

## **WORKING DRAFT ECONOMIC PROSPERITY ELEMENT**

*[This working draft is meant to help frame the discussion on the element and will be revised based on input during the community plan update process.]*

### **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

### **INTRODUCTION**

The Community Plan envisions a diversity of businesses that increase the economic base, generates jobs, and provides a variety of goods and services. The Rose Creek/Canyon Industrial Business Park Area is identified as 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 warehouses and flex space buildings along Morena Boulevard and Santa Fe Street within the business park area also provide opportunities for artisan and craft manufacturing businesses. Community and neighborhood commercial centers located along major corridors and intersections serve surrounding residential neighborhoods by providing retail goods and convenience services, as well as opportunities for office. The Community Plan also seeks to attract both visitor accommodations related to visitor and business trips to support employment growth in the industrial business park.

### **INDUSTRIAL LAND**

The Community Plan identifies the Rose Creek/Canyon Industrial Business Park as Prime Industrial Land. Prime Industrial Land as identified in the General Plan are areas that support export-oriented base sector activities such as warehouse distribution, heavy or light manufacturing, and research and development uses. Economic base sector industries create wealth for local jurisdictions by exporting products and services primarily to national and international markets outside of the local area. Their primary functions manufacturing, research and development, assembly, corporate headquarters, warehousing, distributions, marketing, and certain related professional and administrative functions associated with product/process conception, development, sales, and distribution. 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. Other industrial land

located in the community support light industrial, employment, and general commercial uses.

## **COMMERCIAL AND NEIGHBORHOOD CENTERS**

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 such as the Diane Shopping Center, provide nearby residential areas access to a limited number of convenient retail and personal service uses. Given the changing nature of the commercial-retail industry and the growing emphasis on creating a multi-modal transportation network within the community, existing underutilized community and neighborhood commercial centers have the potential for renovation and intensification. Opportunities for redevelopment at these centers could include non-retail uses such as housing, public and civic spaces, office, and entertainment uses.

## **VISITOR ACCOMMODATIONS**

Clairemont's central location and its close proximity to employment centers, freeways, transit, Mission Bay, Sea World, Old Town, and Downtown make it attractive for both work and for visiting.

## **POLICIES**

EP-1 Maintain Prime Industrial Lands for encouraging single-tenant headquarters office, research and development, manufacturing, and other base sector uses by preserving industrial structures which can accommodate these uses.

EP-2 Encourage visitor-commercial uses to provide rooms and amenities to accommodate tourists and business travelers.

EP-3 Encourage economic growth by utilizing available programs and initiatives that support local businesses including small-scale retail and service establishments.

EP-4 Encourage the attraction, retention, and expansion of start-up and smaller businesses that develop innovative products and technologies.

EP- 5 Encourage artisan and small-scale craft manufacturing businesses.

*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*