

Celebrating and Embracing San Diego's Jewel for the Next 100 years

A Special July Balboa Park Breakfast Dialogue Event

Join us July 30th, on what promises to be a beautiful early summer morning in Balboa Park, for a special Breakfast Dialogue to commemorate the Centennial of the Panama-California Exposition.

Anniversaries are about celebrating the past, enjoying the present and looking to the future. We'll shine a light on Balboa Park and its abundant offerings to our city – and to the entire region going forward – while discussing ways forward and challenges ahead.

We will start with a hosted sit down breakfast outdoors in the Casa Del Rey Moro Garden overlooking the Japanese Friendship Garden and Spreckels Organ Pavilion. There, we'll hear from a distinguished group of speakers about the future of the park, including:

- Pre-eminent architectural historian Milford Wayne Donaldson speaking on the park's historic site management from a national perspective and the current challenges that will shape its future.
- Executive Director of the Balboa Park Cultural Partnership, Peter Comiskey, on how collaboration and collaborative programs have changed in the park over the last decade and what we might see going forward.
- Mike Stepner, architect and academic, will discuss the challenges presented by years of budget cuts and deferred maintenance, relating to visions of how to grow the park, incorporate it into adjacent communities, and improve accessibility.
- Meet new Conservancy Executive Director & CEO, Tomas Herrera-Mishler and hear the Conservancy's way forward.



The second half of the morning will give attendees the opportunity to experience some of the amazing natural and cultural features of Balboa Park that truly make it "our civic treasure."

Everyone attending this morning will have the opportunity to attend 2 tours from among the following (register soon as space is limited!):

- *California Tower up to the observation deck
- *Japanese Friendship Garden hosted by architect Kotaro Nakamura.
- The Friends of Balboa Park will showcase the Gardens of the Prado
- SD Floral Association leading us through the Botanical Building
- SOHO's special "Souvenirs & Keepsakes" of the Exhibitions at the Marston House

(* Can't tour that morning? Your breakfast pass allows you to tour through the Labor Day holiday.)

The morning schedule:

7:00 a.m.: Breakfast opens

7:40 a.m.: Program begins

9:10-10:10 a.m.: First event session

10:15 a.m.-11:15 a.m.: Second event session

Reserve your place for this morning of appreciation and celebration and register now online at C3sandiego.org. Comfortable walking shoes are recommended!

In this issue



July Breakfast Dialogue Event

C3 Presidents Message

Retreat Summary

May Breakfast Recap

Board Actions Summary

C3 Letter to Port

Comments on SANDAG Plan

Members Speak

President's Message



President Roger Lewis

As we enjoy the summer, C-3 is mid-way through a year of celebration, changes and renewal.

With this issue of the C-3 Views, our constituents are receiving our newsletter in electronic format for the first time. For a few years, the board has discussed the benefits and challenges of producing a relevant

and timely newsletter, the individual efforts required, and production costs. The board recognizes the value that a printed publication offers – available to read anytime, anywhere – and are happy to tell you that the newsletter is available to easily print to read and share.

We are also able to broaden the content without the cost and time constraints of printed publishing and mailing. In this mid-year Views, you will see more photos as well as a new feature. "Members Speak" provides a forum to present ideas, information and viewpoints. This allows our membership to be more engaged with the organization while enlightening our leadership on what is important and on the minds of our members.

In May, C-3 held its annual membership meeting at Panama 66, the year-old outdoor eatery in the Sculpture Garden of the Museum of Art, a part of our yearlong commitment to showcase Balboa Park during the centennial celebration of the Panama Exposition. The location and evening could not have been better.

I welcomed hearing from long standing members about the necessity of bridging the generations by bringing in the members that will be our foundation for the next decade. With many organizations overlapping in focus and advocacy, there are multiple options are for young professionals and advocates and C-3 must be proactive.

