

CITIZENS COORDINATE FOR CENTURY 3



PRESS RELEASE – FOR IMMEDIATE RELEASE

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SDSU West Negotiations Begin – Now is the Time to Focus on the Design Details

SDSU has officially made an offer to the City of San Diego for the purchase of the Mission Valley stadium site- for \$68.2 million. While the highly qualified negotiators for both public entities make their way to the final price and as this project advances, C-3 stresses that the quality of the design and its importance to San Diegans cannot be overlooked by focusing only on the dollar amount.

“The quality of this project is obviously important to the City of San Diego, as reflected in its extensive comments on the Draft Environmental Impact Report”, said Kathleen Ferrier, C-3’s president. “City and public expectations for this project must also include the highest possible architectural and design standards to set a high bar for surrounding development and distinguish the site as a truly regional asset.”

As the steward of this public land, SDSU must work to achieve the best possible project for both the university and the citizens of the San Diego region.

C-3 has developed design guidelines for the site based on principles outlined in the preeminent, historic Temporary Paradise? planning document. The principles focus on key accessibility and connectivity dynamics including pedestrian and auto access to the site; transit access; access to riverfront park; Integration of site into the community; public spaces; and development themes.

C-3 called for a more transparent process to engage the public on this vital issue a year ago but to no avail. A more open process, involving both the public and the San Diego City Council, will ensure that this once-in-a-lifetime opportunity will become a spectacular public asset now and for future generations. At the very least, C-3 wants to ensure that final sales terms includes such priorities as:

- Building the portion of San Diego River Park within the site

- Ensuring that redevelopment of the site is consistent with the Mission Valley Community Plan, the city's Climate Action Plan and other relevant planning documents that integrate the project into the surrounding community
- Building the maximum feasible amount of affordable housing units
- Requiring the site to fully connect to multiple transportation options serving Mission Valley
- Maximizing connectivity to the San Diego River
- Maximizing inclusion of sustainable design and development features

We will continue to advocate for a specific plan using detailed design guidelines, a fully vetted environmental impact report and a process that is more collaborative and inclusive.

Since 1961, Citizens Coordinate for Century 3 (C-3) has sought and advocated for the highest standards in urban design, community planning, and access to public open space. As a member-supported non-profit organization, we bring together residents and professionals to jointly craft solutions to the challenges we face in our city and region.