

*Do I smell
gentrification on
the waterfront?*



International: Saint John Waterfront

NEW BRUNSWICK

LETTERS

March 8, 2005

Developers must respect port's value

I read recently that the longshoremen support every single proposal for waterfront development except those that eliminate berths for ocean-going vessels at Pugsley and Long Wharf terminals. The Saint John Port Authority has taken the same position. They also have explained that there is certain business, which can't relocate to the West Side, and that they will lose forever if they were to give up those terminals.

That seems to me to be the only rational and reasonable position that they could take; given the economic benefits that the port provides for our city and our province. People seem to forget that it is our province's one major port and that cargo will sometimes be shipped through it from all

WRITE US!

over the country and all over the world. That is an absolutely tremendous advantage for a city to have and as long as the port city's infrastructure is not given up, will forever attract business opportunities that are not available to other cities.

I know that the port recently gave up its rights to the Coast Guard site. That is a very large piece of property and is just one example of many properties that the port has turned over through many years. Let's be thankful and get on with developing it.

Of even more benefit, if we can get the support of all levels

of government, would be the Fort Latour project. It truly is a national historic site and could be a fantastic tourist attraction for our city — provided it gets support.

My point is to move forward on waterfront development that the vast majority of our people do support and get about destroying structure that just can't be replaced.

RENA JESSO
Saint John

Development must
create new jobs

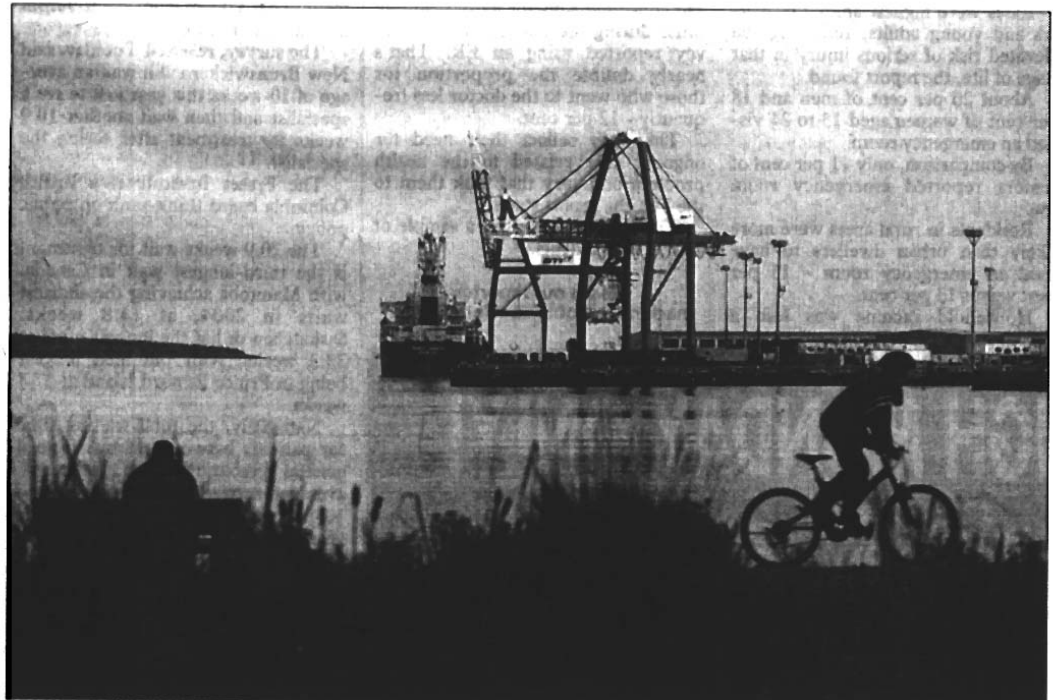
With regard to the west debate waterfront development, I keep asking

question over and over again about why people have to lose their jobs and the economic benefits that these jobs have for our community to support

the whole community's interests be given consideration and not just those who claim to speak for the whole community. The Omnifacts survey

A PASSAGE WITH A VIEW

Telegraph-Journal - October 20, 2004



A cyclist makes his way along the Harbour Passage Tuesday evening.