C-3 membership chair, Drew Wilson, is spearheading our efforts this year to engage young professionals beginning with our "Mentors" program for the 2015 Breakfast Dialogue Series with the Young Planners Group (YPG). Drew is also coordinating a fall mixer co-hosted by the local APA chapter. You will hear more about these events as our young and/or new professionals meet and exchange ideas with our knowledgeable and accomplished membership.

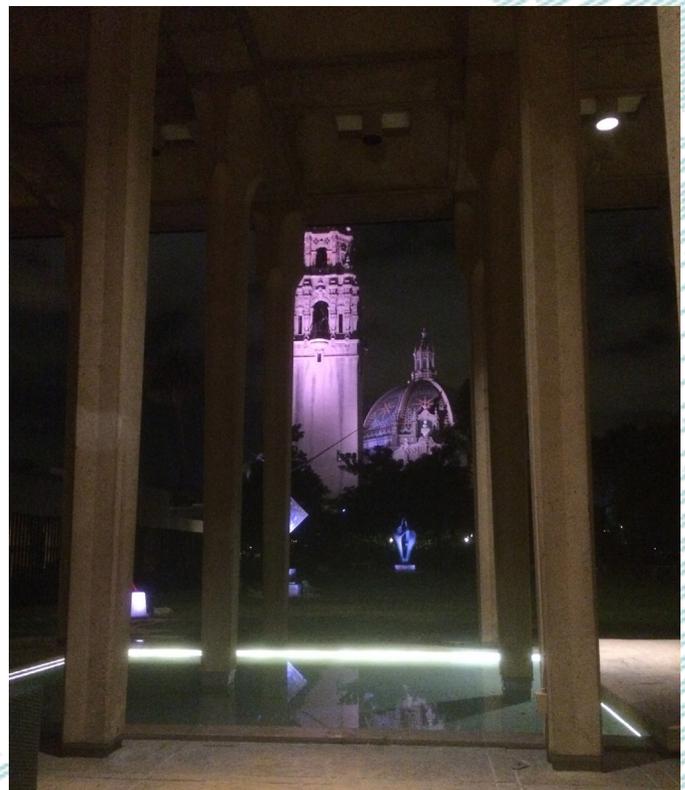
I am always happy to share another important C-3 initiative, begun in 2013, where we give a year's individu-

al membership gratis to Breakfast Dialogue speakers in appreciation for their participation. This brings immeasurable expertise to our organization and broadens our outreach.

Membership in C-3, (e.g. \$50 Individual), remains the best deal in town among similarly focused non-profit organizations, and this affordable pricing extends to our Breakfast Dialogues as well. The board doesn't make cost increases flippantly. We understand how critical it is to appeal to younger professionals, students and, people in general. Over the years, our membership has ranged from 130 to 250, while presently we stand at just under 200 current members.

Has your membership lapsed? We welcome – and need – each member to take a quick look at C3sandiego.org using your email account name (where you received this Views). It will let you know your standing and allow you to become current.

2015 marks my final year on the board and we are in better financial standing now than at any point during my six years on the board. Prior to our 50th Anniversary Celebration and Fundraiser, C-3 was operating on a two month reserve. Over the past four years, a great measure of board time has been concentrated on our Breakfast Dialogue program. The "BD's" are first and foremost educational and advocacy outreach, but have become



an important means by which to raise revenues for our operation.

Earlier this year, we were very fortunate to be remembered by long time members Kimball and Mary Moore with a significant bequeath from their estate. With SDG&E now in its 4th year as our Breakfast Dialogue "Sustainability Partner," we have solid financial footing upon which to operate and may even look for ways to expand our efforts.

And speaking of those Breakfast Dialogues? In 2013, we began discussions of how C-3 could take part in commemorating the 2015 Balboa Park Panama-California Exposition Centennial. We began working to come home in 2015, (C-3's first office was in Balboa Park in the House of Hospitality), bringing the Breakfast Dialogue Series to Balboa Park. Among the tremendous programs and speakers over the first six programs, giving our attendees the pleasure of being in the park on a weekday morning may be one of the nicest benefits.

