

CROSSROADS Survey Area - Potential Development Clusters

This list of potential development clusters is a result of community dialogue to identify a range of potential development opportunities that would remove blight and benefit the neighborhoods leading to an improved quality of life. Community dialogue and feedback will continue through the next phase involving the CROSSROADS Survey Area and plan adoption process. Workshops will be held and workgroups created to focus on specific areas within the survey area.

University Avenue Business Center – The Triangle Area (Site #1)

Orientation: This is approximately 12 acres of public and private land contained within the boundaries of University Avenue, 54th Street, and Chollas Creek. This location has a long history of problems including immigrants living in the canyon/creek bed, illegal dumping on the old Medical Building site (now Teen Challenge), and blighted structures facing University Avenue.

Potential: Marketing study has identified this location as an appropriate site for a new industrial/business center. A prospective business may be a call center since their employee needs matches well with the labor pool living within a five-mile radius of this site. The potential is there for developing a 120,000 square foot facility and creating from 500 to 900 new jobs. The new center would be professionally landscaped, and provide special attention to preservation of Chollas Creek, the open space and the hillside toward the south side of the site.

Colina del Sol Residential Center – The Old Jewish Community Center (Site #2)

Orientation: This is 3-4 acres of land that currently has a facility built for use as a private community center. The older design of the structure will require extensive modification to meet modern day ADA requirements before major enhancements are possible.

Potential: This location provides an excellent opportunity to build affordable homes with a emphasis on the first time homeowner market.

Villa View Hill – Entrance to Villa View Hospital (Site #3)

Orientation: This is the north side of University Avenue across the street from K-Mart. This is approximately 6 acres of private land on smaller parcels and different ownership. Currently the merchant mix has massage parlors, auto repair, and tire shops along with multi-family rental housing and a restaurant.

Potential: Assemblage of property would provide the opportunity to enhance the location with modern multi-family rental housing and a mix of service oriented businesses. New development would include landscaping and improved visibility for the entrance to the community serving Villa View Hospital Center.

University Square Shopping Center (Site #4)

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Orientation: This center is located on University Avenue between 58th and 60th Streets. The retail center services the local community and is anchored with a Food-for-Less Grocery Store. The center will have continued competition as retail moves toward the freeways, and customers toward power centers.

Potential: The goal is to strengthen and stabilize the existing retail on University Avenue by assisting in bringing an enhanced mix of merchants to the center that services the local community. Improvement may include additional security and visually pleasing lighting on the public street along University Avenue as well as improved landscaping on the north side of the Avenue.

The Intersection of University and College Avenue (Site #5)

Orientation: This is the crossroads for two very important major streets servicing our neighborhoods. This intersection has a blighted appearance due to older structures and vacant properties including a recent departure of a popular grocery store.

Potential: The excellent traffic numbers for vehicles passing by this intersection provides an opportunity for upgrades. Promote fast service centers on all four corners of the intersection, and create an eastern looking gateway into Rolando Village and Rolando Park. This would enhance the marketability and visual appearance of the auto service centers located on this stretch of University Avenue.

Rolando Plaza – Area next to the new Kroc Community Center (Site #6)

Orientation: This block is located just west of the new Salvation Army Ray and Joan Kroc Community Center. The largest property in the block is the Rolando Shopping Plaza. The shopping center is currently 70 percent vacant. The 28,000 square foot grocery store does not meet the current market demand for 50,000 square foot grocery stores. The owner has problems with graffiti and transients on and behind the property.

Potential: Marketing study has shown sufficient service area to support a modern grocery store as desired by local residents. Expansion of the center is currently limited by dysfunctional structures and the inability to assemble property in a timely matter. The right provision of competitive buildings will attract visitors coming and going from the Kroc Center.

