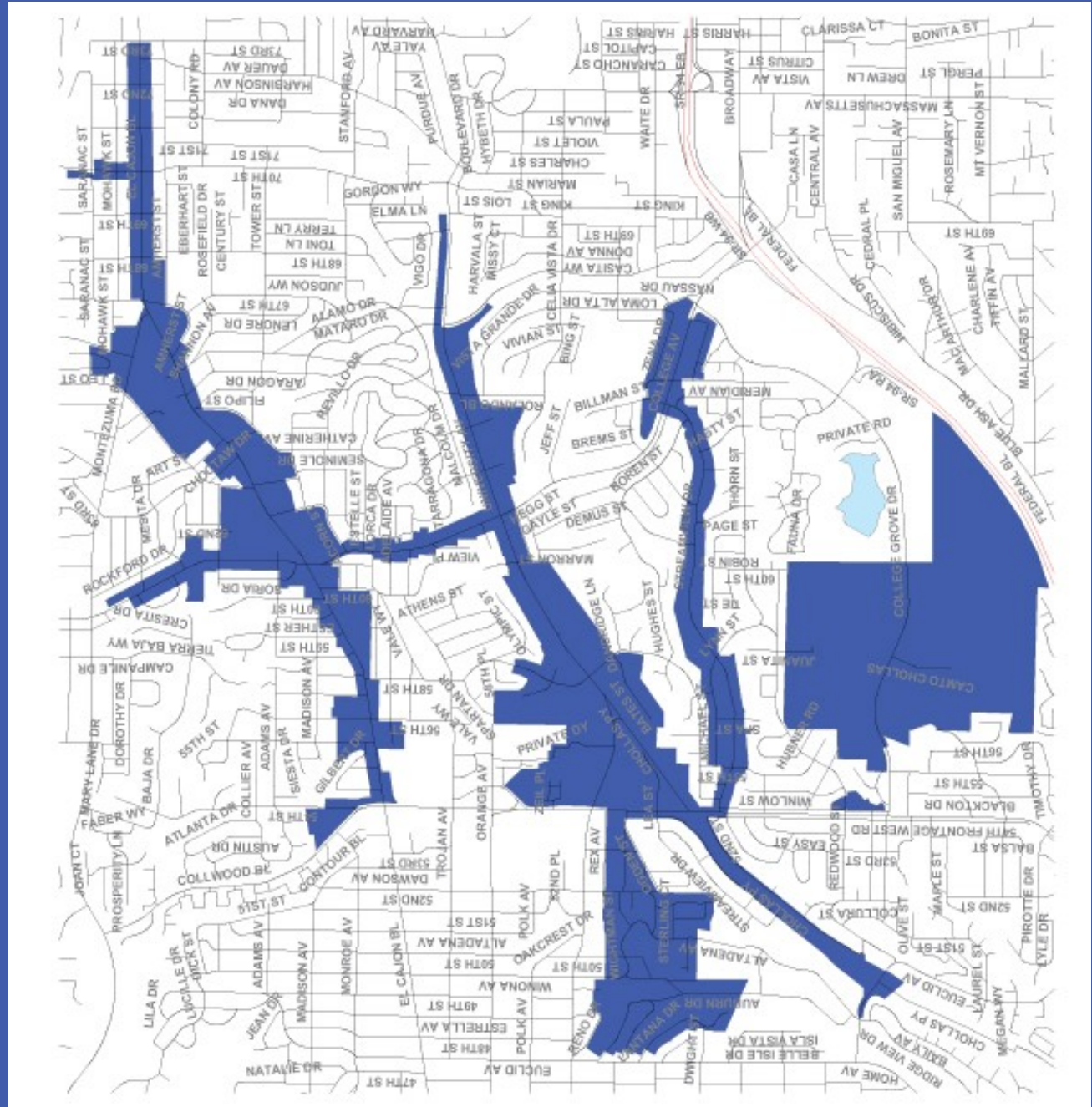


**LEGEND**

- Crossroads
- Freeway
- Roads

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# FACT SHEET

## Redevelopment Project Area **Crossroads**

The City of San Diego's 1,031-acre Crossroads Redevelopment Project Area and the associated Redevelopment Plan were established by the City Council on May 6, 2003. The Project Area is located close to the Redevelopment Agency's City Heights, College Grove, and College Community redevelopment project areas, as well as to the redevelopment project areas of the cities of Lemon Grove and La Mesa. The Project Area also enjoys close proximity to San Diego State University, the College Grove Shopping Center, and the Joan Kroc Center, a 12-acre family support, education, recreation, and cultural arts facility.

The establishment of the Crossroads Redevelopment Project Area affords the community and Redevelopment Agency certain resources and tools to improve economic and physical conditions and implement the adopted community plans for the College Area and Mid-City Communities. In addition, redevelopment works in conjunction with other economic development tools, resources, and organizations (such as business improvement districts and regional enterprise zones) to implement commercial and residential rehabilitation projects, business retention and growth programs, capital projects, community beautification, and more.