Peter Walsh/Telegraph-Journal

March 8, 2005

Local: Ballpark Village - San Diego

CALIFORNIA

Port, waterfront businesses voice concerns about plans for Ballpark Village project

By KEVIN CHRISTENSEN
The Daily Transcript

SAN DIEGO — The second part of the two-phase project representing the final vision of the downtown ballpark is set for a heated political collision pitting developers and city planners against the Port of San Diego and waterfront businesses.

ballpark, adjacent to the bay front. The land is controlled by **JMI Realty**, the Padres' development company.

JMI is currently permitted to build 3.2 million square feet in floor plan capacity.

An item will appear before the council in September to hand over to JMI two small parcels of land in

The Daily Transcript
August 29, 2005

Local: Otay Mesa - Chula Vista

CALIFORNIA

San Diego Business Journal

Otay Industrial Land Being Eyed for Homes

By PAT BRODERICK - 8/1/2005

San Diego Business Journal Staff

Otay Mesa — like a phoenix rising — seems to be emerging from the ashes of a recession. Increased demand for its commercial and industrial land on both sides of the border has led to a resurgence in development.

The recent purchase of a 40-acre parcel and the pending deal of a near 100-acre parcel by an Angeles-based Kearny Real Estate Co. for a total of \$10.9 million reveal a new wave of development north of the U.S.-Mexico border.

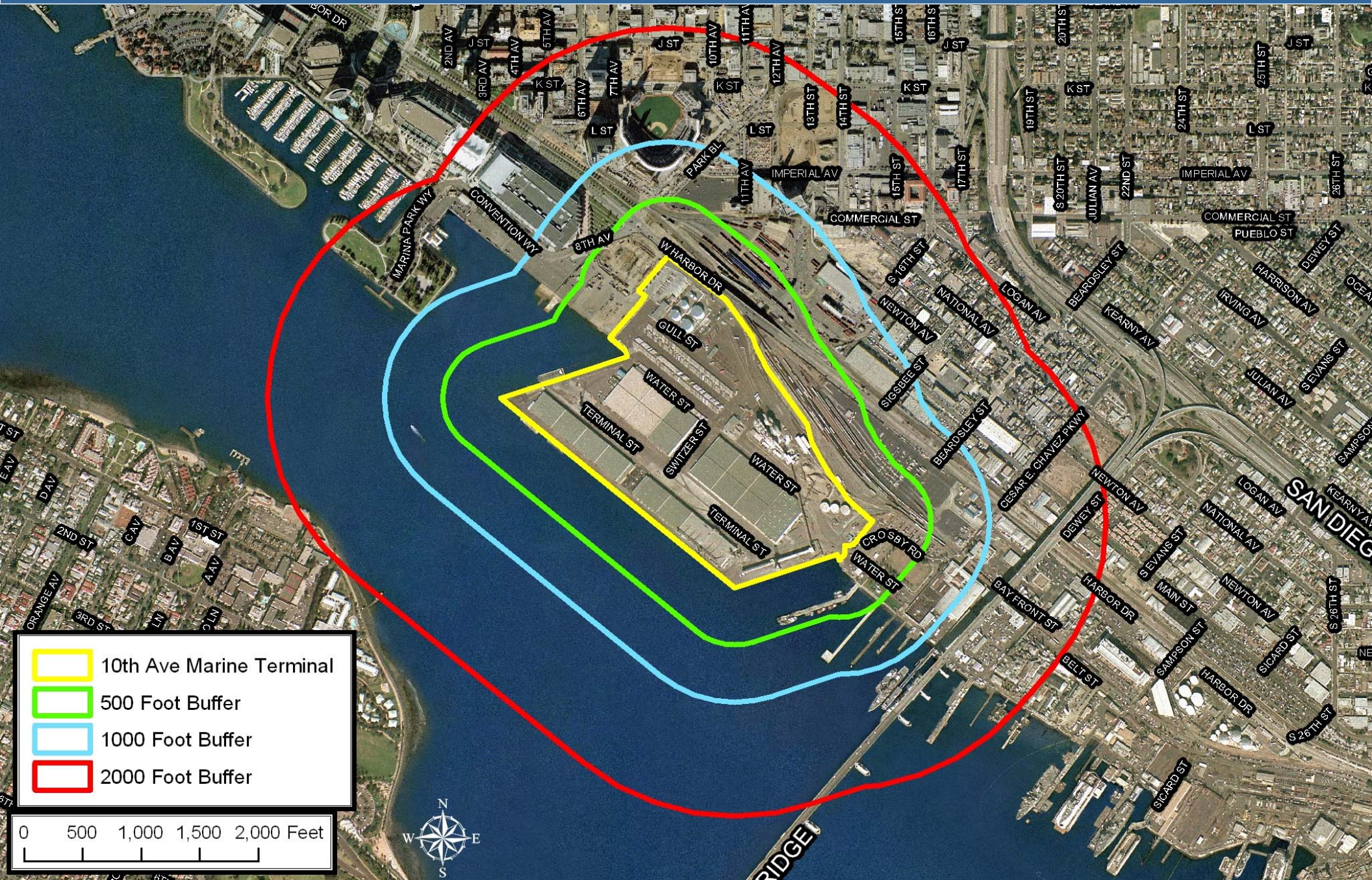
But tensions continue to simmer over a tug of war being played out between local and national interests for land that has been called "the last frontier" for San Diego developers.

