



## MEMORANDUM

**Date Issued:** November 3, 2004 SEDC Report No. 04-012

**Meeting of** November 9, 2004

**To:** Honorable Mayor and Members of the City Council  
Chair and Members of the Redevelopment Agency

**From:** Carolyn Y. Smith, President

**Subject:** Approval of the Proposed First Amendment to the Southcrest Redevelopment Plan

**Reference:** Approval and Transmittal of the Report to City Council on the Proposed First Amendment to the Southcrest Redevelopment Plan (Approved by the Redevelopment Agency of the City of San Diego, October 12, 2004)

Consent to Hold a Joint Public Hearing for the Proposed First Amendment to the Southcrest Redevelopment Plan (Approved by the Redevelopment Agency of the City of San Diego and City Council of the City of San Diego, September 14, 2004)

Owner Participation Agreement between Olson Urban Housing, LLC, and the Redevelopment Agency of the City of San Diego (Approved by the Redevelopment Agency of the City of San Diego, July 27, 2004)

---

### SUMMARY

Staff Recommendation – That the City Council of the City of San Diego (City Council) adopts: (1) A resolution accepting and approving the Report to the Council of the City of San Diego regarding the Proposed First Amendment and receiving, accepting and approving the proposed First Amendment to the Redevelopment Plan for the Southcrest Redevelopment Project; and (2) An ordinance approving and adopting the proposed First Amendment to the Redevelopment Plan for the Southcrest Redevelopment Project.

That the Redevelopment Agency of the City of San Diego (Agency) adopts a resolution as follows: (1) Approving the Proposed First Amendment to the Redevelopment Plan for the Southcrest Redevelopment Project; and (2) Recommending that the First Amendment to the Redevelopment Plan for the Southcrest Redevelopment Project be approved and adopted by the Council of the City of San Diego.

Other Recommendations – At its hearing of October 12, 2004, the Agency recommended approval and transmittal of the Report to City Council on the Proposed First Amendment to the Southcrest Redevelopment Plan.

At its meeting of September 30, 2004, the City of San Diego Planning Commission voted to recommend to the City Council of the City of San Diego approval of the proposed First Amendment to the Redevelopment Plan for the Southcrest Redevelopment Project.

At its hearing of September 14, 2004, the Agency and City Council consented to hold a joint public hearing for the proposed First Amendment to the Southcrest Redevelopment Plan (First Amendment) on November 9, 2004.

At its meeting of June 23, 2004, the Southeastern Economic Development Corporation (SEDC) Board of Directors recommended approval of the First Amendment to the Southcrest Redevelopment Plan.

Fiscal Impact – The costs incurred by the Agency in the preparation of the First Amendment and related documents will be reimbursed to the Agency by the Olson Urban Housing, LLC, as required by the Owner Participation Agreement, Approved on July 27, 2004.

## **BACKGROUND**

The Southcrest Redevelopment Project Area (Project Area) was adopted April 14, 1986, by Ordinance No. 16622. The approximately 301-acre Project Area is bound on the west by Highway 15 and Interstate 5, on the east by 44<sup>th</sup> Street, on the south by Gamma and Vesta Streets and on the north by Logan Avenue. The Olson Company (Developer) proposes to develop 110 condominiums on the subject site located at 43<sup>rd</sup> Street and Logan Avenue (Site). The Site is comprised of nine (9) parcels, six (6) of which are currently zoned CT-2 (General Commercial) and require a zone amendment to Medium-High Density Residential (15-30 dwelling units per acre). The proposed rezone necessitates an amendment to the San Diego Progress Guide and General Plan (General Plan) and the Southeast San Diego Community Plan (Community Plan) to reflect the comparable land use designation.

California Redevelopment Law (CRL) requires that Redevelopment Plans be consistent with the General Plan. Therefore, the Southcrest Redevelopment Plan must be amended to reflect the change from the current general commercial designation to the proposed multi-family residential designation.

On June 16, 2004, SEDC held a community information meeting at the Southcrest Cultural Center which provided community residents with an opportunity to learn about the details of the proposed First Amendment and question appropriate staff.

## **DISCUSSION**

### **Report to City Council**

The attached Report is one of the legal documents required for review by the City Council prior to the adoption of an amendment to the redevelopment plan. The Report documents the reasons for amending the redevelopment plan, the nature and extent of the blighting conditions of the amendment area, and how these conditions will be corrected through the use of the redevelopment process. In addition, the report documents the recommendation of the Planning Commission and the record of the community consultations.

The Agency approved the Report and authorized the transmission of the Report, along with the proposed First Amendment to the City Council on October 12, 2004.

### **First Amendment**

The attached First Amendment to the Southcrest Redevelopment Plan would replace Section 500 of the Redevelopment Plan and the existing Redevelopment Plan General Land Use Map with a revised Section 500 and an amended Land Use Map.

### **Addendum to the Environmental Impact Report**

The Addendum to the Environmental Impact Report for the Southcrest Redevelopment Plan (Addendum to the EIR), completed by the City of San Diego, Development Services Department, was prepared following the analysis of an Initial Preliminary Study. The Addendum to the EIR evaluates any possible environmental issues related to the proposed Development and the associated First Amendment.

The Addendum to the EIR finds that there are no new significant environmental impacts not considered in the previous EIR, and no new information of substantial importance.

The requirements identified in the Mitigation, Monitoring and Reporting Program incorporated into the project require the Developer to make a fair-share contribution (representing approximately 10%) to the cost of a Capital Improvement Project for the installation of a traffic signal at the intersection of 43<sup>rd</sup> Street and Newton Avenue. SEDC would recommend that the City make every effort to have this signal installed by

the time the development is completed so that the project's cumulative impacts are addressed.

**CONCLUSION**

The Southcrest Redevelopment Plan, as amended by the First Amendment, will conform with the requirements of the California Community Redevelopment Law, along with the General Plan and Community Plan, as amended. Therefore, staff recommends the adoption of the First Amendment to the Southcrest Redevelopment Plan.

---

Approved by  
Carolyn Y. Smith  
President

CYS:kk

Attachment: Report to the City Council  
First Amendment to the Southcrest Redevelopment Plan