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
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 Ever Give Up.”

Jim Valvano  
Basketball Coach