San Diego Business Journal

August 1, 2005

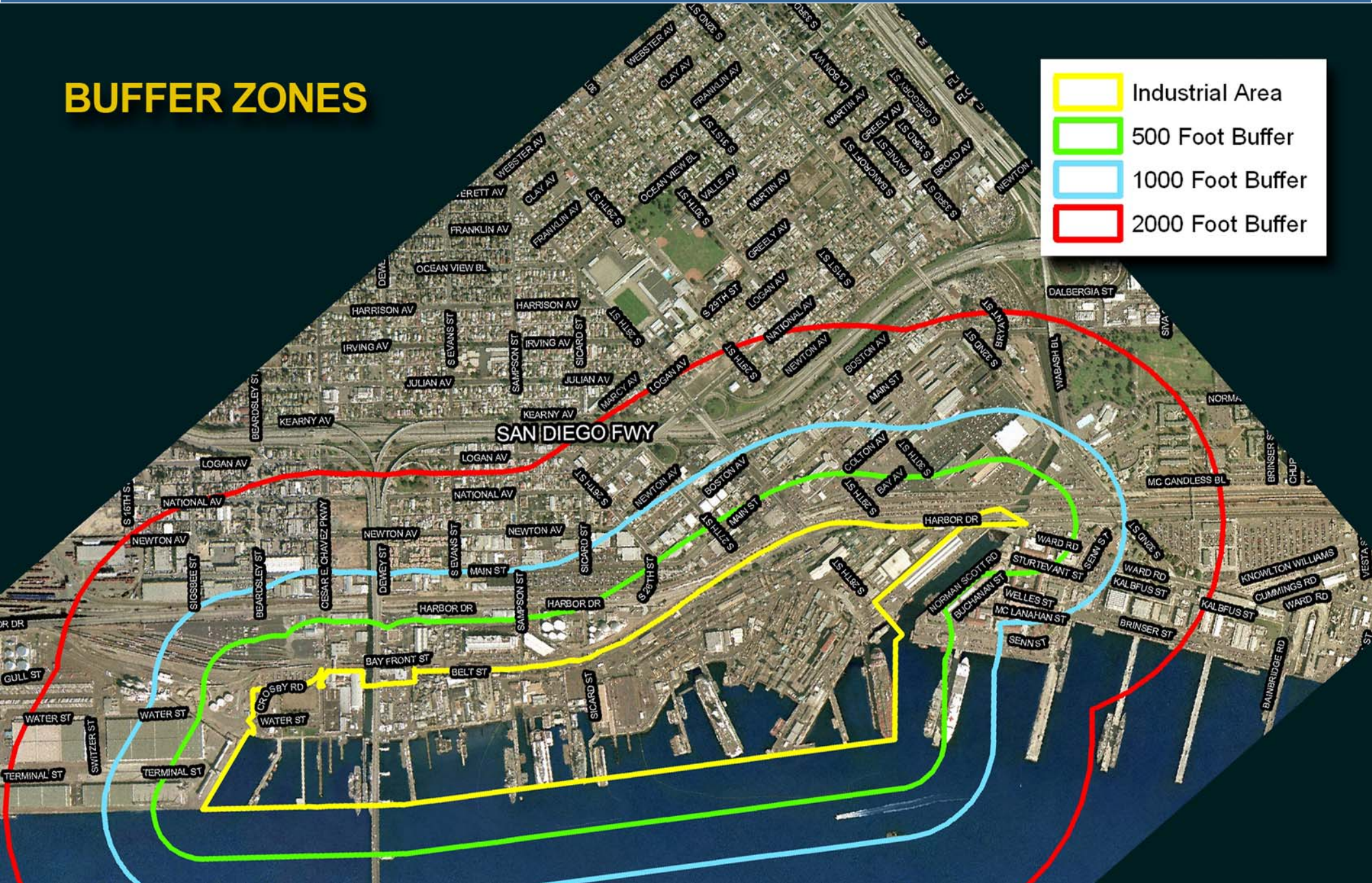
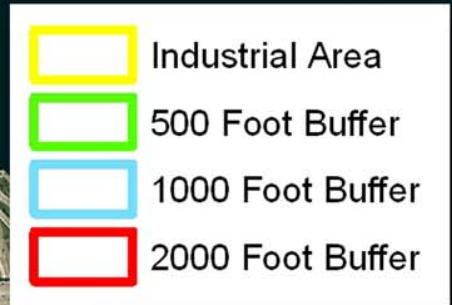
Motion of the Board

