

Economic Prosperity Element CPC Summary Sheet

The Economic Prosperity Element of the General Plan calls for the City to increase wealth and the standard of living for all San Diegans with policies that support diverse, innovative, competitive, entrepreneurial, and sustainable local economy. The Economic Prosperity Element also presents relevant data graphically to support the development of the Element's policies.

Policies in this element are designed to:

- Guide our industrial and commercial employment land use decisions
- Foster equitable access to educational opportunities
- Provide an educated workforce to meet industry needs
- Increase the number of quality jobs for local residents
- Retain and attract businesses that contribute positively to the local economy
- Attract capital to facilitate community investment
- Preserve the ability of the military to achieve their mission
- Encourage investment in the tourism industry
- Promote bi-national cooperation and international trade
- Provide the public and decision-makers with vital economic information

The CPC General Plan Subcommittee reviewed the July 2005 Draft General Plan Economic Prosperity Element on November 14, 2005, and the full CPC made recommendations on the Element on November 22, 2005. The subcommittee reviewed additional EPE issues on January 17, 2006. CPC recommended edits to the July 2005 Draft Economic Prosperity Element are reflected in the attached table. The table also indicates staff's responses to the recommended edits, and tracks where policies noted are found in the October 2006 Draft General Plan.

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<p>CPC Recommendations on Economic Prosperity Element (EP) made at CPC Meeting of November 22, 2005</p> <p>References refer to July 2005 Draft General Plan</p>	
<p>Subsection A – Industrial Land Uses (approved 19-1-0) A. Goals- revise the first goal to replace ‘middle-income’ with “a full range of employment opportunities” EP-A.2, EP-A.3, EPA-9,-various word replacements. EP-A-8-remove subsection ‘a’ referencing when properties should be considered for redesignation from non-industrial to industrial uses. ‘a’ states that it could be considered to accommodate the expansion or retention of existing industrial uses.</p>	<p>Goals, staff did not revise due to element’s focus on minimizing the impacts of the hourglass economy. EP-A.2, etc-edits were made (EP-5).</p> <p>EP-A.8- not removed due to element’s focus on retaining and expanding existing businesses where possible.</p>
<p>Subsection B –Commercial Land Uses (approved 16-2-0) Goals-delete goal 3 ‘new commercial development that does not impede the economic viability of existing commercial areas’. EP-B.2-Delete ‘strongly discourage the creation of new auto oriented strip developments where parking is located between the street frontage and the buildings’. EP-B.9-Delete policy ‘Encourage more intense commercial development in neighborhood and urban villages, transit corridors, subregional employment areas where transit is available’. EP-B.12- put the word “viable” in the policy. EP-B.15- add in a ratio of residential to visitor commercial use in that category.</p>	<p>Goals-were edited to state: “<i>New commercial development that contributes positively to the economic vitality of the community and provides opportunities for new business development.</i>” (EP-13)</p> <p>EP-B.2 – not deleted; <i>Now EP-B.11 (EP-15)</i></p> <p>EP-B.9 changed to EP-B.11 – not deleted but revised slightly. “<i>Encourage uses to cluster or intensify at focal points along major arterial streets. . .</i>” (EP-15)</p> <p><i>EP-B.12 now EP-B.9 – “Retain the City’s existing neighborhood commercial activities within walking distance of residential areas, unless proven infeasible.” (EP-15)</i></p> <p><i>EP-B.15 now addressed in policies EP-B.13, 14. The land use designations are now located in the Land Use Element, Table LU-4 (LU-15). Ratios will be addressed when visitor commercial zones are created.</i></p>
<p>Subsection C –Subregional Employment Areas (adopted 18-0-0) EP-C.9-delete policy referencing collocation in Kearny Mesa</p>	<p>EP-C.9-deleted (p. 19).</p>

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<p>Subsection D –Employment Development (approved 18-1-0) Delete entire subsection because it goes beyond the traditional land use focus of an element.</p>	<p>Did no delete section due to equitable development requirements. The subsection addresses improvement of the quality of life and opportunity for existing local residents rather than imported tech workers. (Now Section E, <i>EP-20</i>)</p>
<p>Subsection E-Education and Workforce Development (approved 19-0-0) EP-E.5-delete policy which encourages the city to provide internships.</p>	<p>EP-E.5 – not deleted (now Sec. D, p.20).</p>
<p>Subsection F-Business Development (approved 19-0-0) EP-F.5- delete policy evaluating the creation of non-bank community development corporations to encourage business growth. EP-F.7-replace the word ‘first’ priority with ‘a’ priority of economic development efforts is to growth local business. EP-F.9-revise the policy to exclude reference to ‘involved in international trade’ when stating what types of businesses should receive business assistance.</p>	<p><i>EP-F.5 - deleted. (EP-24)</i></p> <p><i>EP-F.7 - deleted. (EP-24)</i></p> <p><i>EP-F.9 now EP-G.2.b. - "Expand small business assistance to include direct or referred technical and financial assistance for small emerging technology firms and firms involved in international trade." (EP-25)</i></p>
<p>Subsection G-Military Installations (approved 19-0-0) Goals- add a goal which states that the city should treat military families and their dependants as a valued part of the greater community. EP-G.2- Add reference to policy that it should apply to any future base closings.</p>	<p>Goals-not added because the proposed goal is too general and the city already does this.</p> <p>EP-G.2 - <i>now EP.H2</i> - not added since the addition is duplicative since the policy already states 'through the BRAC process' (<i>EP-27</i>).</p>
<p>Subsection H-Economic Information and Monitoring (approved 19-0-0). EP-H.1-delete ‘and for large retail establishments over 100,000 sq. ft. in size’ when indicating which projects will be subject to community economic analysis.</p>	<p><i>EP-H.1 now EP-L.3: "Prepare an Economic Market Analysis for discretionary permits involving large retail establishments over 100,000 sq. ft. of gross floor area." (EP-35) The change in square footage from the October draft will be reflected in the next draft based on the adopted LRE policy.</i></p>
<p>Subsection I-Redevelopment (approved 15-4-0) Rewrite entire section (issue is with the effect of eminent domain on private property rights).</p>	<p><i>Now Section K. - Direct reference to eminent domain deleted. Section as drafted reflects California Redevelopment Law. (EP-33)</i></p>
<p>Subsection J-International Trade and Border Relations (approved 19-0-0) Add a policy to support efforts to keep borders open for commerce 24/7, 365 days/year.</p>	<p><i>Policy EP-J.8 added 'Support efforts to expand the hours of operation for the commercial port of entry at Otay Mesa to achieve greater flexibility and competitiveness for the entire border region. (EP-32)</i></p>