

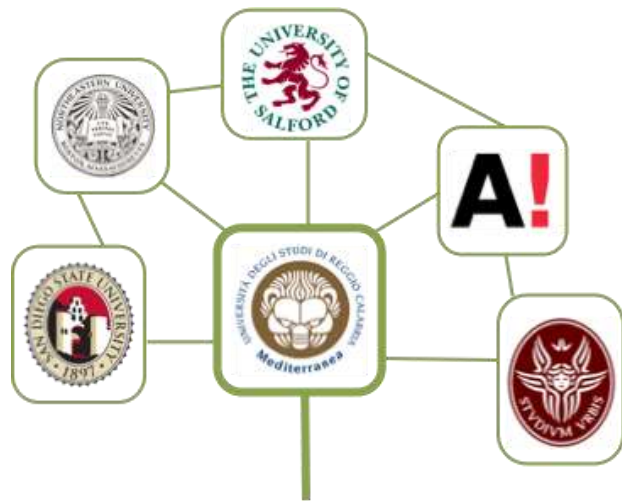
focus track 2

Community-led approach.
“How people shape their
city, neighborhood”.

JACOBS MARKET STREET VILLAGE.

The role of communities in
a case study TOD

Carla Maione- RCUnit



Second
International
Workshop

CLUDs
PROJECT

SUSTAINABLE URBAN DEVELOPMENT

the role of urban rural regeneration
in regional contexts

San Diego

11+12 June 2013

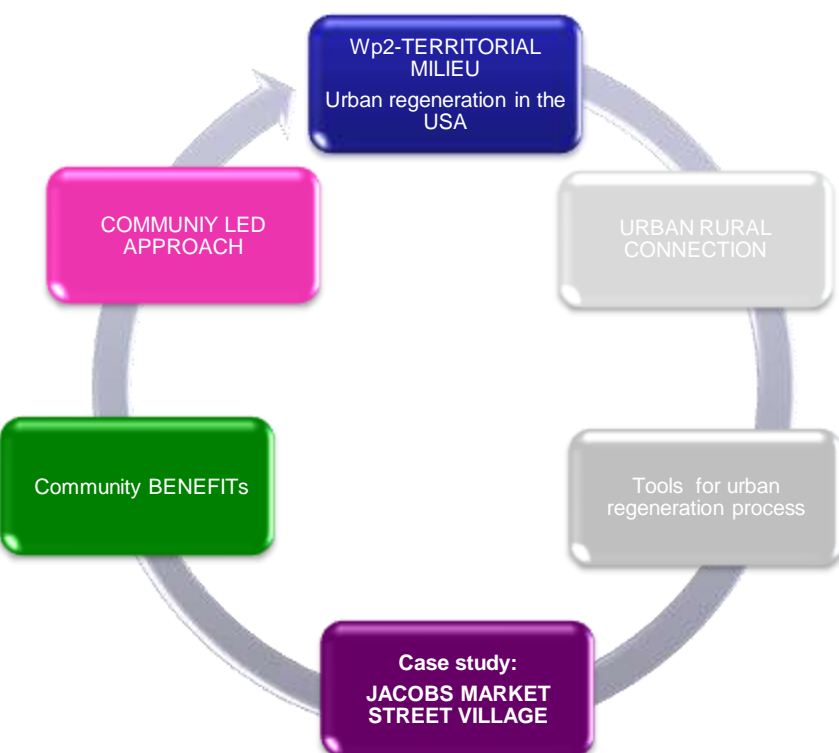
Parma Payne Library
San Diego State University







Why this case study?



-Smart Growth Pilot Village and Transit Oriented Development

- Mixed Use
↓
Public Space

-Community Involvement

- Territorial Identity



Usually community participation and partnership means getting their ideas on how things should be, but you've taken it to a level where there are actually investors in this process.

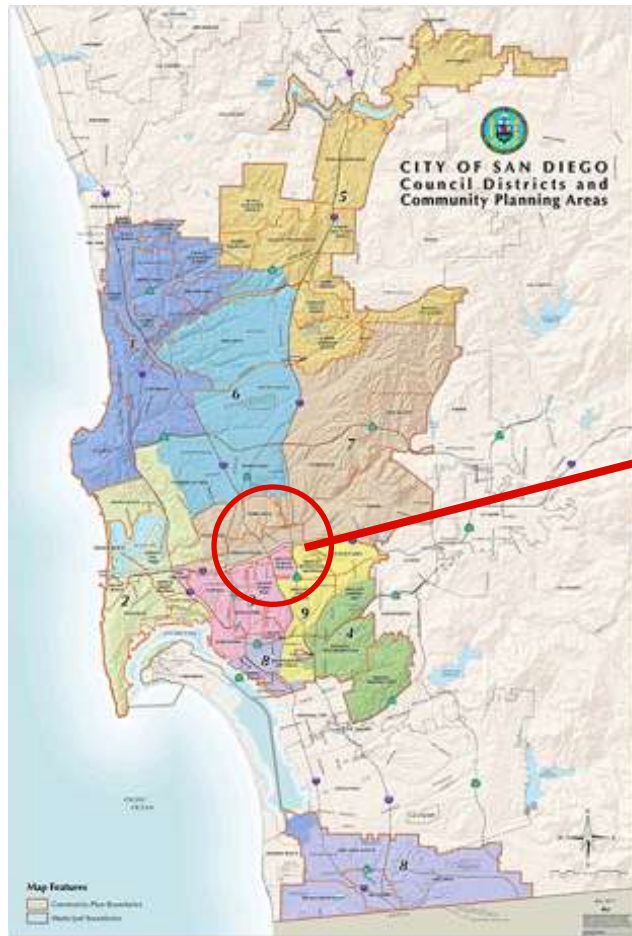
- James Shelby
Annie Casey
Foundation

The role of Community in generating benefits through urban regeneration initiatives

WP2 Territorial Milieu



General Information about the case study



City of San Diego



Market Street And Euclid Ave, San Diego, CA

	Location	Residents	Area (sq. Km)	Classification (Typology of Urban Regeneration Initiative)
General Information	SAN DIEGO-DIAMOND NEIGHBORHOOD	80.000 residents	60 acres=0.25 sq.km	COMMUNITY LED

General Information

Abstract

JACOB'S MARKET STREET VILLAGE is seen as a bustling residential, commercial and cultural, built on the extraordinary power of the number of residents who work together and participate in all matters of interest of the community. Jacob's market street village was founded around a transit center importantly, Market Street And Euclid Ave, belongs to the category of Transit Village are in fact areas of mixed use, where the heart is the transit station, redesigned as a public space, which has the important function of being a meeting place for the community, a place for special events. It is a modern version of "Greek agora (Bernick and Cervero 1997, p. 5). The transit station, is also considered the network connection the rest of the inhabitants of the region.

THE CLUDs PROJECT

Commercial Local Urban Districts - 7 EU FP - Marie Curie Actions - IRSES



The **focus area includes** the neighborhoods of Chollas View, Emerald Hills, Lincoln Park, and Valencia Park, portions of the Encanto and South Encanto neighborhoods, and a part of National City.

Jacobs Neighborhood Innovation Partners with resident teams in an underinvested community called the **Diamond Neighborhood**.

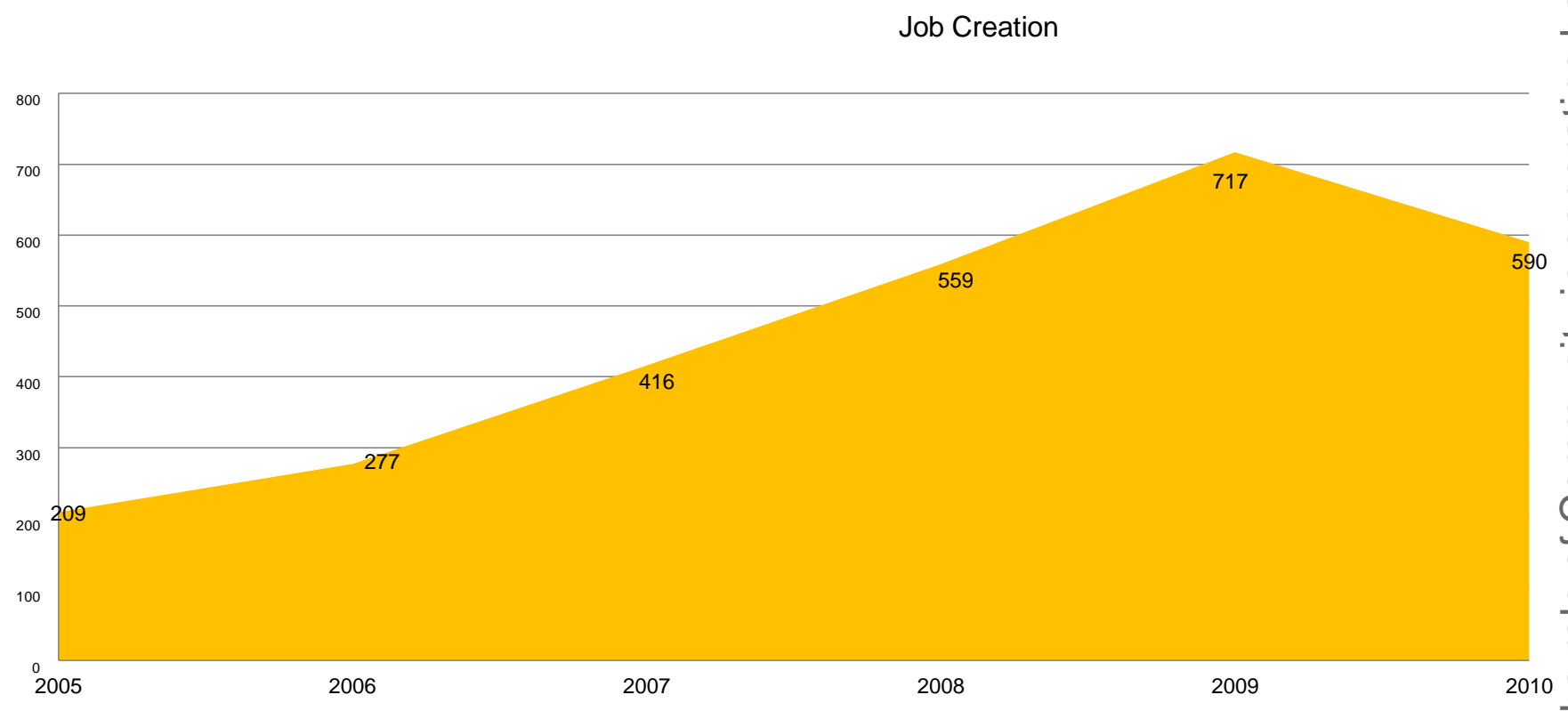
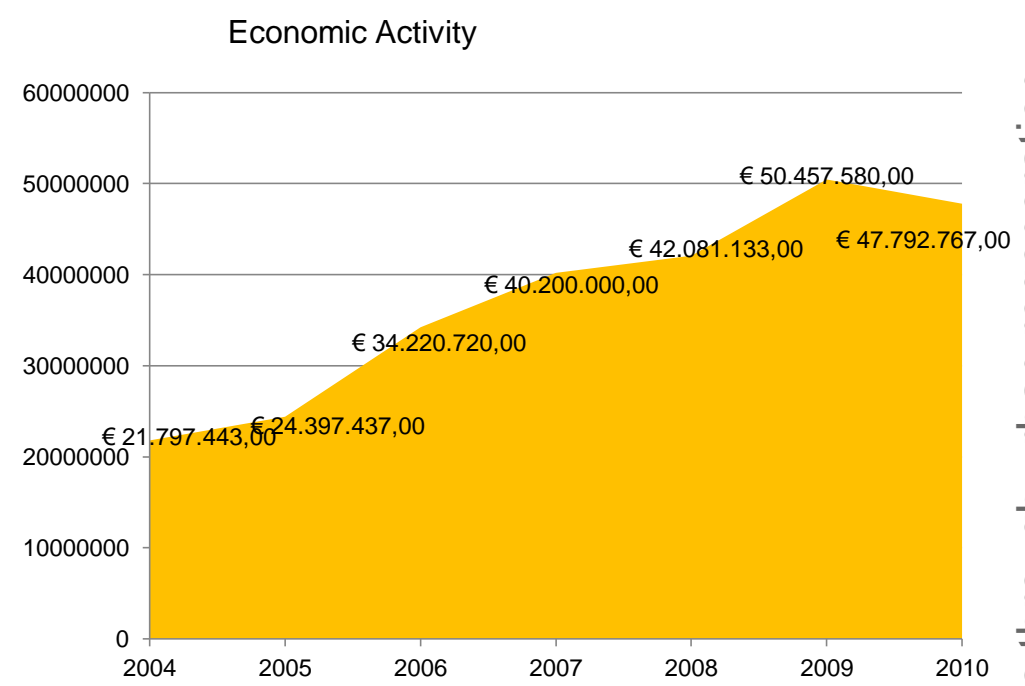
