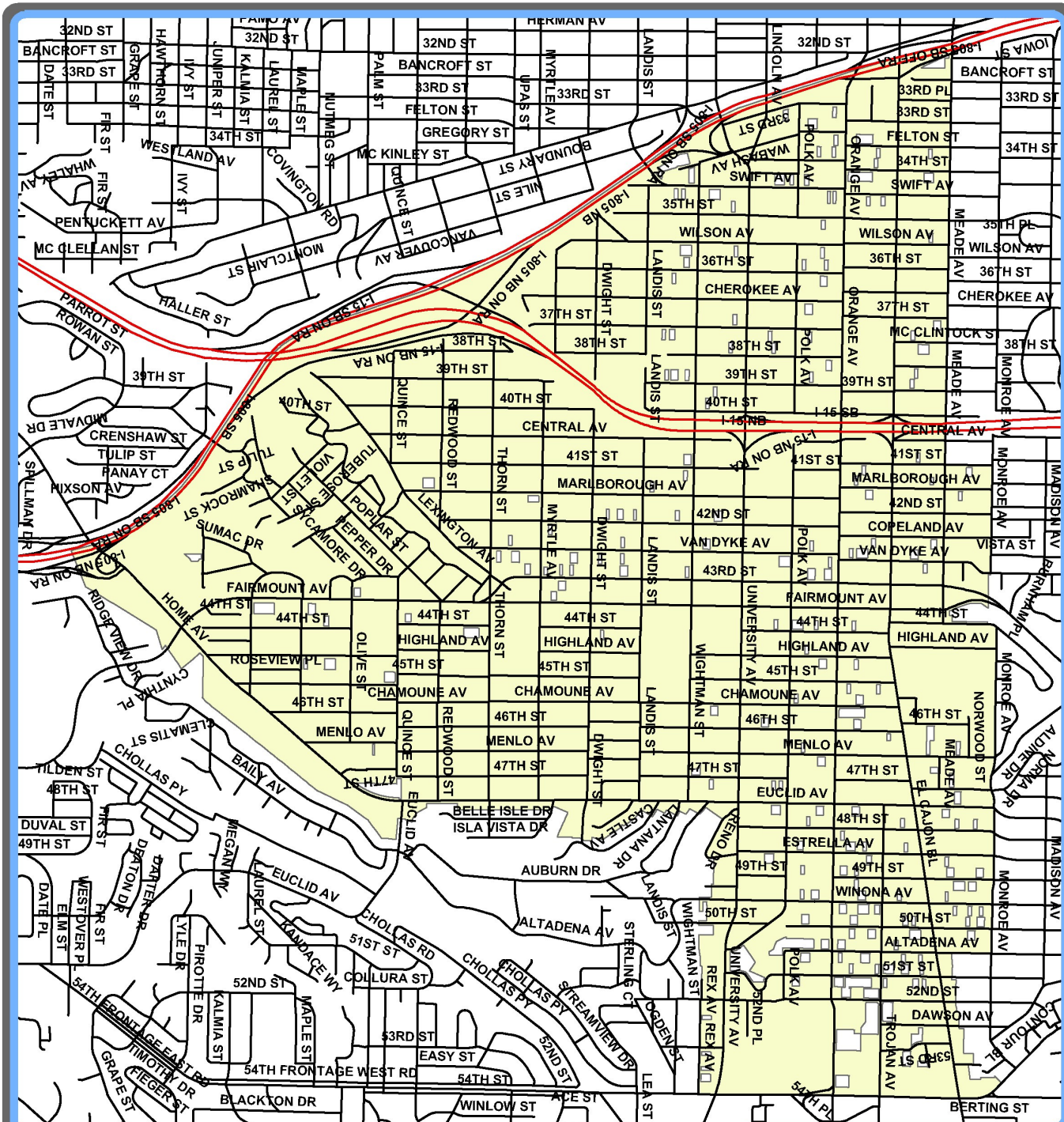




# City Heights Redevelopment Project Area FACT SHEET



The City Heights Redevelopment Project Area includes portions of the City Heights, Normal Heights, and Kensington-Talmadge Planning Areas – encompassing a total of 1,984 acres. Redevelopment projects reflect the goals of removing physical and economic blight and improving infrastructure, affordable housing, retail and office space, as well as community beautification.

The completed and planned development in the redevelopment project area affords a variety of professional and personal opportunities. Redevelopment builds on several established commercial districts; multi- and single-family housing, and improved recreation and education facilities to attract homebuyers. Four major freeways with an extensive public transit system facilitate access to the area.

