

PROPOSED ECONOMIC PROSPERITY ELEMENT
DRAFT WORK PROGRAM

Overview of Program:

Prepare a new element to the General Plan to align other City of San Diego policies that relate to economic development and prosperity with the draft Strategic Framework Element. The goal is provide comprehensive and cohesive citywide economic and land use policies and guidance for implementing strategies, programs, and regulations.

Work Products:

- Prepare the Economic Prosperity Element that will replace the existing Industrial , Commercial, and Redevelopment Elements of the General Plan.
- Amend other General Plan Elements as necessary.
- Identify needed work program revisions and regulatory amendments.

Timeline:

- Begin Economic Prosperity Element preliminary research in July, 2002.
- Start drafting of the Element by September, 2002 and complete for City Council Adoption by July, 2003. See next page for a more detailed timeline.

Required Resources:

- Graphics support for element layout and graphics.
- Assistance from Economic and Community Development staff.
- Consultants for economic development studies to be determined.

Key stakeholders/partners: Include business, labor, academic, and community interests.

How will the public be involved in the process?

A public participation process will be designed to incorporate the wide variety of interests in economic policies. One possible approach would include a forum or ad hoc committee made up of interested citizens and stakeholders to be established to oversee the drafting of key sections of the element, such as employment land use policies, border relations, business development, and education. If subcommittees are formed, some may be combined as necessary to address combinations of issues. Public outreach will occur via the web site, the media, staff presentations, community forums and public meetings.

Planning Department Staff Contacts:

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Community and Economic Development Department Staff Contact:

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