### DEVELOPMENT OBJECTIVES

- Expand and preserve affordable housing
- Enhance economic growth and expand employment opportunities
- Improve public infrastructure, transportation and mobility
- Expand recreational opportunities
- Retain and expand existing neighborhood-supporting businesses
- Encourage energy conservation and efficiency, water conservation and sustainability

### REDEVELOPMENT INCENTIVES

- Off-site improvements
- Housing rehabilitation program (HELP)
- Storefront Improvement Program (SIP)
- Special public/private financing opportunities
- Streamlined environmental review and processing



College Area Business Improvement District

Area Demographics	
Total population	141,401
Population in labor force*+	61.7%
Total housing units	44,553
Median housing value*+	\$150,075
Median household income+	\$39,736

Source: SANDAG Profile Warehouse. Current estimates as of January 2010. Note that this data is a compilation of data for the City Heights, College Area, and Eastern Area community planning areas.

\*Based on 2000 Census data.  
 +Average of figure from each area.





# FACT SHEET Redevelopment Project Area **Crossroads**

## AREAS OF FOCUS

- El Cajon Boulevard
- University Avenue
- Streamview Drive
- College Avenue
- Chollas Triangle  
(Chollas Parkway, 54th Street & University Ave)
- Chollas Creek Neighborhood
- Fox Canyon Neighborhood
- Develop the Resource Based Parkland at North and South Chollas

## OVERLAPPING PROGRAMS

### College Area Business Improvement District (BID)

This organization engages in small business promotion, beautification, retention, and expansion. The BID provides the business area with the resources to develop marketing campaigns, increase awareness and lobbying efforts, secure additional funding for public improvements and beautification projects in partnership with the City, and host community events.

**Contact:** College Area BID, (619) 582-1093

### College Heights Enhanced Maintenance Assessment District (EMAD)

Property owners within the MAD 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

Portions of the Crossroads Redevelopment Project are 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, Equipment sales or use tax credits, Business Expense Deductions, Net Interest Deduction for Lenders, and Employee Tax Credits.

**Contact:** [www.sandiegoregionalez.org](http://www.sandiegoregionalez.org)

## COMPLETED PROJECTS

### El Cajon Medians

This \$2,340,000 project (completed June 2008) reconstructed raised medians and installed decorative stamped concrete, irrigation, and landscaping along El Cajon Boulevard from 54<sup>th</sup> Street to 73<sup>rd</sup> Street. The project also included the installation of two community area signs within the medians. The water services and supply conduits were installed as part of a previous improvement project. The ongoing maintenance of the landscaping is provided by the College Heights Enhanced Maintenance Assessment District.



Village Green Apartments

**Village Green Apartments:** This \$20 million project (completed, September 2010) provided for the acquisition and rehabilitation of a 94-unit apartment complex to ensure long-term housing affordability for households at or below 60% of the Area Median Income. The project includes upgrades to laundry and pool facilities, state-of-the-art playground equipment, a remodeled community room with solar power, resurfaced

parking spaces, and improved landscaping. A model for sustainability, Village Green incorporates several design elements that increase water conservation, energy efficiency and use of environmentally friendly building materials. Approximately \$2.4 million of the Redevelopment Agency's \$5.8 million assistance used Crossroads Redevelopment Project funds.

## HIGHLIGHTS OF CURRENT/FUTURE PROJECTS

**Streetlight and Sidewalk Improvements:** The Redevelopment Agency is coordinating with the City of San Diego to fund the design and installation of additional streetlights along El Cajon Boulevard, University Avenue, and Streamview Drive, as well the installation and/or repair of sidewalks along vital right-of-ways. The new streetlights and sidewalks create a safe, walkable environment for residents, visitors, and merchants, and help generate economic vitality and remove blight from vital commercial/transit corridors.

**Enhanced Code Enforcement:** The Redevelopment Agency has a Memorandum of Understanding with the City of San Diego's Neighborhood Code Compliance Division to conduct enhanced code enforcement efforts in the Crossroads Redevelopment Project Area. Efforts primarily focus on, but are not limited to addressing minor and complicated building code violations, and monitoring multi-family housing and retail/commercial areas for violations related to parking lots and tenant improvements.

**North Chollas Park Multi-Purpose Building:** The Redevelopment Agency is coordinating with the City of San Diego Park & Recreation Department to construct a multi-purpose building in North Chollas Park. The building will provide restrooms and areas for storage and concessions at a popular community space.

**Storefront Improvement Program (SIP):** Property owners and business tenants in the Crossroads Redevelopment Project Area are able to improve the façades of their commercial properties with assistance from the Redevelopment Agency. The program makes forgivable loans available as an incentive to improve storefronts consistent with the design standards for the surrounding commercial area.

**Housing Enhancement Loan Program (HELP):** This program is designed to provide loans up to \$30,000 for interior and exterior home improvements to owner-occupants of the Crossroads Redevelopment Project Area and designated adjoining areas, whose gross household income is no greater than 100% of the Area Median Income. The program is managed by the San Diego Housing Commission for the Redevelopment Agency.



Streetlight & Sidewalk Improvements