



# Land Use Considerations and Pressures

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# Port of San Diego

- Created by Legislature in 1962 to:
  - manage San Diego Harbor
  - administer public lands along the bay



# Port of San Diego

- Board of Port Commissioners (7 members)
- Five member cities



*San Diego*

*National City*

*Chula Vista*

*Coronado*

*Imperial  
Beach*

*San Diego Unified Port District*



# Community Services

## Assets:

- 16 parks
- 6 playgrounds
- 2 basketball courts
- 10 miles of scenic walkways/bike paths
- 4 baseball fields
- 2 soccer fields
- 4 fishing piers
- 4 boat launch ramps

## Event Sponsorships

- Fleet Week
- 4<sup>th</sup> of July Fireworks
- Holiday Bowl Parade
- Parade of Lights



# Tenant Mix (Commercial)

- 14 hotels with 6,000 rooms
  - 6,000 jobs, over \$360 million in sales
- 22 marinas with 8,000 slips
  - 300 jobs, over \$36 million in sales
- 56 restaurants (1200 seats)
  - 3,300 jobs



# Tenant Mix (Industrial)

- 3 shipyards, 9 boat repair facilities
  - 6,000 jobs
- Over 30 industrial & service enterprises



# Maritime Operations

# Three Maritime Terminals

- 10<sup>th</sup> Avenue Marine Terminal
- National City Marine Terminal
- Cruise Terminal

# Tenth Avenue Marine Terminal

96-acre multi-purpose terminal handling:

- Refrigerated products
  - Dole Fresh Fruits
  - Avocados
  - Melons
  - Oranges
- Bulk and breakbulk: chemicals, cement, aggregate fertilizers, newsprint, cut paper, steel
- Project Cargo: Large equipment, transformers, windmills, military equipment



Tenth Avenue Marine Terminal



National Steel & Shipbuilding Company

# National City Marine Terminal

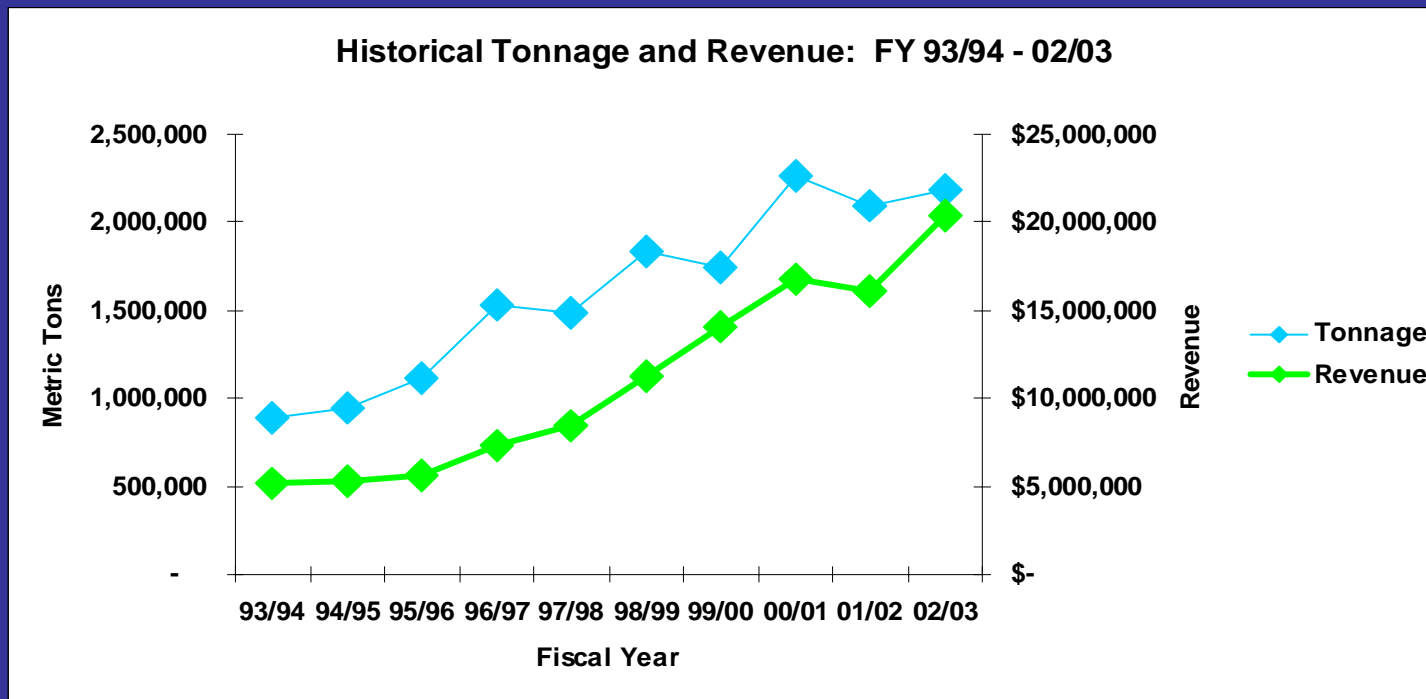
125-acre complex handling:

