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

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Port of San Diego
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
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
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, 32nd St. Naval Station, and other industrial uses

*Source: Barrio Logan Smart Growth Coalition [www.barriologansmartgrowth.com/](http://www.barriologansmartgrowth.com/)
Barrio Logan Community Plan Update

- Two alternatives being considered:

<table>
<thead>
<tr>
<th></th>
<th>Today</th>
<th>Tomorrow</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td># 1</td>
<td>2,757</td>
<td>3,807</td>
<td>1,050 dwelling units 38%</td>
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<tr>
<td># 2</td>
<td>2,757</td>
<td>3,254</td>
<td>497 dwelling units 18%</td>
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- 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!