### Development Objectives

- Commercial and mixed-use projects
- Affordable single and multi-family housing
- Rehabilitation and homebuyer assistance
- Youth recreation and service centers
- Transportation facilities
- Living wage job creation
- Improved educational facilities

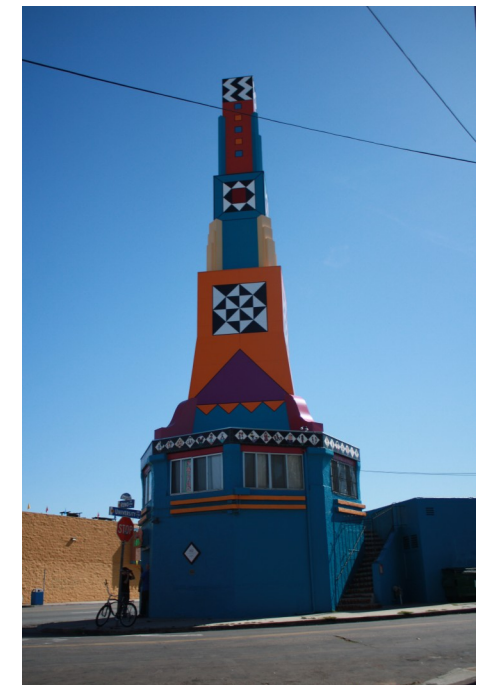
### Redevelopment Incentives

- Site assembly
- Permitting assistance
- Off-site improvements
- Housing programs
- Commercial façade rebates

### Area Demographics:

Total population	78,983
Total housing units	23,556
Median household income	\$26,538

Source: SANDAG Population and Housing Estimates, 2011. Please note that this data is representative of the City Heights Community Planning Area, within which the City Heights Redevelopment Project Area is located.



Euclid Tower



Auburn Park Apartments



Metro Career Center



Talmadge Senior Village

## City Heights Redevelopment Area

**SANDAGIS**  
We Have San Diego Covered!

Map made exclusively for our client by the San Diego Geographic Information Source  
5488 Kearny Villa Road, Suite 102  
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www.sandagis.org

For reprints, mapping or additional information please contact SANDAGIS.

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Plot Date: 06/30/08

**Vicinity Map**

0 750 1,500 3,000 Feet  
1 inch equals 1,833 feet

- FREIGHTWAY
- HIGHWAY
- Roads
- CITY HEIGHTS





## City Heights Redevelopment Project Area

### Completed Projects

**Euclid Tower:** The restored Euclid Tower is one of the most visible structures within the community of City Heights was originally built in 1932 as a drive-in soda fountain. The Tower was removed in 1999 for safety reasons and was reconstructed by the Agency in 2009.

**Auburn Park Apartments:** The **\$20 million** 69-unit multifamily affordable housing project is located on the southwest corner of University Avenue and 52<sup>nd</sup> Street. The development also includes a meeting room, on-site parking, and a public park with 24-hour security. This housing project was named Housing Project of the Year (More than 50 Units) by the San Diego Housing Federation in 2008. Auburn Park held its Grand Opening in December 2007.

**Talmadge Senior Village:** The **\$18.6 million** mixed use development consists of 90 affordable housing units as well as commercial and community spaces for low-income seniors. The project is located within close proximity to vital senior services. Talmadge Senior Village held its Grand Opening in November 2006.

**The Metro Career Center and Metro Villas:** The **\$47 million** mixed-use development project incorporates office and retail space, a community meeting room, computer center, and a daycare center located in a 81,500 SF building. The affordable housing element, known as Metro Villas, consists of 120 units of affordable housing for very low-income families. The two facilities share a 490 vehicle parking structure. The Metro Career Center opened in February 2004 and the Metro Villas opened in August 2004.

**City Heights Urban Village:** A master planned eight-block area in the center of City Heights was redeveloped through the combined efforts of numerous public and private entities. The City Heights Urban Village project has earned multiple awards and national attention as a model for comprehensive urban revitalization and development. Public and private partners have invested approximately **\$137 million**. Projects within the Urban Village include: Mid-City Police Substation, Weingart City Heights Library/Performing Arts Annex, City Heights Retail Center, and Mid-City Continuing Education Center.

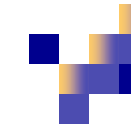
### City Heights Projects/Programs

**Home in the Heights Homebuyer Assistance Program:** The program provides forgivable, silent second mortgages of up to \$30,000 to qualified borrowers purchasing a home for the first time within the City Heights area. As of Fiscal Year 2011, the Home in the Heights program has issued 105 loans worth approximately \$3 million in Agency funds. The Agency has retained Community HousingWorks to administer this program. For more information about "Home in the Heights" eligibility, please contact Community HousingWorks at (619) 282-6647 or visit them online at [www.chworks.org](http://www.chworks.org).

