The Working Waterfront and gentrification.
LETTERS
March 8, 2005

Developers must respect port's value

I read recently that the long-shoremen 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 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 Lauter 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 not get caught up in destroying structure that just can't be replaced.

RENA JESSO
Saint John

March 8, 2005
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.

The plan involves the construction of a new 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 parcel of land in...
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 its past with increased demand for its commercial and industrial land on both sides of the border.

The recent purchase of a 40-acre parcel and the pending deal of a nearby site by Los Angeles-based Kearny Real Estate Co. for a total of $10.9 million reveals Otay Mesa north of the U.S.-Mexico border.

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

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.
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.
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.
MEDIA STRATEGY

• Letters to the Editor and Op-Ed pieces

• Web stories on Web sites

• Have Working Waterfront Group members speak on the record about value of waterfront industry jobs.

• Tours and more tours – seeing is believing

• 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 members 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.