



Economic Prosperity Element

COMMUNITY OPEN HOUSE

January 30, 2010

Goals and Policies

Comments Worksheet

Goals

- Minimize conflicts between commercial, industrial, residential, and institutional land uses through the implementation of complementary land uses and appropriate buffers.
- Protect sufficient long-term capacity for base sector industries by expanding Barrio Logan’s Prime Industrial lands south of 32nd Street and West of Harbor Drive.
- Foster economic growth of major maritime industries and local businesses that cater to the maritime industries while promoting environmentally sustainable business operations.
- Support the economic wellbeing of locally-owned and operated businesses by utilizing economic development approaches and programs that benefit the local business environment.
- Strengthen and stabilize the community’s present socioeconomic makeup as a residential community and an industrial center for water-oriented industry.
- Encourage new businesses and business practices that promote a healthy clean environment.
- Provide opportunities for job creation that benefit middle income workers and the local community.

The goals for the Economic Prosperity Element reflect the community’s input. (circle one)

5	4	3	2	1
Agree		Somewhat Agree		Disagree

Please share any comments:

5.1 Policies - *Industrial*

- Provide additional land area for prime industrial lands expansion south of 32nd Street and west of Harbor Drive to provide new jobs, new job categories, and training possibilities in the community.
- Encourage Heavy Industrial land uses to include base-sector uses such as maritime-oriented manufacturing.
- Heavy industrial uses should work to reduce or mitigate negative impacts on surrounding areas, such as noise, air quality, or other environmental impacts.
- Encourage industries and trade-related businesses that provide middle-income employment opportunities to locate in lands designated as Prime Industrial.
- Encourage the development of emerging Clean Technology Industries that capitalize on the increasing demand for renewable energy (e.g. solar), biofuels, energy efficient solutions, and “green” products.
- Provide technical training opportunities for residents of Barrio Logan geared towards employment opportunities in maritime-oriented Port Tidelands as well as the businesses that provide services to the large maritime industries.
- Establish a coordinated job-training center in conjunction with both the Community College District and local industry.
- Require analysis and justification per General Plan Policies EP-A.11 and EP-A.12.c for any proposed changes that would remove properties from the prime industrial lands map and could lead to a plan amendment.

The above Economic Prosperity policies reflect the community’s input. (circle one)

5	4	3	2	1
Agree		Somewhat Agree		Disagree

Please share any comments:

5.1 Policies - *International Business and Trade Zone*

- Encourage Base Sector Industrial uses in IBT lands with greater capacity for production, research and development, business services, and the potential for higher value-added activities.
- Ensure adequate buffers are maintained between IBT designated lands as they approach adjacent land uses.
- Ensure that truck and auto ingress and egress are taken from the west side of properties facing the railway and trolley tracks in order to minimize impacts to the community east of Main Street.

The above Economic Prosperity policies reflect the community's input. (circle one)

5 4 3 2 1
Agree Somewhat Agree Disagree

Please share any comments:

5.2 Policies - *Retail*

- Locate smaller-scale convenience shopping opportunities throughout Barrio Logan to promote greater pedestrian activity.
- Encourage and provide economic incentives for Latino-oriented neighborhood serving commercial uses; including Tienditas, food markets, restaurants, and other small retail shops to serve both residents and the Port tidelands employees.
- Enhance the business corridor along Logan Avenue from Chicano Park to 27th Street as an Arts and Cultural District.

The above Economic Prosperity policies reflect the community's input. (circle one)

5 4 3 2 1
Agree Somewhat Agree Disagree

Please share any comments:

5.3 Policies - Office

- Encourage the development of new office space that support and compliment the major Port industries and United States Navy.
- Encourage and foster the development of office uses catering to the transition zone maritime-serving industries.
- Encourage the development of live/work opportunities along Logan Avenue and in the Community Village area.
- Encourage “shopkeeper units”, i.e. ground floor office or commercial retail with residential units on the second floor, within areas designated for mixed-use.

The above Economic Prosperity policies reflect the community’s input. (circle one)

5 4 3 2 1
Agree Somewhat Agree Disagree

Please share any comments:

5.4 Policies - *Parking*

- Emphasize shared parking and merchant-serving parking approaches, including:
 - o Development of parking facilities that serve multiple uses, to enable efficient use of space over the course of the day;
 - o Maximize short-term, on-street parking through re-striping streets and minimal “red-curbs” where appropriate.
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The above Economic Prosperity policies reflect the community’s input. (circle one)

5 4 3 2 1
Agree Somewhat Agree Disagree

Please share any comments:

5.5 Policies - *Business Finance*

- Collaborate with other public and private agencies to maintain a business attraction program to assist with site identification, incentive programs, and permitting assistance.
- Encourage the adoption of business improvement districts, maintenance assessment districts, and landscape and lighting districts throughout Barrio Logan to enhance the quality of life and provide tools to promote businesses.

The above Economic Prosperity policies reflect the community's input. (circle one)

5 4 3 2 1
Agree Somewhat Agree Disagree

Please share any comments:

Additional Comments: