



# Dollars and Sense: The Future of Commercial Development in San Diego

Sponsored by: The Planning Department, City of San Diego

- What will be the future forms of retail? Will internet shopping make physical locations such as malls, grocery stores and superstores obsolete?
- What strategies do we need to implement to better balance commercial interests with residential, industrial and environmental needs?
- How can retail shopping be effectively integrated into communities so they retain their individual character?
- What is the role of commercial development in neighborhood revitalization?

**Join us as we discuss the issues and create collaborative solutions.**

**Panel:**

**Councilmember Michael Zuchet** represents San Diego's District 2. He serves on the City Council's Land Use and Housing Committee, which makes recommendations to the City Council about commercial development issues. He has an undergraduate degree in Business Economics and Environmental Studies from the University of California at Santa Barbara and a Master's degree in Environmental Economics and Policy from Duke University.

**William (Bill) Anderson** is the Vice President of Economic Research Associates. He has 20 years of experience in integrating real estate economics, redevelopment, regional economic development, and urban planning policy. He was a member of the San Diego Planning Commission from 1995 to 2003 and served as Chair from 2001-2003. He was also actively involved in the adoption of San Diego's "City of Villages" Strategic Framework Plan for future growth.

**Alan Gin** is Associate Professor of Economics at the University of San Diego (USD), with expertise in local public finance, urban transportation, and the global economy. He developed USD's Index of Leading Economic Indicators for San Diego County, a monthly report on the outlook for the local economy. He also is an affiliated faculty member with USD's Real Estate Institute.

**Reg Kobzi** is the First Vice President of CB Richard Ellis, an international full service commercial real estate company. He has 15 years of experience in commercial real estate, specializing in the leasing, development and investment sale of shopping centers. He was recognized as "Deal Maker of the Year" by the San Diego County Commercial Association of Retailers.

**Carolyn Smith** is the President of the Southeastern Economic Development Corporation (SEDC), which is responsible for the redevelopment and revitalization in fifteen neighborhoods that make up the southeastern area of San Diego. She was responsible for creating the Gateway Center East industrial park, with 26 businesses that employ over 1,400 people. She also helped expand industrial property availability, which has attracted computer and electronics manufacturing industry to southeastern San Diego.

*Community Members: You are invited to join our discussion. We want to hear your voice about the commercial development issues that matter to you the most. Add your perspective and suggestions for what the City can do to promote sound development decisions for our future.*

**Date:** Thursday, March 25, 2004 **Time:** 6:00 PM – 7:30 PM **Next Forum:** Thursday, June 17, 2004

All meetings will be held in the Santa Fe Room (near the Aerospace Museum) at Balboa Park 6:00 PM - 7:30 PM

For more information about these forums call the City of San Diego General Plan Hotline at (619) 235-5226.

For more information about the City of Villages/General Plan Update, visit our website [www.sandiego.gov/cityofvillages](http://www.sandiego.gov/cityofvillages).