

Revitalizing Downtown  
Centre City Development Corporation  
Downtown Redevelopment Update  
(2010)



January 2010



Downtown Blight

Blight Definition: "... conditions that create a physical and economic burden to the community which are not expected to be reversed or alleviated by normal private enterprise or governmental action."

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Urban Blight

CONDITIONS

- Unsafe buildings, lack of parking, inefficient use of land or incompatible uses
- Hazardous wastes
- Abnormally high vacancies
- Excess number of bars, liquor stores, adult businesses
- Public safety and crime issues
- Lack of neighborhood-serving retail
- Poor condition of public improvements
- Business migration out of area

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History of California Redevelopment

- Law created in 1945
- California Health & Safety Code Section 33000
- Oversight by California Department of Housing and Community Development (HCD)
- More than 400 community redevelopment agencies statewide

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Redevelopment Governance

- Established by City Council
- Governing Board of Redevelopment Agency is San Diego City Council
- Mayor is Executive Director
- State oversight – annual reports/audits (HCD)

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CCDC's Unique Structure

- Modeled after Baltimore Development Corp.
- Performs planning AND redevelopment functions
- Seven-member Board of Directors
  - Real Estate Committee
  - Budget, Finance & Administration Committee
- Corporation has limited authority
- Centre City Advisory Committee (CCAC) is a Project Area Committee (PAC)

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Redevelopment Project Area

- Must be created in a predominantly urbanized area
- 30-year life from adoption of Redevelopment Plan—45 years to repay debts
- Community Redevelopment Plan
  - Special legislation
  - Military base closure
  - Industrial plant closure
  - Port-induced blight



San Diego Redevelopment Project Areas

Downtown Project Areas

### Plan Limitations for Sub Areas

Sub Areas	Year Adopted	Plan Ends	Final TI Date
Marina	1976	Dec 29, 2017	Dec 29, 2027
Columbia	1976	Dec 29, 2017	Dec 29, 2027
Gaslamp Quarter	1982	July 26, 2023	July 26, 2033
Expansion	1992	May 11, 2033	May 11, 2043
Horton Plaza	1972	July 25, 2013	July 25, 2023

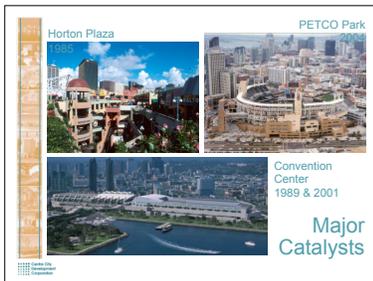


### Downtown San Diego Statistics

Size: 1,500 acres - Eight neighborhoods

2009 Population: Residents 30,000+  
Workers: Approx. 75,000

Downtown population expected to grow to 90,000 residents and 165,000 workers by 2030



### Development Results—34 Years

	<b>Homes</b>	<b>17,447 units</b> (3,387 affordable)
	<b>Office/Retail</b>	<b>7.92 million sf</b>
	<b>Hotel Rooms</b>	<b>9,095</b>
	<b>Infrastructure million</b>	<b>\$485.2</b>

### Financial Investment—34 Years

**\$1.45 billion = public investment**

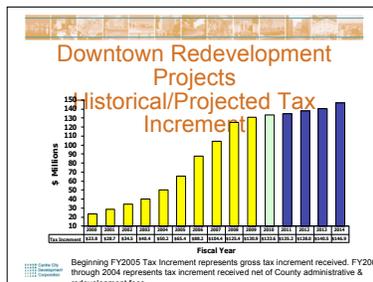
**\$13 billion = private investment**

**9:1 private-to-public ratio**

### Benefit to City of San Diego—34 Years

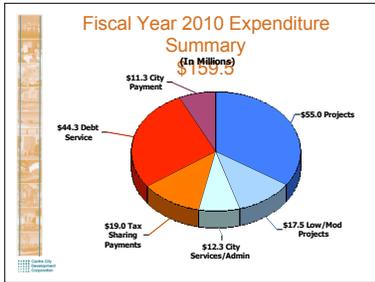
Annual Taxes – \$177.9 million

- Property Tax – \$124.5 million
- Sales Tax – \$8.3 million (General Fund)
- Transient Occupancy Tax (TOT) – 45.1 million (General Fund)



### Tax Increment Cannot Be Used

- Typical City general fund expenses
- Operating and maintenance expenses
- City Hall improvements
- Improvements outside the project area (except affordable housing)
- Market-rate development (except historic rehabilitation)
- Social service operations



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## Long-Term Projection Summary 2009 to 2022

Projected Revenues		(in millions)
Less: Low/Mod Activities		295
Tax Sharing	657	
ERAF Payments	8	
Admin/City Services	166	
Debt Service	802	
City Payment/Repayments	173	
<b>Total "Fixed" Expenditures</b>	<b>2,101</b>	
<b>Amount Available for Projects</b>	<b>\$ 552</b>	

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## Long-Term Projection Summary 2009 to 2022

Anticipated Projects		(in millions)
Parks	\$ 163	
Fire Stations	85	
North Embarcadero	82	
C Street	54	
Public Infrastructure & Neighborhood Improvements	77	
Social Service	12	
Other Projects	79	
<b>Total</b>	<b>\$ 552</b>	

## Focus on Infrastructure

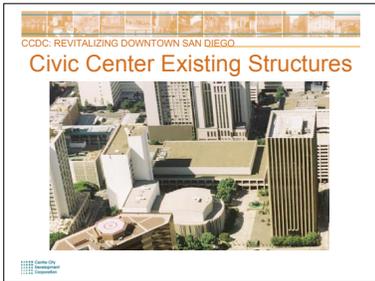
Waterfront, Parks, Facilities and Connectivity

- ### CCDC: REVITALIZING DOWNTOWN SAN DIEGO
- ## Major Downtown Projects/Plans
- Downtown Parks Program
  - North Embarcadero Visionary Plan
  - C Street Corridor Master Plan
  - Harbor Drive Pedestrian Bridge
  - Civic Center Master Plan
  - Downtown Quiet Zone
  - Affordable Housing
  - Fire Stations
  - Studies – Parking, Sustainability, Lighting, Design Guidelines
  - **Downtownwide public infrastructure (e.g., sidewalks, streetlights)**



## Downtown Parks and Open Spaces





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### CCDC's Accomplishments

- 2,650 units completed within downtown
- 817 units completed outside downtown
- 850 units in pipeline inside/outside downtown
- Provided more than \$150 million for affordable housing projects

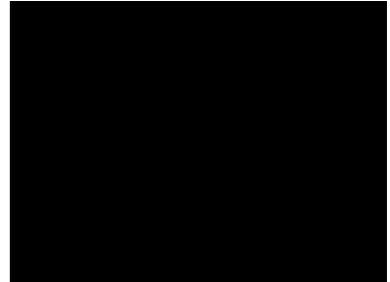


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### Fire Stations



### Planning Studies

## DOWNTOWN SAN DIEGO



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[www.sandiegodowntown.org](http://www.sandiegodowntown.org)



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