Birthdays and anniversaries, while celebrating the accomplishments of the past, provide the opportunity to look forward. The 2015 BD Centennial Series was created with the intent of looking to the future of our San Diego. We considered the unique resources and attributes that the San Diego region affords and how we can achieve our "best" future, while recognizing and dealing with the inherent challenges. To date, we have had engaging and challenging conversations with the best minds in our region (and elsewhere) discussing opportunities, advancements and the challenges of our economy and commerce, neighborhoods and communities, transportation, future housing and how we will live, the energy challenge and the military's place going forward. Special appreciation goes out to the board of directors for producing these dialogues including Betsy Morris, Douglas Kot, Diego Velasco, Kathleen Ferrier and Cary Lowe. While there are just four Breakfast Dialogues remaining in the series, they will focus on critically important aspects and represent important opportunities: the shape of our urban form and architecture, the promise of our bi-national border region, and for the public good - what we need and how it will sustain us.

Next up this month, on the promise of a beautiful early summer morning in the park, C-3 will host a special "Morning Dialogue." This event will shine a light on Balboa Park's ability to enhance our city and the entire region going forward. The morning will begin with well-regarded speakers discussing the future of the Park over breakfast in the Casa del Rey Moro Garden. The second half of the morning provides opportunities to experience some of the amazing aspects and features of Balboa Park that make it "our civic treasure."

Plan accordingly – register now to attend before it is too late!

Lastly, a few words about C-3 and advocacy. This year's departure from the issues-driven nature of past Breakfast Dialogues has led to a sense that C-3 hasn't been as active in the advocacy realm – an ongoing discussion throughout my tenure on the board. A few years ago, a board survey confirmed that our members were split – 50 percent saw our primary mission to be advocacy and 50 percent thought it should be educationally oriented.

The yearly focus of C-3 changes over time but the mission remains. We strive for good planning and governance, environmental quality, physical design, social progress and economic benefit.

Coming out of our board retreat this year, we reassessed our sub-committee structure and a consolidation of advocacy efforts and a "Goals" sub-committee was formed. This committee met in early June for the first time to provide comments as requested by SANDAG to its draft Regional Plan Update.

Furthering the effort to determine C-3's advocacy efforts, we hope that the new "Members Speak" feature stirs discussion and identifies topics of concern for the board. More than anything we need you, our membership, to join the discussion. We welcome your ideas – to keep C-3 relevant and a visionary in leading the regional discussion of how to attain our 'best' San Diego in the coming years.

**Thanks to our
Breakfast Dialogue
Sustainability Partner**



A  Sempra Energy utility®

C3 Planning Retreat Held in January

On a typically beautiful winter day in San Diego, the C3 Board of Directors held their annual retreat to discuss the direction of C3 and future events during the year. Highlights are as follows:

Board Officers Elected. The 2015 officers are:

- Cary Lowe - President-elect
- Betsy Morris-VP of Development
- Drew Wilson-VP of Membership
- Drew Kot-Secretary
- Dave Abrams-Treasurer
- Mike Stepner-At Large

(Officers are selected annually. Cary Lowe, while remaining on the board in 2016, has recently indicated he will not be available to handle presidential duties.)

Collaboration with other Organizations. There was discussion on how to continue interfacing with similar organizations while maintaining our identity. The board agreed that this effort should continue and was important to getting out the C3 Message.

Budget Review. The Annual Budget was approved and adopted. The importance of sponsorship was emphasized.

Web Site Development. The need for website improvement was discussed as well as our interface with social media. Outreach to professionals via the web site was presented and the need for it to be "relevant" and timely.

Subcommittees. There was extensive discussion about how to reorganize, revive and energize the use of subcommittees. The 'By Laws' require that at least one of the committee members must be a board of director. The two principal functions of Advocacy and Information were re-affirmed in the context of the discussion. No decision was reached on the appropriate balance but the board agreed that both functions are important.