**Housing Enhancement Loan Program (HELP):** Offers loans to income qualified homeowners in the City Heights area for interior home repairs and exterior enhancements. Loans may be up to \$25,000, with a \$5,000 bonus for energy and water conservation features. As of Fiscal Year 2011, HELP has issued 150 loans totaling approximately \$4.1 million in Agency funds. The Agency has retained the San Diego Housing Commission to administer this program. For more information about HELP eligibility, you may visit [www.sandiego.gov/HELP](http://www.sandiego.gov/HELP) or contact the San Diego Housing Commission at (619) 578-7521.

**Community Enhancement Program:** The program was created to improve communities by enhancing the local housing stock and beautifying the public right-of-ways. The program includes exterior home improvements for qualified properties and community improvements including graffiti abatement, canyon restoration, and beautification of public right-of-ways.

**Storefront Improvement Program (SIP):** Property and business owners in the City Heights Redevelopment Project Area can improve the facades of their properties with assistance from the Redevelopment Agency. The SIP Program provides forgivable loans to business or property owners as an incentive to improve storefronts consistent with design standards for the surrounding commercial area. The amount of the loan may be up to two-thirds of the project cost. For more information about SIP eligibility, please contact Alissa Gabriel at (619) 236-6460 or [agabriel@sandiego.gov](mailto:agabriel@sandiego.gov).



### Current Projects

**Silverado Ballroom:** This project is located on the corner of Euclid and University Avenue. It is a 2-story building built in 1931 in the Art Deco/Moderne style and is comprised of 5,750 SF of commercial space on the ground floor and 5,750 SF of office space/Ballroom on the 2nd floor. The proposed rehabilitation project will preserve a valuable community asset.



Silverado Ballroom

**City Heights Square Project:** This master plan redevelopment project, located on University Ave bound by 43rd St., Fairmount Ave., and Polk Ave., is comprised of four distinct but complementary components. Combined, the development represent an investment of more than **\$75 million** to further revitalize this urban core neighborhood. These redevelopment projects are also considered a complementary phase of the award-winning City Heights Urban Village. Project elements include:

- ◇ **Senior Housing** – The project consists of 151 units of affordable, supportive housing for low and very low income seniors. Residents have access to on-site support services. The Redevelopment Agency contributed a total of \$9.1 million to the project. Construction was completed in August 2007.
- ◇ **La Maestra Center** – The project includes a new three-story medical office building with underground parking, a community clinic, and private commercial space. Construction was completed in Summer 2010.
- ◇ **Commercial/Residential**—The project is located on University Ave. between 43rd St. and Fairmount Ave. Price Charities is constructing a mixed-use project with 92 residential apartment units, 20,500 SF of retail space, 2 levels of subterranean parking. The total project cost was \$38 million and construction was completed in October 2011.
- ◇ **Pocket Park**—The Redevelopment Agency is funding land acquisition and improvements for a 4,348 SF pocket park in the City Heights Square block. The park is expected to be open to the public in Spring 2013.



La Maestra Center



Commercial/Residential

<p><b>Project Area Contact:</b> Melissa Garcia Redevelopment Project Manager Tel: (619) 236-6547 E-mail: <a href="mailto:MAGarcia@sandiego.gov">MAGarcia@sandiego.gov</a> <a href="http://www.sandiego.gov/redevelopment-agency/cityhts.shtml">http://www.sandiego.gov/redevelopment-agency/cityhts.shtml</a></p>	<p><b>Project Area Contact:</b> Karina Danek Redevelopment Project Manager Tel: (619) 236-6537 E-mail: <a href="mailto:KDanek@sandiego.gov">KDanek@sandiego.gov</a> <a href="http://www.sandiego.gov/redevelopment-agency/cityhts.shtml">http://www.sandiego.gov/redevelopment-agency/cityhts.shtml</a></p>
<p><b>City Heights Redevelopment Project Area Committee (PAC)</b> Meetings: Second Monday of every month, 6:00 PM Metro Career Center 3910 University Ave San Diego, CA 92105</p>	<p><b>City Heights Redevelopment Housing Subcommittee</b> Meetings: First Tuesday of every month, 7:30 AM 4305 University Ave., Suite 535 San Diego, CA 92105 (Southeast Corner of University Avenue and 43rd Street)</p>

Detailed information on project areas, governing documents and agreements, opportunities for public involvement, and redevelopment incentive programs are available on the City of San Diego Redevelopment Agency website: [www.sandiego.gov/redevelopment-agency](http://www.sandiego.gov/redevelopment-agency)

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City of San Diego Redevelopment Agency  
Photos: City of San Diego Redevelopment Department  
December 2010