- Automobiles:
  - Primary port of entry for Honda, Acura, Volkswagen, Audi, Isuzu, Mitsubishi Fuso, Hino Motors, Porsche, General Motors, Bentley
- Lumber



National City Marine Terminal

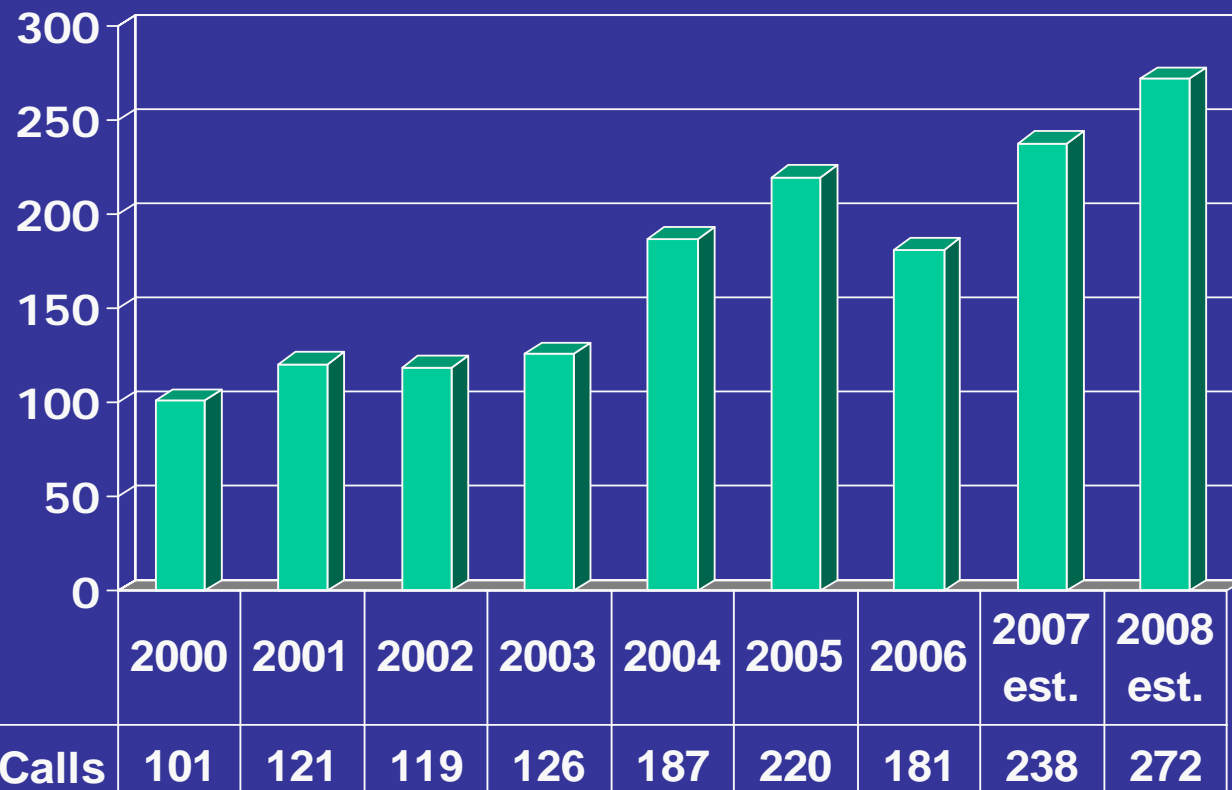
# Cargo Tonnage & Revenue: FY 93/94 – 02/03