College Rolando Library Area (Site #7)

Orientation: This location is close to the intersection of El Cajon Boulevard and Montezuma Road and represents a western gateway to neighborhoods in the College and Rolando area. Recent improvements include the development of a 50,000 square foot Ralphs grocery store, and the future home of the new College/Rolando Library. This site has excellent access to the community via Montezuma Road, El Cajon Boulevard and 70th Street.

Potential: Expand the library site to include a neighborhood park.

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The Rolando Village – The El Cajon Boulevard Entrance to Rolando (Site #8)

Orientation: The Boulevard between 67th and Rolando Streets projects a negative image of dysfunctional and mixed use facilities that includes some very good and some very bad visual statements.

Potential: Assemble parcels to create a mixed-use center providing a pedestrian oriented central meeting place for the Rolando and College neighborhoods. Consider as a model, the enhancements to the old Hillcrest Sears site, or the positive image on entry to Kensington. Integrate housing, retail, entertainment, and public open space utilizing principals of the “City of Villages” concept for guidance. Focus on and strengthen the recognition of the historical character of this neighborhood.

Old Firehouse Number 10 Historical Site (Site #9)

Orientation: This site is next to the College Heights Library. Recent enhancements include the refurbishment of the historical Old Firehouse #10 to create a community center and conference room.

Potential: Continue support of the Firehouse providing community services. On completion of the new library, remove all or part of the old library to provide parking, now inadequate to meet community center demand.

El Cerrito Gateway – Gateway from Montezuma Road and Collwood Boulevard (Site #10)

Orientation: Feedback received via meetings attended by neighborhood residents has identified the intersection of 54th and El Cajon Boulevard, and El Cajon Boulevard east toward College Avenue as a place with a negative visual image.

Potential: Enhance the intersection of El Cajon and 54th Street. Consider use of traffic calming techniques and pedestrian stamped lanes to create a positive image and gateway to the supporting neighborhoods. Create a plan to enhance the commercial strip from 54th to College Avenue. Be sensitive to the interface between commercial and residential. Include pocket parks and green areas that create an entry area competitive with other neighborhoods.

Apple Barrel In-Fill (Site #11 or neighborhoods included in a redevelopment project area)

Orientation: Studies have shown the residential neighborhoods as having many areas with good landscaping and well-maintained residential structures. However, pockets exist with non-maintained landscaping, and with homes in the need of paint. A program to remove these conditions would promote demand for home ownership and a stable neighborhood. It is important to create demand for homes where demand does not exist.

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Potential: Create a voluntary program to improve the maintenance of landscaping and structures. Promote first time home ownership while at the same time remove or enhance structures that blight the residential neighborhoods.

Streamview Drive Enhancements (Site #12)

Orientation: The well maintained residential homes are in contrast to the less than well-maintained multi-family housing on Streamview Drive. The asphalt cover on the Steamview wide median strip often is cracked and needing repair.

Potential: Enhance the multi-family area by improving parking and access to open space. Use redevelopment funds to improve sidewalks and other needed improvements on Streamview Drive. Provide matching funds to leverage Capital Improvement Program (CIP) funds.

Chollas Creek Neighborhood Enhancements (Site #13)

Orientation: This is an area with a mix of residential and multi-family housing located south of University Avenue and west of 54th street. Extensive physical and economic blight covers this neighborhood.

Potential: Focus on the creation of affordable housing, refurbish and revitalize older rental housing, develop a neighborhood park, and build a connecting road to improve access.

Neighborhood Infrastructure Maintenance List (Entire Project Area)

Orientation: The infrastructure for an aging neighborhood must be refurbished over time just as an older home requires refurbishment to remain competitive. The proposed study area has an extensive deferred maintenance list including the need for new sidewalks, lighting, parks and library services.

Potential: Tax increment received from the redevelopment program would be applied to refurbish the neighborhoods. The plan adoption process associated with the survey area and plan adoption process would create a priority list.

NOTE: Page 5 of the attachment, the Crossroads Redevelopment survey area map, is not available in electronic format. A copy is available for review in the Office of the City Clerk.