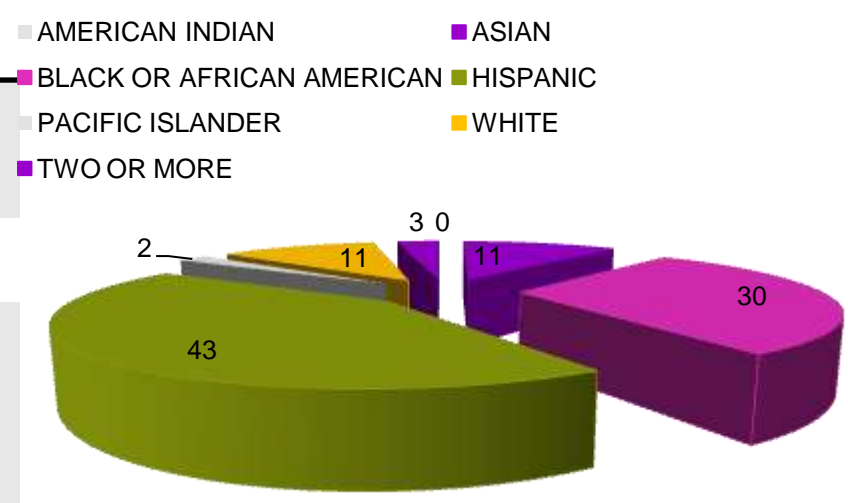




