



e-Connection

Southeastern Economic Development Corporation E-Newsletter

President's Message



1981 - 2011

(Redevelopment, an Important Tool for Southeastern San Diego)

By now you are probably aware of the governor's and state legislature's push to eliminate redevelopment in California. The impact from the loss of redevelopment to southeastern San Diego would be devastating. In addition to its proposal to eliminate redevelopment, the State wants to "rob" entities like SEDC of tax dollars that are specifically dedicated to redevelopment projects. For the past 30 years, redevelopment as practiced by the Southeastern Economic Development Corporation (SEDC) has done *exactly* what redevelopment was created to do: eliminate blight; create jobs; increase retail facilities; assist new and relocated businesses; provide housing opportunities; and assist local entrepreneurship.

Thirty years can seem like a long time but, in redevelopment years, it's a snapshot that's long lasting. Our snapshot of restoration, creation, and transformation can be seen throughout southeastern San Diego: *Southcrest* (former 252 Corridor) - home to Northgate Gonzalez Market, Cesar Chavez Elementary School, and 99 newly built residences; *Imperial Marketplace* - anchored by Home Depot and home to Sizzler Restaurant, Chase Bank, Verizon, 24 Hour Fitness, Concorde Career College, Subway and 99¢ Only Store; *Gateway Center East* - anchored by Costco and corporate home to RR Donnelly/Commercial Press; *Gateway Center West* - home to SDG&E, Padre Janitorial, St. Vincent DePaul, ICE and Ferguson; *Valencia Business Park* - home to the Earl B. Gilliam Post Office. Each of these projects, made possible by using the redevelopment tool, brought welcomed employment opportunities and services to southeastern residents.

SEDC has always partnered with developers and other organizations that bring quality jobs and housing opportunities for the residents. Over the years, 5,000 jobs have been created and 600+ housing units have been developed and/or restored - Southcrest Park Estates I & II; Legacy Walk; Village at Euclid; Evergreen Village; Vista Grande Apartments; and Mayberry Apartments (to name a few, with more to come). In addition to the bricks and mortar of development, SEDC has invested dollars in the beautification of southeastern San Diego with improvements along Las Chollas Creek; development of Southcrest Trails, Dorothy Petway Park and the installation of streetlights in the Southcrest, Mount Hope and Central Imperial Redevelopment Project Areas.

Our redevelopment efforts can be measured over the past 30 years as something that is beneficial to the residents and businesses of southeastern San Diego and the City of San Diego as a whole. SEDC's 30 years shows a snapshot of a community that at times may appear to have been forgotten, only to be revitalized by development that wouldn't have happened *without the tool of redevelopment*.

Imperial Avenue Streetlight Groundbreaking

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[Website Announcement](#)
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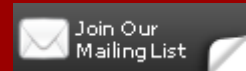
[Encanto Meeting Agenda](#)
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For more information, contact us at:

SEDC
404 Euclid Avenue,
Suite 221
San Diego, CA 92114

(619) 527-7345

info@sedcinc.org

www.sedcinc.org

Sincerely,

Southeastern Economic
Development Corporation



(Installation of Streetlights)

Council President Young, SEDC and the City Engineering and Capital Projects Division broke ground this week on an estimated \$285,000 project that will bring 20 new streetlights to Imperial Avenue between 61st and 69th streets. The additional streetlights will create a safer, and more pedestrian-friendly streetscape along this major commercial corridor, located directly on the Orange trolley line, in the revitalizing community of Encanto. The project, funded by the Southeastern Economic Development

Corporation (SEDC) and TransNet, is scheduled to be completed in late September. For more information about this project, please call the City's Public Information Line at: (619) 533-4207.

Project Area Committee



SEDC is taking next steps to pursue adopted strategies in the SEDC Five Year Strategic Plan in an integrated initiative, the Southeastern San Diego Neighborhoods Initiative (SSDNI). The strategies include four endeavors, some already initiated and others soon to kick off:

Territorial expansions of the existing Merged Southeastern San Diego Project Area Boundaries and a potential new study area in Greater Logan Heights; Project Area Committee (PAC) elections; SANDAG Smart Growth Incentive Planning in two focus areas; Community Plan Update.

SEDC staff has been conducting community outreach to Neighborhood Advisory groups to discuss survey/study areas for adjusting the boundaries of the Southeastern San Diego Merged Area, by attending over 20 Neighborhood Advisory Committee (NAC) meetings. Over 165 community members have indicated interest in the coming PAC elections.

If you are interested in the PAC elections, call (619) 527-7345 for more information or email us at: PAC@sedcinc.org

Playground Equipment



(Dennis V. Allen Park in Mount Hope)

The Southeastern Economic Development Corporation Board of Directors recently approved the purchase of brand new playground equipment for the Dennis V. Allen Park in the Mount Hope Project Area. The City of San Diego's Park & Recreation staff will have significant upgrades constructed at the playground site including a brand new Tot-lot which will enhance the park for the Mount Hope neighborhood to enjoy.

Beta St. Green Alley Project



(Southcrest Alley Improvements)

On June 21, 2011, the Redevelopment Agency for the City of San Diego approved the SEDC Staff recommendation to allocate \$ 98, 174 dollars for the design of pollution prevention improvements for a project known as the Green Alley Filtration. This project runs adjacent to the

Southcrest Trails Park development. Once constructed, the project will filter water entering the

Chollas Creek, removing Diazinon, dissolved copper, dissolved lead, zinc and indicator bacteria. Additionally, the paved alley will provide water pollution prevention. The project is located north of Beta Street where it intersects with 37th Street and 38th Street.

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Southeastern Economic Development Corporation | 404 Euclid Avenue, Suite 221 | San Diego | CA | 92114