



## Daly City News Release

### FOR IMMEDIATE RELEASE

March 10, 2003

Media Contact:

John Martin, City Manager	(650) 991-8127
Terry Sedik, Economic and Community Development Director	(650) 991-8157
Cheryl MacKelvie, California Redevelopment Association	(916) 448-8760

## PACIFIC PLAZA WINS ANOTHER AWARD

*Daly City* - Pacific Plaza, Daly City's premier commercial development, was named the state's best Office/Commercial Redevelopment project by the California Redevelopment Association (CRA) during its annual conference held at Palm Springs last week.

In presenting the 2003 Award of Excellence to Terry Sedik, Daly City's Director of Economic and Community Development, CRA President-Elect John Reekstin described Pacific Plaza as "an outstanding project (that) combines outstanding design, public-private partnership, community involvement, planning and redevelopment agency expertise. It brings jobs and needed amenities to the community, it is adjacent to public transit and located at a regionally convenient location."

"Pacific Plaza truly embodies the primary concept of redevelopment. It is a successful project that eliminated blight and revitalized the neighborhood. It has provided the community with more employment opportunities, additional tax base and new entertainment venues," ECD Director Sedik elaborated.

The CRA Award of Excellence program brings statewide recognition to projects that have made exemplary contributions to the redevelopment process and for the betterment of communities. There were 13 statewide nominees competing for the CRA's 2003 Award of Excellence in the Office/Commercial Redevelopment category this year. The criteria used to evaluate the contenders included the project's effectiveness in integrating surrounding land uses, removal of blight, economic development strategy, innovative approaches, aesthetically pleasing and efficient structures, and creating additional revenues and employment opportunities. The project's creative solutions to obstacles and challenges were also rated.

Award of this caliber is the second major recognition for the Pacific Plaza development. Last October 2002, Pacific Plaza was also the recipient of the 2002 Transportation Merit Award from the Metropolitan Transportation Commission. MTC is the San Francisco Bay Area's nine-county regional transportation planning agency.

The Daly City Redevelopment Agency, in partnership with Summit Commercial / Mack-Cali Realty, provided the vision behind the 10-acre project. Conveniently located on the eastside of Junipero Serra Boulevard, adjacent to John Daly Boulevard and Interstate 280, and only one block away from the Daly City BART station, Pacific Plaza is an innovative development that promotes efficient use of various transportation modalities. Its attractive plaza, surrounded by high-rise corporate offices and two multi-level parking structures, complete with a cineplex, various restaurants and retail shops, has been a popular gathering site since it opened last year.

Established in 1979, the CRA is a statewide, non-profit corporation comprised of both public agency and private sector members. Its main objective is to work with the state legislature in maintaining and enhancing viable urban policy through the redevelopment process.

---

[Home](#) | [About Daly City](#) | [City Services & Community Resources](#) | [Services for Business](#) | [City News & Announcements](#)  
Copyright © 2007 City of Daly City, California. All Rights Reserved.