

# AAPA Maritime Economic Development Seminar: Realizing the Benefits of a Maritime Industrial Zoning District



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# Port of San Diego Jurisdiction: Five Member Cities



# Maritime Overview

- **Two cargo terminals:**
  - Tenth Avenue Marine Terminal
  - National City Marine Terminal
- **Cargo types:**
  - Bulk and breakbulk
  - Containers
  - Refrigerated products
  - Automobiles
  - Project cargo & military cargo
- **Markets: Asia, Latin America, Europe, Australia, New Zealand**





# A New Port of San Diego



- A New Direction for the Port of San Diego:  
Reorganized & Rightsized
- Formation of the Government & Community  
Relations Department
- Regional Partnerships & Return on Involvement
- Developing Legislative Platform:
  - Local: Gentrification
  - State: Environmental & Land Use
  - Federal: Infrastructure Funding & Freight  
Corridors



# Military & Port Relations

- Navy shares our Bay & is focused on the three E's:
  - Environment
  - Energy
  - Encroachment
- One of 17 Strategic Ports



# Downtown San Diego



- Gentrification started in the late 1980s
- Downtown Renaissance in 1990's & early 2000's
- Residential market shift starting in 2007
- End of California redevelopment in 2011

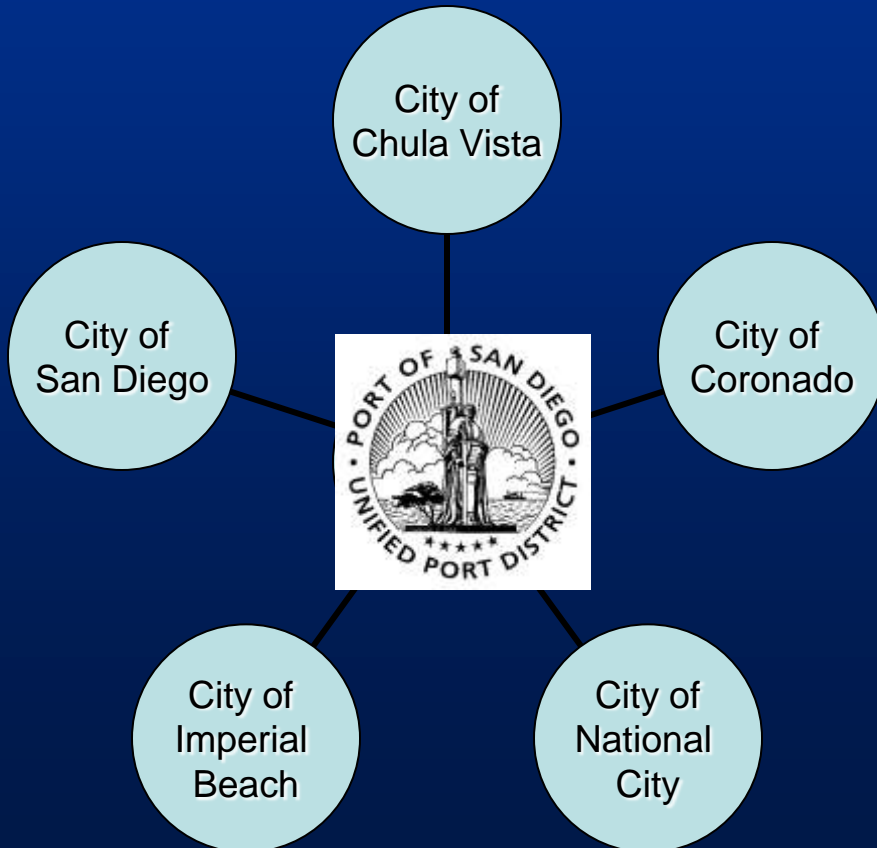


# Working Waterfront Group



- The response to gentrification & maritime land grabs: The Working Waterfront Group
- A coalition of commercial and community organizations, including labor & environmentalists
- Formed in 2005 when efforts were first being made to use maritime land for development of a sports stadium

# ***We Don't Have a MIZOD... but wish we did!***



## **Historic Challenges:**

**Independent Port jurisdiction**

**State mandate governed by five local cities**

**Insular Port planning**

**Reactive mobilization**

**Unperceived regional maritime benefits**



# Port Policy vs. City General Plans

- **Port Transition Zone Policy:**  
Internal Policy originally designed to acquire adjacent "Maritime Use" properties as buffer zones
- We want to work with adjacent Cities to include a Maritime Element or MIZOD in their General Plans



# Barrio Logan Example

- Population: \*10,904
- Port tidelands tenants accounted for nearly 67,000 jobs in the San Diego County economy in 2005
- Port generated workers averaged roughly \$50,500 in annual compensation in 2005
- Home to NASSCO, 32<sup>nd</sup> St. Naval Station, and other industrial uses



# Barrio Logan Community Plan Update



- Two alternatives being considered:

	<u>Today</u>	<u>Tomorrow</u>	<u>Change</u>	
# 1	2,757	3,807	1,050 dwelling units	38%
# 2	2,757	3,254	497 dwelling units	18%

- Stakeholder discussions with the City of San Diego, Environmental Health Coalition and the Working Waterfront Group
- Efforts to find a balance with industrial, residential and environmental priorities & the Port's mission to expand maritime uses



# Better Neighbors

- Without a MIZOD, we have to be even better neighbors
- Working with Harbor Police to understand neighborhood complaints
- Evaluating the re-establishment of the Port's Marine Terminal Community Committee
- Continuous outreach by attending Community meetings and functions
- Tenant/Community Partnerships helped us defeat Prop B



# Building Partnerships



# Lessons Learned

- Seek legislation
- Expand relationships
- Facilitate collaboration between organizations and communities
- Engage diverse & untapped communities in the state
- Find synergies & advocate maritime platforms at the local/state/federal levels







*Thank you!*