

Comments on the Economic Prosperity Element

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Economic Prosperity

1. Land use designations that support the stability and growth of base sector employment opportunities.
2. Development of thriving commercial, manufacturing, office, and industrial development clusters that provide sustainable middle-income employment opportunities.
4. A destination and environment that invites and encourages visitors to stop **and make purchases, invest**, enjoy, and explore the **multi-cultural vibe of the neighborhoods.**
5. A local economy that promotes the wellbeing of locally owned and operated businesses, provides opportunities for micro-enterprise, artist’s studios, and leverages the ~~binational~~ **multinational** culture ~~nature~~ of the area.
6. A full and balanced range of employment opportunities including the educational institutions for training and re-training the Work Force.
7. Make improvements to stimulate investments in this area.
8. A North South connection via a multimodal connection of the Orange Line Trolley with the Imperial Ave Bus and the I-15 Express Lanes

5.1 Market Conditions & Demand Projections

The sales are “leaked” out of the Planning Areas on retail goods and services in ~~three~~ **the** general categories **of**: convenience goods; general merchandise and home improvement; and eating and drinking; **construction services and goods; automotive repair; and health.** There is strong potential for commercial, **industrial, research, software, internet services** and retail expansion in the coming years.

Retail expansion has the problem of internet competition. A possible indicator is the price to earnings ratio of Amazon compared to major retailers. Amazon makes little money but has a high share price. The

first step is to help our existing retailers, many of whom appear to have a marginal existence. The Southeastern restaurant business, as has been demonstrated in Pacific Heights can easily morph into the bar business. This has caused sufficient social problems that have resulted in families leaving Pacific Beach. The Southeastern area already has a Walmart food store and a COSTCO.

but given its central location and proximity to transit and freeways, the area is expected to grow in the coming years

There is sufficient political resistance to entitlements, that expansion of affordable housing is problematic. Although the actual present costs of each affordable housing unit has not been published, it appears that the actual high cost will create sufficient resistance. This plan neither includes real smart growth or zoning to permit the construction of market rate buildings. Has the Department of Planning, Neighborhoods and Economic Development (Planning) received any input from one or more developer on this draft community plan update? If so, it should be shared with the Group. Do any of the members of the Planning staff, who are working in our area and have any relationship with an affordable or market rate housing developer?

5.2 Employment Generation

Based on an analysis of long-term trends, Southeastern San Diego and Encanto Neighborhoods are anticipated to experience combined employment growth of 1,865 jobs in the next two decades, primarily in the educational, health care, social services, and retail trade industries.

1,865 jobs over 20 years or **93** new jobs per year for two planning areas is unacceptable. What is the median projected salary for these jobs?

The Light Industrial designation, applied along Commercial Street, allows a wide variety of industrial uses such as repair, **light manufacturing, biotechnology**, warehousing, storage, and wholesale distribution, in addition to uses allowed in Business Park areas.

One very important job generator would be apprentice training for occupations, such as skilled mechanics, repair personnel, plumbers, electricians, welders, programmers, etc. This training could lead to an associate's degree.

5.4 Financial Feasibility

These paragraphs admit that with the proposed zoning and the City's present zoning and permitting structure that further development by the private sector is not feasible. This can be remedied by:

1. A realistic zoning plan
2. Improving the City's permitting process or subcontracting the permitting process to Civic San Diego.
3. The municipal code should permit the use of fire and earthquake resistant modular (Pre-manufactured) housing including multifamily units.
4. Enterprises that engage in modular housing should be encouraged to locate in San Diego or at least have a showing space.

Policies

P-EP-1: Concentrate commercial activity in the vicinity of commercial corridor intersections, with pedestrian orientation to distinguish Commercial Street, Imperial Avenue, National Avenue, Market Street, and South 43rd Street.

P-EP-2: Improve the pedestrian, bicycle, and transit infrastructure in Southeastern San Diego to position it as one of the most sustainable districts in San Diego, and promote this attribute to compete regionally.

P-EP-3: Position and promote the Village Districts for smaller, independent professional service firms associated with creative and sustainable industries.

P-EP-4: Encourage the adoption of environmentally sustainable business practices.

P-EP-5: Recapture a greater share of local Southeastern San Diego residents' expenditures with improved basic retail and personal services, as well as promotional efforts.

P-EP-6: Upgrade the appearance and infrastructure of commercial districts.

P-EP-6: Enhance and create competitive commercial environments with the following initiatives:

- **Develop apprenticeship programs**
- **High speed internet**
- **Creation of a North South connection via a multimodal connection of the Orange Line Trolley with the Imperial Ave Bus and the I-15 Express Lanes**
- **Support including training for small business in compliance with government regulations.**
- **Simplification of City Regulations**
- **Marketing of the area and its products and resources such as the Educational and Cultural Complex (ECC).**
- **Ensuring that expanded Prevention Coverage for Women's Health and Well-Being is available.**
- **Providing working mothers with affordable child care for after school and during school breaks, as well as school holidays that are not standard days-off for workers.**
- **Ensure that virtually every child that graduates elementary school speaks English**

As Bernard Shaw in Pygmalion (My Fair Lady) argued, people will consciously or unconsciously discriminate against individuals with foreign or incomprehensible English

- **Signage on blocks listing and pointing to local businesses**
- Urban Forestry

We do not have any water to spare.

