

# FACT SHEET

## Redevelopment Project Area Barrio Logan

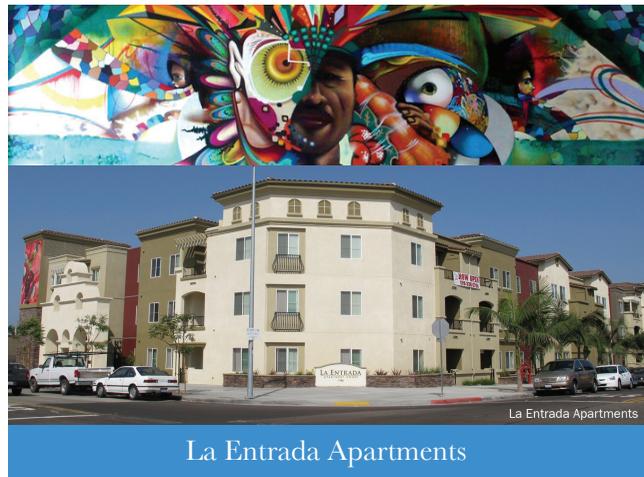
The 133-acre Barrio Logan Redevelopment Project Area is located in a diverse community near downtown San Diego, at the foot of the San Diego/Coronado Bay Bridge. It is adjacent to the San Diego harbor, close to the San Diego Convention Center, Centre City East Village and PETCO Park. Near all forms of transportation and San Diego Bay, its ideal eastern location is immediately adjacent to a burgeoning downtown area and provides attractive opportunities to capitalize on a variety of commercial, public or residential developments. Redevelopment in this area focuses on eliminating blight while preserving the neighborhood’s distinctive character. A major objective is to encourage development that enhances the community’s cultural and ethnic qualities.

### DEVELOPMENT OBJECTIVES

- Eliminate and prevent blight and deterioration
- Encourage new and continuing private sector investment
- Diversify the area’s commercial base and employment opportunities
- Develop affordable housing

### REDEVELOPMENT INCENTIVES

- Site assembly
- Permitting assistance
- Off-site improvements
- Development financing incentives
- Home rehabilitation
- Commercial façade rebates  
(City of San Diego Storefront Improvement Program)



La Entrada Apartments

### AREA DEMOGRAPHICS

Total population	4,330
Population in labor force*	1,207
Total housing units	1,011
Median household value*	\$111,207
Median household income	\$28,342

Source: SANDAG Profile Warehouse. Note: this data is representative of the 2010 SANDAG Population and Housing Estimates for the entire Barrio Logan Community Planning Area, within which the Barrio Logan Redevelopment Project Area is located.

\* Based on 2000 Census Data



Los Vientos Apartments

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## **ECONOMIC DEVELOPMENT PROGRAMS**

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### **San Diego Regional Enterprise Zone**

The Barrio Logan 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

### **San Diego Regional Revolving Loan Fund (SDRRLF) & Small Business Micro Revolving Loan Fund (SBMRLF)**

The San Diego Regional Revolving Loan Fund (SDRRLF) and Small Business Micro Revolving Loan Fund (SBMRLF) offer financial assistance to small to mid-size business owners that require capital to expand, but are unable to meet the terms of traditional banks. The Revolving Loan funds can supplement private financing of new or rehabilitated buildings, fixed machinery and equipment, working capital and soft costs. Loan sizes range from \$25,000 to \$150,000 in the SBMRLF and \$150,000 to \$500,000 in the SDRRLF. The SDRRLF covers businesses in the cities of San Diego and Chula Vista, the SBMRLF is limited to businesses in the City of San Diego. These are gap financing programs. Contact staff for more details.

**Contact:**

Business Finance Program  
(619) 236-6323

### **Federal Renewal Community**

The 2000 Community Renewal Tax Relief Act established new and beneficial federal income tax incentives for businesses and investments made in 40 areas around the country. These areas have been designated as “Renewal Communities.” To claim

the Renewal Community federal income tax savings, the business or investment must meet other specific qualifying criteria for each tax benefit. Renewal Community tax savings include: Wage Credits, Commercial Revitalization Deductions, Zero Percent Capital Gains for Renewal Community Assets, and Increased Section 179 Expensing. Renewal Community Tax Savings are effective for the period of January 1, 2002 through December 31, 2009 (extension pending Congressional approval).

**Contact:**

Federal Renewal Community  
(619) 236-6320

## **CURRENT PROJECTS**

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### **Mercado del Barrio Project**

The Agency has partnered with Shea Properties and Chelsea Investment Company to develop a 6.8-acre Agency-owned site located in the heart of the Barrio Logan Redevelopment Project Area. The project will provide a new commercial and residential mixed-use district that will include a Latino-themed supermarket, neighborhood retail shops, restaurants, and up to 92 multi-family affordable housing units. The project site is adjacent to the award-winning Mercado Apartments and Chicano Park. Construction is expected to commence in spring 2011. When completed in 2012, the Mercado will represent an \$80 million investment in the community.

### **Community Plan Update**

The Barrio Logan Community Plan Update is currently underway. The Redevelopment Agency is contributing \$1.5 million to the preparation of the updated plan which will establish goals and objectives for future improvements and development in the Barrio Logan Community Planning area, which encompasses the Barrio Logan Redevelopment Project Area.

### **Community Enhancement Program**

The program, called Green Street, provides home and community improvements in Barrio Logan.

Through this unique program, volunteers paint out graffiti, pull weeds, repair fences, plant trees, and haul away debris. In addition to cleaning up and beautifying public right-of-ways, Green Street features the renovation of 14 Barrio Logan homes occupied by low- and moderate-income residents who earn less than 120 percent of the area median income. The interior and exterior home improvements are designed to improve energy efficiency and curbside appeal.

### **Cesar Chavez Continuing Education Center**

The San Diego Community College District is building a new Cesar Chavez Continuing Education Center at Main Street and Cesar Chavez Parkway. The educational complex includes a 50,000 square-foot building for adult education with an emphasis on allied health fields and public art elements. Approximately 3,800 students will receive education and support weekly by 200 faculty and staff.

## **COMPLETED PROJECTS**

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### **La Entrada Family Apartments**

Recipient of the San Diego Architectural Foundation's Grand Award Winner for Public Art, the La Entrada Family Apartments, located at 1755 Logan Avenue, were completed in 2009. La Entrada features 85 affordable rental housing units with a unit mix of two-, three- and four-bedroom apartments. The development replaced five businesses and 13 residential units, creating seven times more housing than previously existed on the same footprint.

**Contact:**

Buckingham Property Management  
(619) 338-0700

### **Mercado Apartments**

Built in 1995, the Mercado Apartments were honored with the prestigious Urban Land Institute award for Best Integration of Design. The 144-unit affordable housing complex, located on Crosby Street, provides affordable housing for low-income households.

**Contact:**

MAAC Project, Housing  
(619) 426-4592

### **Los Vientos Family Apartments**

In 2010, the Los Vientos Family Apartments won the San Diego Housing Federation's Housing Project of the Year Award - More than 50 Units. Los Vientos is an 89-unit affordable housing project located at 1629 and 1668 National Avenue. Residents have access to a number of on site amenities including a tot-lot, computer room, and multipurpose social room.

**Contact:**

John Stewart Property Management Co.  
(619) 795-2950

### **Gateway Family Apartments**

Located on Logan Avenue, the Gateway Family Apartments consist of two- and three-bedroom units for 42 low-, and very low-income families. The project incorporates universal design features in all of the units, including a spacious community meeting space, outdoor recreation facilities, and underground parking for residents. In 2009, the project was recognized with the San Diego Housing Federation's Housing Project of the Year Award - Fewer than 50 Units and was also the recipient of SDG&E's Energy Efficiency & Sustainability Award.

**Contact:**

ConAm Property Management  
(619) 238-5223



Gateway Family Apartments

# Redevelopment Project Area Barrio Logan

**Project Area Contact: Sam Johnson** Redevelopment Project Manager

**Tel:** (619) 236-6265

**E-mail:** SamJohnson@sandiego.gov

**Website:** www.sandiego.gov/redevelopment-agency/barriolo.shtml



## Project Area Committee (PAC)

### Meetings:

*Third Wednesday of every month  
6:00 PM*

### Barrio Station Theater

2175 Newton Ave  
San Diego, CA 92113

### Vicinity Map



### LEGEND

- Barrio Logan
- Freeway

Map made exclusively for our client by the San Diego Geographic Information Source 5400 La Jolla Village Drive, Suite 102 San Diego, CA 92122 619.874.7000

For reprint, mapping or software information please contact SanGIS at 619.874.7000

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