



THE CITY OF SAN DIEGO

Redevelopment Agency's Report

DATE ISSUED: May 8, 2008 REPORT NO. RA-08-14

ATTENTION: Honorable Chair and Members of the Redevelopment Agency
Docket of May 13, 2008

SUBJECT: Second Five-Year Implementation Plan for the Crossroads Redevelopment
Project Area

REFERENCE: Executive Director Report No. RA-07-16 and RA-03-09, City Managers
Report No. CMR-03-034 and California Community Redevelopment Law,
Section 33490.

REQUESTED ACTION:

Should the Redevelopment Agency conduct a public hearing to adopt the proposed Second Five-Year Implementation Plan for the Crossroads Redevelopment Project Area?

STAFF RECOMMENDATION:

Conduct a public hearing to adopt the proposed Second Five-Year Implementation Plan for the Crossroads Redevelopment Project Area.

BACKGROUND:

When California Community Redevelopment Law ("CCRL") was amended in 1993, a requirement was added to the statute requiring each redevelopment agency to adopt a Five-Year Implementation Plan that contains specific goals and objectives for each adopted Redevelopment Project. A new five-year plan for each area must be adopted in order to comply with the Law. The current Crossroads Five-Year Implementation Plan was adopted in 2003 (see Attachment 1).

The CCRL requires that redevelopment agencies conduct a public hearing to review and evaluate any corresponding implementation plan. The implementation plan identifies specific programs and estimated expenditures proposed to be made during the next five-year period, and explains how the goals and objectives, programs, projects and expenditures proposed under the implementation plan will eliminate blight within the project area. The implementation plan also addresses low and moderate-income housing requirements under the Law. However, implementation plans only provide an estimate as to what is anticipated to occur over the five-year period. As specific projects are initiated, they will follow the prescribed process for review/project approval. Adoption of an implementation plan does not constitute an

approval of any specific program, project, or expenditure and does not change the need to obtain any required approval of a specific program, project, or expenditure from the Agency or the community

The proposed Five-Year Implementation Plans (see Attachment 2) has been prepared with community coordination and review. Agency staff has worked with the Crossroads Project Area Committee (“PAC”) and community in an effort to ensure that the goals and visions of the respective project area residents, property owners and business owners have been incorporated into the proposed Five-Year Implementation Plan.

DISCUSSION:

The Crossroads Redevelopment Plan (“Plan”) was adopted by the City Council in May, 2003, and is administered by the Redevelopment Division of City Planning and Community Investment Department. The 1,031-acre Project Area was adopted to eliminate conditions of blight within the boundaries of the Project Area by facilitating new construction, revitalization and upgrading of residential, commercial and public properties and revitalization of facilities within the surrounding Project Area. The First Five-Year Implementation Plan was adopted in May 2003 as Section C in the Report to the City Council. There have been no amendments to the First Five-Year Implementation Plan for the Crossroads Redevelopment Project Area.

The focus of the Redevelopment Plan is to revitalize the properties along El Cajon Boulevard, University Avenue, Streamview Drive, and College Avenue and the residential neighborhoods of Chollas Creek and Fox Canyon, and develop the resource-based parkland at Chollas Park. The goal of the Redevelopment Plan is to address the physical conditions that exist along these corridors and to have a positive impact on the adjoining single-family neighborhoods. The purpose of the Redevelopment Plan is to eliminate and prevent the spread of blight and deterioration, and redevelop the Project Area in accordance with the General Plan and applicable community plan, and local codes and ordinances.

The main objectives of the Redevelopment Plan primarily focus upon economic growth enhancement, infrastructure improvement, new investment and development, expansion of employment and recreational opportunities, preservation and expansion of housing stock, retention and expansion of existing neighborhood supporting businesses within the Project Area. The Redevelopment Plan excludes single-family zone and designated property within the Project Area from eminent domain.

The establishment of the Crossroads Redevelopment Project affords the community and Redevelopment Agency certain resources to improve the economic and physical conditions and implement the adopted community plans (College Area and Mid-City Communities). In addition to the traditional toolbox of Redevelopment, activities within the Project Area will also be implemented through other economic development tools and resources, such as business improvement districts, facade improvement programs, first time home buyers assistance and more.

The proposed Five-Year Implementation Plan includes the following sections:

- Goals and objectives of the redevelopment agency for the project area.
- Programs, projects and expenditures proposed to be made during the next five years.
- Goals and objectives, programs, projects and expenditures and how they will eliminate project area blighting conditions.
- How the goals and objectives, programs, projects and expenditures will implement project area housing requirements.
- Estimates of the amounts which will be deposited in the Low and Moderate Income Housing Fund during each of the next five years.
- Estimates of the number of new, rehabilitated, or price restricted units to be assisted during each of the next five years.
- Estimates of the expenditures of moneys from the Low and Moderate Income Housing Fund during each of the next five years.
- How the housing program will implement the requirement of expenditures of moneys in the Low and Moderate Housing Income Fund over a 10-year period.
- Time limits for eminent domain proceedings, establishment of loans, advances and indebtedness, effectiveness of the redevelopment plan and the time limit to repay indebtedness with the proceeds of property taxes.

FISCAL CONSIDERATIONS:

No fiscal impact associated with this action. Any financial obligations of the Agency will be discussed as projects or programs are proposed and will be subject to Agency approval.

PREVIOUS AGENCY, and/or COMMITTEE ACTION:

The City Council established the Crossroads Redevelopment Project Area on May 6, 2003. The Redevelopment Agency conducted a mid-term review of the current Crossroads Implementation Plan on June 12, 2007.

COMMUNITY PARTICIPATION and PUBLIC OUTREACH EFFORTS:

This is a publicly notice hearing. A notice was posted in four areas within the Crossroads Project Area, as well as published in the Daily Transcript. The notice and proposed documents have been available electronically on the City's website at <http://www.sandiego.gov/redevelopment-agency/index.shtml>.

A Project Area Committee ("PAC") was established for the Crossroads Project Area in March 2002. The PAC continues to meet monthly and advises the Agency on projects within the Redevelopment Project Area. Drafts of the proposed Second Implementation Plan were reviewed and discussed by the PAC Administration Sub-Committee and PAC at several noticed/agendized public meetings. On March 20, 2008 the Crossroads PAC recommended approval (7-1-1) of the proposed Second Implementation Plan with two revisions. Those revisions were to revise the name of a neighborhood and include a general description of two isolated commercial areas.

KEY STAKEHOLDERS and PROJECTED IMPACTS:

This activity is not a “project” and therefore exempt from California Environmental Quality Act (“CEQA”) pursuant to State CEQA Guidelines Section 15060(c)(3). The inclusion of programs, potential projects, and expenditures in an implementation plan shall not eliminate review pursuant to CEQA at the time of approval of the program, project, or expenditure, to the extent that is would be otherwise required.

On April 22, 2003, the Redevelopment Agency certified the Crossroads Program Environmental Impact Report, State Clearing House Number 2002071002 in accordance CEQA Guidelines.

Respectfully submitted,

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WEINRICK/TWR

- Attachments: 1. Current Five-Year Implementation Plan
2. Proposed Second Five-Year Implementation Plan