A "Goals" Committee was established, (Wilson, Herzog, Ferrier, Spehn, Phelps, Stepner), that would identify major areas or issues for consideration, review and comment throughout the year. This committee would intertwine the interests of the prior Waterfront Committee and Parks and Recreation. It was also recognized there could be need for ad hoc committees. It was also recommended we continue the standing Development and Membership Committees.

Thanks to our Breakfast Dialogue Sponsors



The San Diego
Foundation
Growing a Vibrant Region



BALDWIN & SONS
Building Quality Communities for Three Generations



Summary of Board Meetings and Actions January through June 2015

The C-3 Board of Directors meets the first Monday (holidays excepted) of each month to go over both informational and actions items.

In recent years C-3's Breakfast Dialogues have been an important "informational" component of C3's mission. For the 2011 - 2014 boards a significant amount of meeting time was devoted to critiquing and planning the Breakfast Dialogues, (e.g. arranging speakers, briefing panel, selection of a moderator, outreach). The efforts of the 2014 board in producing a major portion of the 2015 Balboa Park Centennial Series has been of tremendous help in solidifying the program but also freeing up board meeting time to devote elsewhere. An ongoing "2015 BD Series" sub-committee comprised of board members over the past two years has seen to this!

Each meeting involves a review of the financial information including Balance Sheets and Income Statements. The current president and treasurer have spent considerable time learning and reporting to the board the in and outs of the endowment held at the San Diego Foundation. The Board has discussed compliance with 5013C Non Profit Regulations, investment alternatives for outstanding liquid assets, and filling of Income Tax Forms.

Most purchases of fixed assets or any hardware require Board approval. The Board is happy to say C3 is in sound financial shape and significantly improved over years past. Our next newsletter will provide more details on our financial condition.

Some of the highlights and/or decisions are as follows:

Discussion of De Anza Cove and its future. A presentation by Judy Swink provided options and covered special issues (wetlands restoration, RV access, RFP process Coastal Commission Requirements). C3 will be forming an ad-hoc subcommittee to consider this issue and July Swink will represent C3.

Urban Land Institute Civic Dialogue Initiative. Mary Lydon of ULI San Diego/Tijuana Regional Chapter has started a community conversation on the future of San Diego and growth. Issues may include transportation, housing and

environment. The concept has been vetted through the Mayor and Community Planning groups. Board discussion raised concern over "outside San Diego" experts, and what voice and role that C3 might take, as well as the question of ULI neutrality on issues. C3 has an interest in tracking the development of the program, with strong opinion that C3 communicates its position that this dialogue is already happening with the Breakfast Dialogues. Diego Velasco will represent C-3 and request a program description to circulate among C3 Board.

Membership Outreach. There has been extensive discussion of how to reach out to a younger demographic with our "message. It was decided to approach APA's Young Planners Group, (YPG), to provide reduced costs to attend Breakfast Dialogues and coordinate with APA a September event to reach its 150 members, with around 50 in a mentorship program.

Response to Port of San Diego Planning Efforts. C3 submitted a letter to Port Commissioners in response to large development proposals outside the context of their Master Plan. The memo in part states: "Based on our concern for the integrity of the master planning process for the Port's entire jurisdiction, we urge postponement of consideration of Ferris wheels, thrill towers or any other large development proposals outside the context of the Master Plan."

SANDAG Draft Regional Plan. The Board heard a presentation from SANDAG Staff on their Draft Regional Plan. The C3 Board directed formation of an ad-hoc committee to formulate a response.

**CITIZENS COORDINATE FOR CENTURY 3**

2127 Olympic Parkway
Suite 1006, #273
Chula Vista, CA 91915

Phone 858.633.3860

E-mail: c3sandiego@sbcglobal.net

www.c3sandiego.org

February 6, 2015

DIRECTORS

**Roger Lewis -
President**

Hon. Dan Malcolm, Chair, and
Members of the Board of Port Commissioners
Unified Port of San Diego

David Abrams

3165 Pacific Highway

Kathleen Ferrier

San Diego CA 92101

Larry Herzog

Re: Master Plan Process

Drew Hubbell

Dear Chair Malcolm and Members of the Board of Port Commissioners:

Douglas Kot

Citizens Coordinate for Century 3 (C-3) is on record strongly supporting the Port's substantial commitment to comprehensively plan for its stewardship of San Diego Bay. This inclusive process is intended to integrate environmental, economic, mobility and other considerations in a thoughtful and holistic manner, and produce an updated Master Plan to guide future development, conservation and investment.

