

Working Draft Economic Prosperity Element

INTRODUCTION

The General Plan forces on an economy that is based on creativity and innovation to better compete in a regional, national, and global setting. This places an emphasis on base sector industries in the technological and professional services, manufacturing, visitor industries, national security, and international trade sectors. The General Plan's approach to encouraging base sector industrial uses is to identify Prime Industrial Lands and protect them for employment, providing business incentives to businesses that provide middle-income jobs and contribute to community revitalization. The Clairemont Community Plan envisions a diversity of businesses that increase the economic base, generates jobs, and provides a variety of goods and services.

ECONOMIC PROSPERITY GOALS

- Efficient use of commercial and industrial land in a manner that enhances the economic base, community, and generates job opportunities for residents
- Attraction, expansion, and retention of economically healthy, locally-owned and operated businesses
- A diverse mix of community and neighboring serving businesses that provide a variety of goods and services

BOX 5-1 GENERAL PLAN TOPICS

The Economic Prosperity Element policies in the General Plan and Community Plan provide a framework to encourage employment and economic development. Related Economic Prosperity Element Topics covered in the General Plan include the following and should be referenced as applicable:

- Base Sector Industrial Uses
- Non-Base Sector Employment Uses
- Prime Industrial Land/Other Industrial Land
- All Industrial Areas
- Neighborhood Commercial Areas
- Community Commercial Areas
- Transit Corridors
- Redesignating Commercial Land
- Education and Workforce Development
- Employment Development
- Business Development

5.1 BUSINESS IMPROVEMENT, ATTRACTION, RETENTION, AND EXPANSION

INDUSTRIAL, OFFICE, AND RESEARCH & DEVELOPMENT

The Rose Creek/Canyon Industrial Business Park Area is the community's employment center for start-up and smaller innovation, design, and technology businesses. This area offers multiple opportunities for employment-related development due to its varying parcel sizes. The Business park area also has the potential to provide office and research space for defense, high-tech, and cleantech R & D businesses along with flex space for other businesses.

The Community Plan designates the Rose Creek/Canyon Industrial Business Park as Prime Industrial Land. General Plan classifies Prime Industrial Land as areas that support export-oriented base sector activities which include manufacturing, research and development, assembly, corporate headquarters, warehousing, distribution, marketing, and certain related professional and administrative functions associated with product/process conception, development, sales, and distribution. Economic base sector industries create economic growth by exporting products and services primarily to national and international markets outside of the San Diego region. Base sector industries provide a significant benefit because they drive regional prosperity, support middle-income employment, and are essential to preserving a healthy economic base.

The warehouses and flex space buildings along Morena Boulevard and Santa Fe Street area support light industrial and heavy commercial uses. These areas also provide opportunities for artisan and craft manufacturing businesses.

RETAIL GOODS AND SERVICES

Retail commercial uses within the community's commercial centers provide important goods and services to residents within the community as well as

adjacent communities. Community and neighborhood commercial centers offer opportunities for retail, professional, and multi-tenant office businesses. Community commercial centers which include Clairemont Town Square, Clairemont Village, and the community commercial core located at Genesee Avenue and Balboa Avenue provide important goods and services to residents within the community. Smaller neighborhood commercial centers provide nearby residential areas access to a limited number of convenient retail and personal service uses.

With urban design improvements that enhance the public realm, existing retail uses will attract additional consumers. Stand-alone retail centers can infill with additional commercial uses and a variety of non-retail uses including professional office space, residential, public space, civic uses, and entertainment uses to create vibrant multiple use centers.

HOTEL AND VISTORS

Clairemont has a central location and proximity to employment centers, freeways, transit, Mission Bay, Sea World, Old Town, and Downtown which is attractive for work and for vacation related trips.

Hotels that serve business related trips help to support employment growth in the industrial business park.

POLICIES

- EP-1.1** Encourage office, research and development, and other base sector employment-oriented uses and supportive commercial and industrial services to locate within Rose Creek/Canyon Industrial Business Park.
- EP-1.2** Encourage businesses that focus on creating innovation, design, and technology jobs
- EP-1.3** Encourage hotel/motel uses to provide rooms and amenities to accommodate tourists and business travelers.
- EP-1.4** Encourage economic growth by utilizing available programs and initiatives that support local businesses including small-scale retail and service establishments.
- EP-1.5** Encourage the attraction, retention, and expansion of start-up and smaller businesses that develop innovative products and technologies.

EP-1.6 Encourage artisan and small-scale craft manufacturing businesses.

EP-1.7 Support live/work and shopkeeper units in commercial areas to allow space for arts and innovation.