1. Support the Port taking the lead in a comprehensive planning vision that would look at all needs: Port, residents, City and Region; include the Working Waterfront coalition, the US Navy, interested parties, cities of National City and San Diego to commence collaborative planning efforts
2. Commit Port staff and appropriate dollars within our means to support this effort
3. Support a 1,000 foot buffer zone whenever it is appropriate
4. Inform the state of the issue and urge appropriate agencies to establish a mechanism that will provide for the protection of industrial lands generally, but particularly the water dependant California Port industrial businesses and land uses.

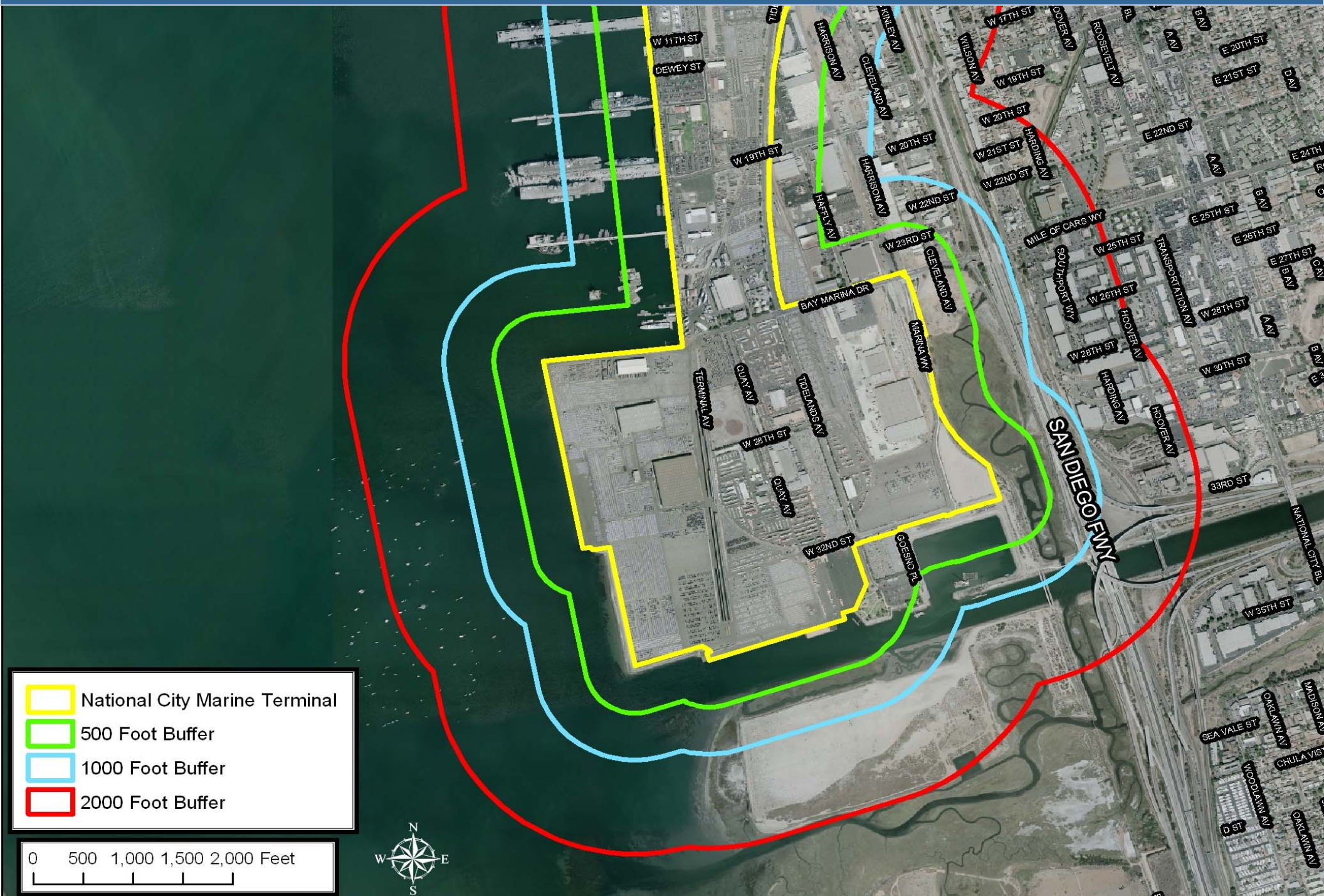


Tenth Avenue Marine Terminal

BUFFER ZONES



San Diego Waterfront Industrial Cluster



- National City Marine Terminal
- 500 Foot Buffer
- 1000 Foot Buffer
- 2000 Foot Buffer



National City Waterfront Industrial Cluster

Why is industrial land disappearing in San Diego County?

INDUSTRIAL LAND VALUES

- **\$10 - \$55**
per square foot

MULTI-FAMILY RESIDENTIAL LAND VALUES

- **\$75 - \$450**
per square foot

Values vary based on location, size of parcel, and whether or not land is finished or unfinished

*May 2005 date compiled by Port staff from various sources

What is the value of the working waterfront?

- 35,000 Jobs (excluding US Navy/Military jobs).
- Economic Impact to San Diego County Region \$7.6 billion.
- All business activities are water dependent and must be on San Diego Bay.
- Ship repair and ship building businesses provide support services to the United States Navy.



B Street Pier - 1978

In order to tell the today's story of increasing maritime growth, the Working Waterfront Group and the Port of San Diego set the issues in historical context.



B Street Pier - 2005



Broadway Street Pier - 1978



Broadway Street Pier - 2005



G Street Mole - 1959



North Embarcadero - 2005

MEDIA STRATEGY

- Letters to the Editor
- Op-Ed pieces
- Have Working Waterfront Group members speak on the record about value of waterfront industry jobs.
- Tours
- Events, such as National Maritime Day Celebration (May 22)
- Press Conferences of member city elected officials that Working Waterfront Group members attend
- Background interviews; having coalition spokes people available
- Building relationships with environmental writers, business writers, local government writers, trade magazine editors and writer
- Getting messages to state and local elected officials who speak to the press.
- Press releases about cargo and growth
- Messages in all communications about Port/Port industrial tenants.