- Public Art

This probably will have a minimal effect, unless it is part of an advertisement.

Event Programs

- Storefront Improvement Program
 - Small Business Assistance
 - Capital Improvement
 - Business Improvement Districts
 - Micro Assessment Districts
 - Maintenance Assessment Districts

Local Maintenance Assessment District

The CCDRC has been made a mess of by the City of San Diego. We had an excellent planner, Marco Li Mandri, who we were forced by the City to fire. Over \$100,000 of the CCDRC's money is missing. BIDs etc. need the capacity to close themselves down. This countervailing power paradoxically will encourage their formation. Many of the directors including Dr. Leif were in favor of closing the CCDRC down. Although MADs are a good idea, the only way they can effectively function is by being independent of the City's bureaucracy.

Business Park, Light Industrial, and Office designations at Gateway Centers East, West, the Market St. Industrial Park and Imperial Marketplace facilitate employment generation.

P-EP-7: Consider an Assessment District for businesses or properties located in the Village Districts to support, dining, the arts, and entertainment within the community.

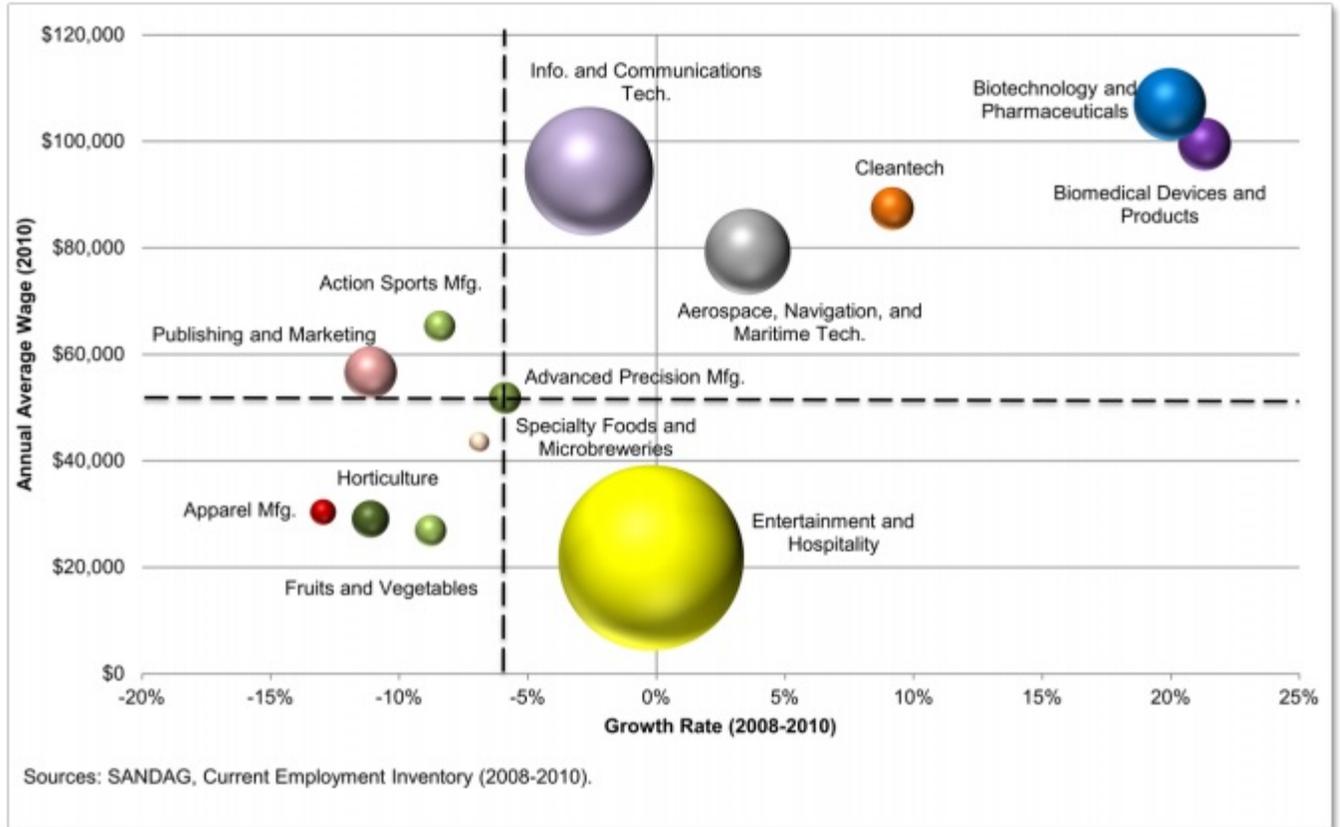
P-EP-8: Pursue new funding sources to support local economic development efforts in Southeastern San Diego

P-EP-9: Pursue private enterprise favorable policies Data from the Voice of San Diego to guide us.

<http://voiceofsandiego.org/2014/08/07/san-diego-businesses-by-the-numbers/> (BY: LISA

HALVERSTADT CONNECT | AUGUST 7, 2014)

Figure 2
Industry Cluster Employment and Wages, 2008-2010



P-EP-10: Establish a specific time frame for each step in the implementation of each Policy and Goal, as well as perform a yearly audit to determine if these steps have been achieved.

Technical Comment

Because of global warming, all new construction should be high enough to withstand floods that are above the 100 year and 500 year flood plains.