American Association of Port Authorities
Infrastructure Development and Financing Seminar

Development Case Study – America’s Cup Harbor
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Key Elements of the Plan

Private Development
- Sportfishing Landings
- Sun Harbor Marina
- Pt. Loma Marina
- Intrepid Landing
- Pt. Loma Seafoods

Public Infrastructure
- Continuous promenade
- Parking solutions
- Roadway realignment
- View corridors
- Public park / open space
Joint Investments in Infrastructure

Private Investment
- Complete promenade
- Contribute to a public parking solution
- Public open space

Public Investment
- Master Planning
- Entitlements
- Street realignment
Development Case Study: America’s Cup Harbor

Total District & Public Investment: $4.5 Million
- Duration of Planning Effort – 2001 to 2003
- Costs Spent on Planning and EIR: $602,000
- Public Costs Spent on Project: $3.9 million for North Harbor Drive design and construction only.

Value of Projects Completed: $44.3 million
- Holiday Inn Expansion - $14 million
- Point Loma Marina - $16.2 million
- North Harbor Drive Realignment - $3.9 million
- Intrepid Landing - $3.5 million
- Sun Harbor - $4 million
- Pt. Loma Seafood $2.7 million

Impact: 10-to-1 ratio of development to District and public investment
These projects contribute approximately $1.2 million in additional annual rent to the District (cumulative), not including sales or hotel tax revenues to the City of San Diego.

**Return on Investment to District:**
27% Annual Return
Key Takeaways and Important Considerations

Case Study: America’s Cup Harbor Port Master Plan

- Develop a comprehensive plan with community support
- Identify in advance key public infrastructure
- Phase infrastructure investments with tenant projects
- Invest alongside tenants to set the table for development