



# Preserving Working Waterfront Land Uses

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***San Diego***

***National City***

***Chula Vista***

***Coronado***

***Imperial  
Beach***

***San Diego Unified Port District***







# Tenant Mix (Commercial)

- 14 hotels with 6,000 rooms (plus 1 under construction - 1,190 rooms)
  - 6,000 jobs, over \$360 million in sales
- 22 marinas with 8,000 slips (plus 1 completing construction – 250 slips)
  - 300 jobs, over \$36 million in sales
- 56 restaurants (1200 seats)



# Tenant Mix (Industrial)

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







National Steel & Shipbuilding Company

# Maritime Operations

# Three Maritime Terminals

- 10<sup>th</sup> Avenue Marine Terminal  
96-acre multi-purpose terminal handling:
  - Refrigerated products
  - Bulk and breakbulk
  - Project Cargo
- National City Marine Terminal  
125-acre complex handling:
  - Automobiles
  - Lumber
- Cruise Terminal – 3 Berths





Tenth Avenue Marine Terminal









National City Marine Terminal













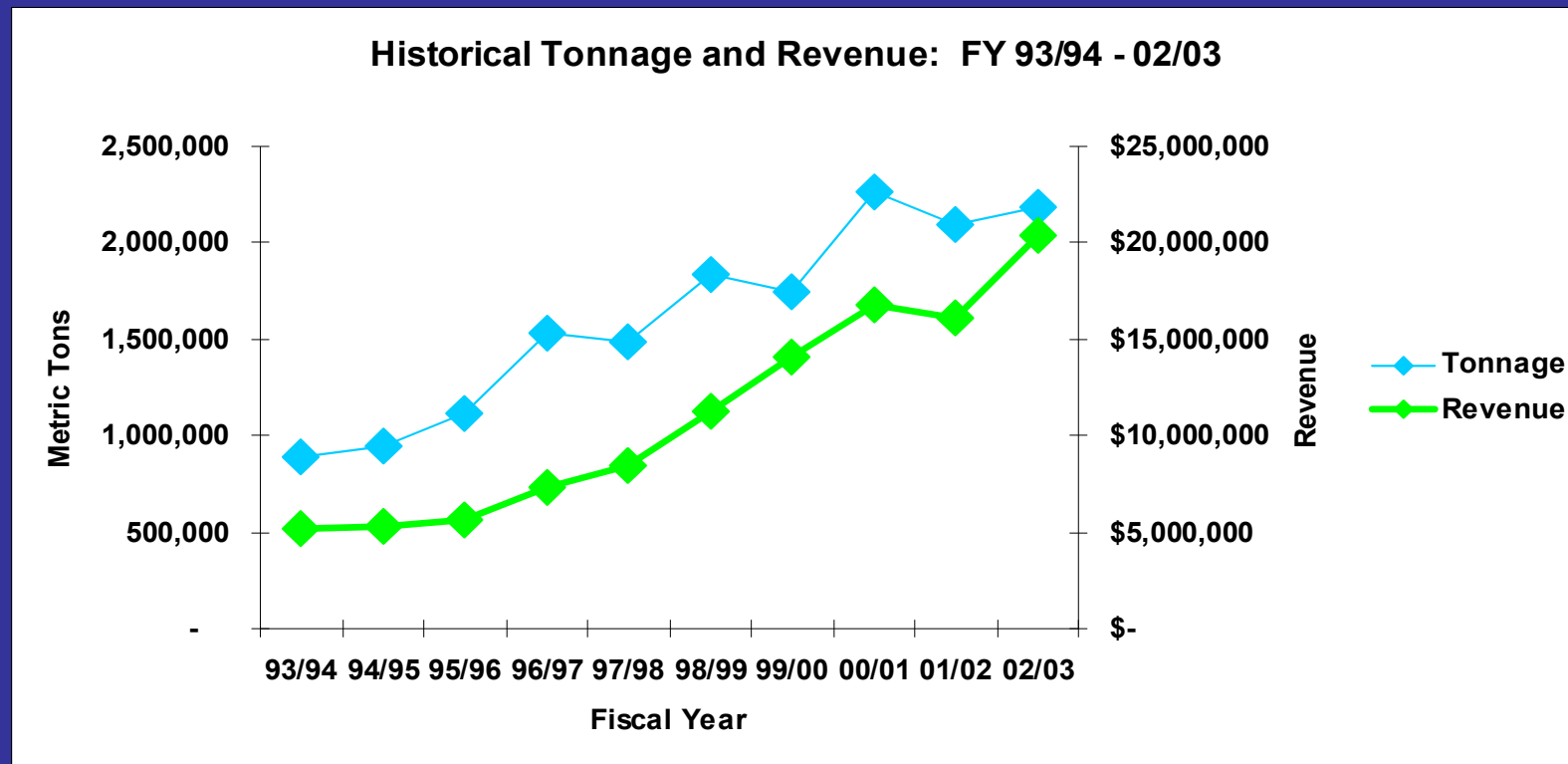


Cruise Terminal



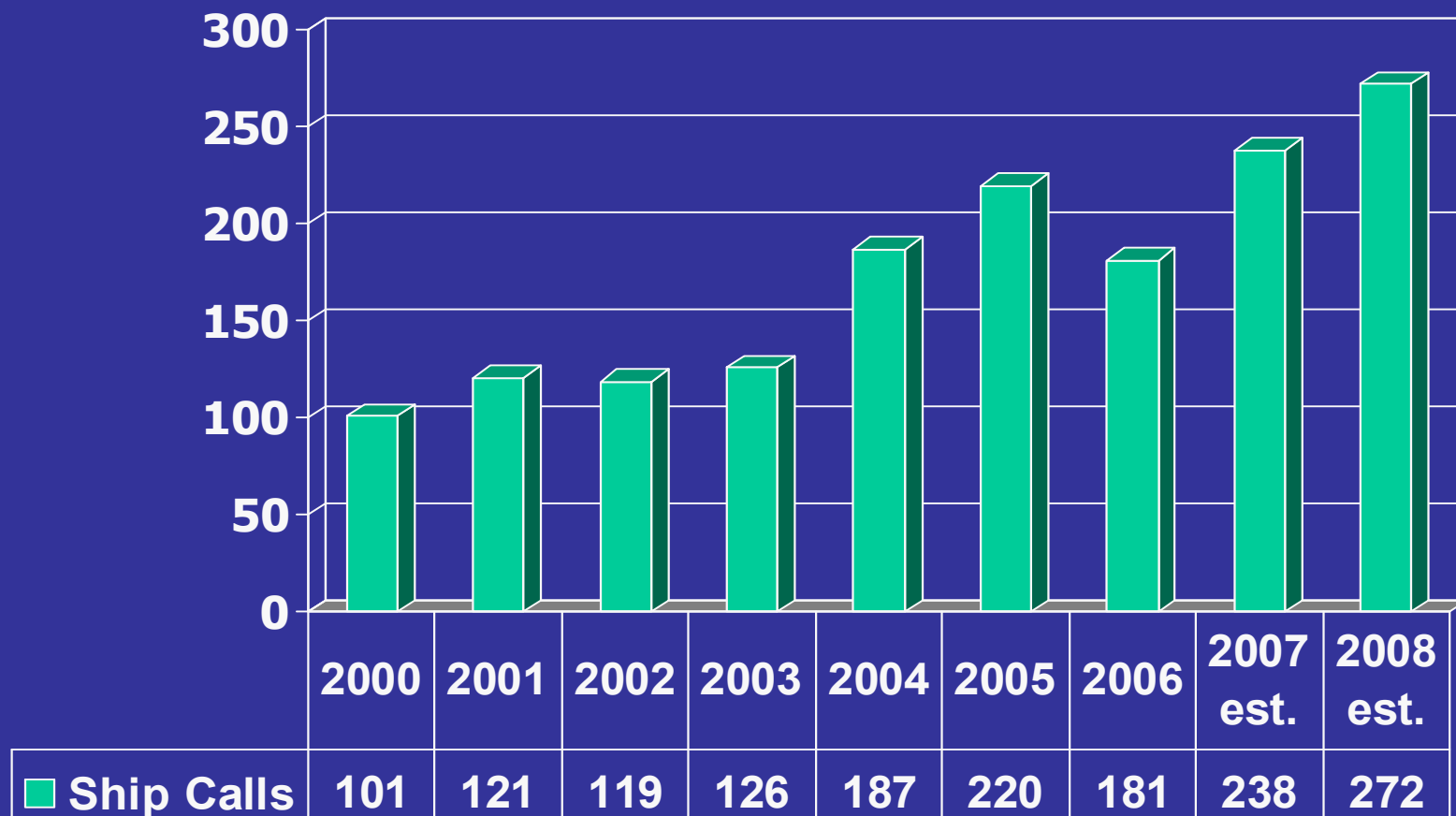


# Cargo Tonnage & Revenue: FY 93/94 – 02/03





# Cruise Ship Calls



# National Growth Projections

- % of GDP from Foreign Trade:
  - 1990 – 13% of Gross Domestic Product was from Foreign Trade
  - 2006 – 22% of GDP
  - 2020 – projected at 35% of GDP
  - 2030 – projected at 60% of GDP

\*statistics from the US Department of Transportation



# Why do we need to protect Maritime related uses?

- Urban Sprawl
  - Growth and spread of neighboring residential and commercial uses
  - Developers and political leaders have targeted these lands for redevelopment
- Why are maritime industrial lands targeted?
  - Unsightly
  - Low tax generation
  - Environmental impacts
  - Large expanses of undeveloped land

# History of Land Use Pressures

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



# Transition Zone Policy

# Policy

- Recognizes importance of protecting maritime related uses and preserving jobs
- Recognizes that the Port does not own or control the transition areas
- Need for Transition Zone:
  - Eliminate/mitigate conflicts from incompatible land uses
  - Work with Cities to develop long-term planning and land use guidelines
- Direction:
  - Work with Cities, State Agencies, Federal Agencies and stakeholders to implement objectives
  - Acquire properties or easements, as appropriate to preclude development of incompatible uses



# WWG Transition Concept

- Defines uses within transition zone
  - Uses that do not pose a health risk to adjacent land uses
  - Parking, offices, green belts, etc.
  - Tourist and visitor serving retail
  - Warehousing, intermodal transfer, cargo assembly and industrial staging (in the Distribution Zone)





# Gentrification/Transition Zone Strategies

- Direct Port Efforts
  - Land or Easement Acquisition of uplands for transition zone
  - Do not allow conversion of marine related industrial land uses on tidelands
- Local Efforts (Working with 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 and federal legislators to identify opportunities for financial/tax 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



# Actions?

- Talk to and educate legislators (State and Federal) about the need to protect (and expand) ports
- Look for incentives to cities and communities for hosting industrial activities
- **Get involved in land use planning and zoning efforts in your community (especially as it relates to the “transition areas” around your facilities)**



# Questions?