Cary Lowe

Nick Marinovich

Betsy Morris

Cheryl Alethia Phelps

We recently have become aware of several proposals for large-scale projects which would occupy a prominent location adjacent to the Bay and thereby preempt consideration of alternative land uses. Based on our concern for the integrity of the master planning process for the Port's entire jurisdiction, we urge **postponement of consideration** of Ferris wheels, thrill towers or any other large development proposals outside the context of the Master Plan. The site in question is unique; it is characterized as one of the most visible on the Bay and one of the most economically valuable. Proposals of this scale would bring about significant changes to land use and levels of activity, and so could create broad implications for the Bay and surrounding neighborhoods. For these reasons, C-3 believes that uses for this site must be determined as part of the Master Plan and not in isolation.

Deanna Spehn

Mike Stepner

Diego Velasco

Jean Walcher

Drew Wilson

We understand that all development within the Port's jurisdiction cannot and should not come to a halt while the Master Plan is updated. Projects already underway, modifications to existing developments, investments that are consistent with current plans and priorities, and projects to protect public safety are examples of decisions that may need to proceed. However, the proposals before your Board do not fit those criteria. They are newly conceived and unrelated to adopted plans or priorities. Consideration of such large scale proposals should not be rushed at this time but, rather, should be incorporated into the master planning process.

Thank you for your consideration.

Sincerely,

Cary Lowe

Citizens Coordinate for Century 3

Cary Lowe, President Elect, for President Roger Lewis

The Recap: What Were The Challenges Ahead to Where and How Will We Live?

By Jean Walcher, J. Walcher Communications, C-3 Board Member

As San Diego grows, our worry grows. Will our communities support our changing demographics, stringent building policies, income inequality and land and water drought?

C-3's May 28th Breakfast Dialogue "The Challenges Ahead: Where and How Will We Live?," moderated by an engaging Scott Lewis, CEO/editor-in-chief of Voice of San Diego, sparked a hot house full of opinions, dominated by popular current issues, such as the One Paseo project and the ongoing challenges of density.

With speakers that included Gary London, London Group Realty Advisors, Barry Schultz, Stutz, Artiano, Shinhoff and Holtz, Keith Pezzoli, Urban Studies and Planning, UCSD, and Marco Sessa, Sudberry Properties, the group had a lively discussion covering opportunities for better communities in our future.

Lewis began the presentation with a speech on the stadium issue – not about the current debates, but his appreciation that the topic has managed to produce more engaged San Diegans, inspired to dig a little deeper and ask questions such as, "what is CEQA" and "what is an EIR," for the first time.

Our favorite zingers and quotes of the morning:

- The word "density" is poison to our city.
- We need to revalue what is really valuable: i.e. land, water.
- In 100 years, the word "automobile" won't even exist in the human language.
- Everything is connected; we need to get over our cheapness. If we can spend billions on a stadium, we can afford to develop a community park or fix our sewer lines.
- We need to figure out how to get and keep our seniors engaged in our communities and neighborhoods.
- The region is well placed for economic growth with San Diego technology and Tijuana cutting edge manufacturing, we need to fix the inequities and move forward.
- Where you grow up matters; your neighborhood can determine your future success.
- Many millennials envision living in suburban areas with urban texture.
- Keeping storm water at the site of new development is imperative, and expensive.

A little political bashing:

- Leaders are professional politicians, non-responsive, but constantly looking for their next path.
- Our leadership is more about "no."

RE: One Paseo:

- We can't dumb down projects on the basis on traffic, which might not even be the problem to begin with.
- One Paseo turned into a competitive business issue, with PR firms throwing bombs in the middle – only to make money.