The Socio- Economic structure

	SESD Southeastern San Diego	City of San Diego
Total population	107,185	1.321,000
Households	27,136	486.433
Av. Household Size (persons)	3.9	2.6
Average Age (years)	30.4	36.2
Media Income	\$37,492	\$62,513
Per Capita Income	\$12,697	\$31,777
Population with less than high school education	46%	15%
Families below poverty	26%	10%

Population by race in Jacobs -2010

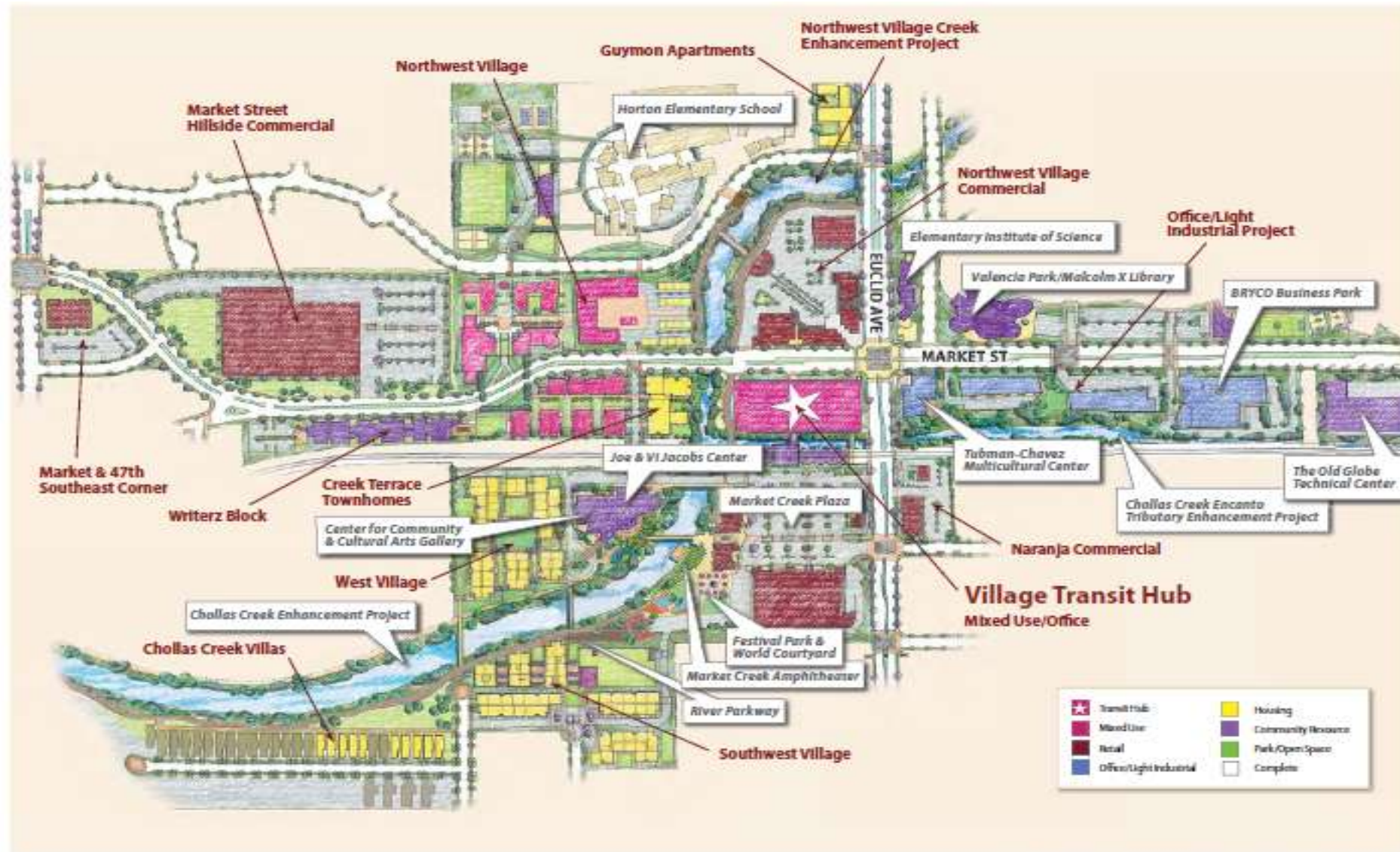


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The challenges



The Village at Market Creek Master Plan updated 2012

NUMBER OF THE FUTURE

The Village Development - 1998-2010 (When Complete)

60 acres
1,000 homes
2,000 jobs
250 new businesses
285,000 square feet retail
space
255,000 square feet office
space
65,000 square feet light
industrial
25,000 square feet conference
center
15,000 square feet child care
space
400,000 square feet open
space, parks amphitheater,
river parkway
5,500 linear feet Chollas Creek
restoration
7 interconnected cultural
venues

THE VILLAGE CENTER IS AN ACTIVE SOCIAL HUB WHERE THE PEOPLE,
USES THE SERVICES, WORK AND PLAY.
EMAT COMPOSITE PLAN (2001-2002)

STRATEGIC
PRIORITY

ECONOMIC REVITALIZATION

Natural Beauty, Green Space

JOB CREATION/SOCIAL WORKS

PARKING

LOCAL SERVICES/PROVISIONS

LOCAL PRODUCE VALORISATION

CULTURAL ENRICHMENT

AFFORDABLE HOUSING



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Planning Circles Process

Planning process has been driven by input from residents and community leaders, as well as local and regional arts professionals. The Plan is based on concepts outlined and affirmed by JCNI, the Guide Team, and community participants along each step of the process.

Six interconnected planning areas: civic engagement, arts & culture, physical development, social infrastructure, economic opportunity, and shared learning.



The City of Village Strategy and TODs are an application of Smart Growth, the planning approach that tries to encourage development in already urbanized communities for environmental, equity and economic reasons. This use of public transportation will play an important role in the long-term reduction of greenhouse gases and the creation of a healthier environment.

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planning initiative

1997

- The area surrounding the Market Street and Euclid Avenue hub was dominated by brown fields. Vacant or deteriorating industrial sites had become the central feature of a largely residential area.

1997-2002

- The Village at Market Creek has been the platform for resident involvement in and learning about land planning. Through these planning efforts — Euclid Place3s Plan in 1997, the EMAT Plan in 2002, and the City of Villages Plan

2001

- In 2001, residents formed the Euclid-Market Action Team (EMAT) and expanded the vision to include over 45 acres. To date, 42.6 acres of largely vacant and/or contaminated land have been acquired by JCNi for redevelopment as part of The Village.

2009

- In 2009, more than 100 residents made their voices heard by participating in meetings at City Hall, including those of the Land-Use Committee, Planning Commission, and City Council.

2010

- According to the San Diego Association of Governments (SANDAG), the Encanto Neighborhoods, centered around the intersection of Euclid and Market. The process started in March 2010 when a resident group called VOCAL (Voices of Community at All Levels) was organized to learn about planning and prepare the framework for the planning process. VOCAL is comprised of nine ethnic groups and nine network organizations for a total of approximately 40 residents.

2012

- 28 November 2012, in accordance with the community, Civic San Diego and Southeastern Economic Development Corporation, during a workshop, working for a new update of the process planning.