# Port of San Diego Cruise Program



# Cruise Ship Calls



# Cruise Economic Impact

- |                    | <u>Passengers</u> |
|--------------------|-------------------|
| • 2007 – 238 calls | est. 700,000+     |
| • 2008 – 272 calls | est. 800,000+     |
- Estimated regional economic impact by 2017:
    - Jobs 3,650
    - Total economic impact \$715 million

# History of Land Use Issues

- Stadium Proposal:
  - Board Workshop – Land Uses at TAMT  
July 6, 2004
- Creation of Working Waterfront Group
- Board workshop Sept, 2005
  - 1,000 'Buffer zone
  - Outreach to member city planning agencies
  - Outreach to legislature



**Legend**

-  Working Waterfront
-  500 Foot Buffer
-  1000 Foot Buffer
-  2000 Foot Buffer



# Gentrification Strategy

- Direct Port Efforts
  - Land or Easement Acquisition of uplands for buffer zone
  - Maintenance of marine related industrial land uses on tidelands
- Local Efforts (Working with member cities planning agencies)
  - Monitor and provide input into General Plan updates
  - Monitor and provide input into community plans of adjoining areas

# Strategy (continued)

- State & Federal Efforts
  - Work with state legislators to identify opportunities for state assistance
  - Improve direct freeway access to the waterfront (State and Federal)
  - Develop Coalition of Port support (American Association of Port Authorities, California Association of Port Authorities and Northwest Marine Terminals Association)
- Public outreach
  - Continue support of the Working Waterfront efforts
  - Initiate public speaking opportunities
  - Continue work with schools and other partners

# Efforts to Date

- Direct Port Efforts
  - \$2 million allocated in 2008 – 2012 CDP for buffer land acquisition
    - Acquired easement from JMI for proposed condominium project
- Local Efforts (Working with member cities planning agencies)
  - City of San Diego designation of waterfront industrial area as employment cluster in General Plan
  - Monitoring and providing input into General Plan updates
  - Monitoring and providing input into Barrio Logan community plan update
  - Coordinating with National City CDC relative to land uses in National City
  - Created Marine Terminal Citizens Committee to engage Barrio Logan Community in Marine Terminal issues.

# Efforts to Date (Cont.)

- **State & Federal Efforts**

- Planned (with CAPA) and held Legislative delegation Workshop Jan '07 to educate legislators and to identify opportunities for state assistance
- Received grant to develop plans for direct freeway access to the waterfront (Federal)
- Developed AAPA Maritime Economic Development Committee workshop (to be held in June) on Gentrification
- Established Gentrification and Working Waterfront agenda items and for CAPA meetings and joint meetings between CAPA and NMTA
  - Resulted in the creation of a Working Waterfront subcommittee of both organizations

# Efforts to Date (Cont.)

- **Public outreach**
  - Have supported Working Waterfront efforts
  - Initiated public speaking opportunities
  - Developed award winning Documentary on Working Waterfront
    - Held public preview
    - Aired documentary prior to Superbowl
    - Distributed Working Waterfront DVD to schools and developed curriculum for 4<sup>th</sup> and 11<sup>th</sup> grades.

# Next Steps

- **Port**
  - Continue to identify opportunities for acquisition of buffer lands (or easements)
- **Local**
  - Continue to work with Cities of National City and San Diego and associated Redevelopment Agencies on land use designation issues
  - Remain involved in the Barrio Logan Community Plan update
  - Continue to work with local residents through MTCC and other citizen groups

# Next Steps (Cont.)

- **State & Federal**

- Promote tax incentives to Cities or Counties who house industrial properties or goods movement corridors
- Seek state legislation to create land use oversight for protection of maritime industrial areas (similar to sphere of influence granted to airports for runway protection)
- Capture State bond funding for freeway access plan

- **Public Outreach**

- Continue to support Working Waterfront
- Continue to engage in public outreach efforts



# Questions?