

New Assets Out of Old Transit

**Revitalizing & Rebuilding
Low Wealth Neighborhoods
Near Old Transit**

San Diego Experience

What Turns This - Vacant Lots Across Street From Trolley Stop



Into This - New Retail Center Adjacent to Trolley Stop At Euclid & Market in S.E. San Diego



Market Creek Plaza



Barrio Logan - Another Neighborhood That Is Changing



One Trolley Stop From East Edge of Downtown San Diego



What Turns This - Auto Storage, Auto Painting, Truck Repair...



Junk Yards...



And Youth Frustrations...



Into This: The Community Art Revolution That Sparked...



The Revitalization Of The Barrio Logan Community



And This -
The Mercado Apartments - 1 Block From Trolley Stop



And This - Chuey's Restaurant Adjacent to the Trolley Stop



To This - New Elementary School Facilities One Block From The Trolley Stop



And This - New Medical Clinic Two Blocks From The Trolley Stop



Coming - San Diego Mercado - Retail & Housing 300 Feet From Trolley Stop



Concept Vision for the San Diego Mercado • Concepto Visual Para El Mercado San Diego

What Must Change First Before the Physical Can Change?

- Attitudes
- Perceptions
- Fears
- Knowledge
- Relationships

THE VISION

Make No Little Plans;
They Have No Magic
To Move Men's Souls.

Daniel Burnham

Community Involvement & Support

- Organizing Residents to Participate
- Involvement in Planning and Design
- Support New & Rehab Housing & Retail
- Support Density - MF Housing
- Support Public Subsidies
- Construction Jobs for Residents
- Retail Business & Job Opportunities
- Home Purchase & Rental Opportunity

Political Support

- Mayor & City Council - Critical
- County Supervisors
- State Representatives
- Congressional Representatives
- School Board Representatives

Organizational Support

- Redevelopment Agency
- Transit Agency
- Planning Department
- Economic Development Agency
- Regional Chamber of Commerce
- Local Business Groups
- Neighborhood Organizations
- Church Groups
- University / Community College

Policies / Development Tools

- TOD Guidelines
- TOD Zoning
- Planned Development Permit
- Bonus Density
 - For TOD & Affordable Housing
- Redevelopment District
 - Eminent Domain
- Tax Increment Funding
 - Land Acquisition Subsidy
- Housing Trust Fund
- Inclusionary Zoning

Financial Institutions

With Vision & Commitment to Community Revitalization

- Equity Capital Investment Funds - Equity Investment, Predevelopment, Land Acquisition
- Banks - Construction Loans, Retail Business Financing
- Foundations - Grants, Program Related Investments
- State - Housing Subsidies
- Federal - Infrastructure Investment
- City - Housing, Infrastructure & T.I. Land Subsidies

Master Developer

With Vision & Commitment to Community Revitalization

- Public Benefit Orientation
- Technical Expertise
 - Low Wealth Neighborhood / Inner City Experience
 - Redevelopment, Retail & Housing Experience
- Bankable
 - Approved by Bank Lenders & Equity Investor
- Willing to Provide Pre-Construction Funds
 - Plans, Required Consultant Studies, City Fees
 - Market Studies: On Retail Sales, Lease Rates, Home Sales Prices

High Risk Predevelopment Fund

Developer, City, Foundation or Bank Grant Funds

- Pay for Master Planning and Feasibility Studies
- Support Community Involvement in Master Planning
- Cover All Costs Prior To Being Able to Entice Developers for Sub-Components of Master Plan

Community Involvement & Vision Revisited

- Developing and Strongly Supporting The Community Vision Are Critical
- A Person's Thoughts Are Alive, And When Focused, Have An Energetic (Spiritual) Connection To The Powers Of Creation
- A Community's Thoughts—The Vision, and The Emotional Energy Of Many People, Strongly Focused On A Common Vision, Are The Most Powerful Tools We Have For Creating Change

“Don’t Give Up.
Don’t Ever Give Up.”

Jim Valvano

Basketball Coach