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Context Yesterday and Today



YESTERDAY



TODAY



YESTERDAY



TODAY



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Financial Analysis

PROJECTS DEVELOPED

New Construction

- Market Creek Plaza	\$ 23,500,000
- Elementary Institute of Science	\$ 5,400,000
- Joe & Vi Jacobs Center	\$ 25,000,000

Renovation

- BRYCO Business Park	\$ 346,000
- The Old Globe Technical Center	\$ 673,000

Creek Restoration

- Chollas Creek River Parkway	\$ 2,400,000
- Chollas Creek Encanto Tributary	\$ 2,800,000

Sub-Total Development Costs \$ 60,119,000

Building & Tenant Improvements (post construction) \$ 421,000

Total Development Costs \$ 60,540,000

PROJECTS IN PLANNING

Governmental Approvals Complete

- Trolley Residential (52 units of housing) \$ 23,000,000

Conceptual Plans Underway

- Market Street Office/Light Industrial	\$ 28,000,000
- Northwest Village Housing	\$ 58,000,000
- Northwest Village Commercial	\$ 17,000,000

Total in Planning \$ 126,000,000

MARKET CREEK PLAZA PROPERTY TAX IMPACT

Taxes Paid on Land, Improvements, and Personal Property

- 2009	\$ 282,925
- Since Inception (estimated)	\$1,500,000

Public-Private Partnerships (Financing)

A \$15-million New Markets Tax Credit loan brought Clearinghouse CDFI (community development financial institution) to the table. Wells Fargo's investment in Clearinghouse, the source of the NMTC loan, continues their ongoing support of the Plaza. From the start, Wells Fargo provided up to \$35 million in working lines of credit to fund construction of the project. The lines were low-interest, using Jacobs Family Foundation's (JFF) stock portfolio as collateral. The Wells Fargo Foundation has also supported programs associated with the Plaza's development.

Items	Expenditures 2009	Revenues 2008	Revenues 2009
Market Creek Plaza	\$1.26 million.	\$ 1,703,821	\$ 1,723,406

	Public sector	Private sector
	\$ 4,000,000	
STATE OF CALIFORNIA*		\$1,350,000
EPA*	\$175,000	

* Gold-Level Catalyst Community" under the Catalyst Projects for California Sustainable Strategies Pilot Program.
* EPA awarded \$175,000 for innovative brownfield reuse planning as part of the federal government's Partnership for Sustainable Communities.

New Markets Tax Credit How It Works





Findings

POSITIVE

- Higher rental/lease rates and sales prices
- Revitalized neighborhoods and commercial zones
- More affordable housing opportunities
- Increased job creation
- Involvement Of Communities
- Strong Public Private Partnership
- Farmer Market (???)



NEGATIVE 2013

- Nothing Affordable housing
- Absence public facilities and utilities around the transit village.
- Higher land values
- Transit service levels do not match needs of development lessees, patrons, or residents
- Mismatch between transit patrons and retail or residential customers of related
- Farmer Market Inexistent



Conclusion

The approach of the community has played a key role in the processes of urban regeneration. The case study could to be considered as "pilot case **study**". JsMSV shows the character of the community, and the ability of individuals to cooperate with the forces of planning for a strategic Joint Action.

In this case study the real force of change and innovation are the community local, they has developed strong networks and dynamics for the construction of bridges virtual connection with other communities. To Support "**community leaders**" with workshop and charette means to work together on common goals, for to create new opportunities for consensus decision-making, and the involvement a critical mass of residents to plan, implement, and evaluate work, and to preserve the community identity. It's not only a technical but also sociological approach, and this approach is important for to create economic opportunities and improved health, education and community safety.



Visual Analysis



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Jacobs Center
For Neighborhood
Innovation

SEDC

Asia Wok
Chinese Food



Market Creek
Events and
Venues

CHEAP
Hauling

Wells
Fargo Bank

Market Creek
Partners

Naranja St

Naranja St

Steelers

Steelers Inc Dry
Wall Construction

Center for
Community and
Cultural Arts



Business
Matters

Food 4 Less

Redbox



Groveland Dr

Groveland Dr

DaVita San
Diego-East

Planned
Parenthood

Neighborhood
House
Association

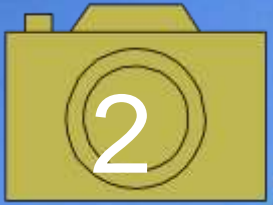
Semca

My Doctor
Medical Center

Euclid Ave

Euclid Ave







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