C-3 Goals Sub-Committee: Comments on SANDAG's Draft of San Diego Forward Plan

The C-3 Board convened an ad-hoc committee to review and provide comments to SANDAG's draft of its 40 year San Diego Forward Plan. The C-3 membership was invited to participate and the sub-committee met June 10, 2015 with SANDAG's Dave Schumacher and Rachel Kennedy. Major comments are summarized below:

- The Plan allocates approximately \$200 billion through 2050 for transit, streets and roads, highways and managed lane improvements, and active transportation projects. However, approximately 70% of the funds are for maintenance and operations, leaving only about \$60 billion for new projects.
- Most of the funds allocated for transit have already been spent or committed. There is very little discretion to change priorities.
- At the beginning of the planning process, SANDAG made a decision to consolidate the Regional Comprehensive Plan with the Regional Transportation Plan to create a truly coordinated land use-transportation framework for the region. However, the San Diego Forward Plan has very few substantive recommendations with respect to land use and how land use changes could facilitate reaching major transportation objectives. Although C-3 recognizes that SANDAG does not have land use planning authority, we had hoped that the document would have made substantive recommendations for using SANDAG's funding authority beyond current programs to encourage local jurisdictions to plan for more compact growth. The goal of achieving a true coordination of land use and transportation planning seems to have gotten short shrift. Alexandria, VA is an example of a jurisdiction which has achieved a high level of integration between land use and transportation.

- Although the San Diego Forward Plan projects that it will more than achieve its assigned targets to reduce greenhouse gas emissions by 2035, it does not attempt to coordinate planning with the various climate action plans that have been prepared or are being prepared by jurisdictions throughout the San Diego region. Admittedly, some of these plans are still in draft form. However, C-3 hopes and strongly encourages SANDAG to closely coordinate with the various climate action plans in the region to achieve the ambitious goals that many of them have incorporated with respect to shifting mode share from automobiles to transit, biking and walking. For the next regional transportation plan, those climate action plans now in draft form should be adopted.
- The San Diego Forward Plan does not address urban forestry objectives. An up-to-date urban forestry assessment at the regional level is needed. Such an assessment can be done on imagery already available. I-TREE provides information on all trees and plants as well as air quality and greenhouse gases in relation to the tree canopy, analysis that could be utilized to help mitigate the impacts of climate change. If the Plan addressed urban forestry and put more emphasis on open space, it could help to generate more public support for transit and larger development projects.

In summary, although the San Diego Forward Plan has much to commend, it falls short with respect to integration of land use and transportation planning as well as support of local climate action plan objectives. Further, it needs to incorporate the importance of urban forestry into its planning in recognition of its importance for helping to reduce greenhouse gas emissions. Finally, C-3 is disappointed that most of the money allocated for transit has already been spent or committed, leaving very little discretion to shift priorities.

Committee Participants: Mike Boyle, Kathleen Ferrier, Roger Lewis, Betsy Morris, Myles Pomeroy, Robin Rivet

Members Speak

The following are opinion pieces drafted by fellow members. They do not represent a position from the Board, but an opportunity for thought and intended to, in the spirit of C3, create a discourse.

General Plan Amendments Threaten Smart Growth General Plan

By Lael Montgomery

In 2011, after 15 years, \$18.6 Million and hundreds of public meetings, four San Diego County Supervisors adopted a new 30-year County General Plan (GP) to guide development and conservation:

- The approved GP accommodates 72,683 new housing units in the unincorporated County, many in intensified “Village” areas where housing can be built most affordably.
- GP capacity exceeds SANDAG’s growth projections.
- And SANDAG’s growth projections have overestimated SD growth since 19901.
- Fewer than 2500 permits have been pulled.

We are just beginning to see plans for the “vibrant Villages” envisioned for unincorporated communities like Valley Center. And yet, the County planning staff is being directed to process an epidemic of General Plan Amendments (GPAs) to plop urban islands into what’s left of San Diego’s working rural countryside.

Connected to these GPAs is an effort to get around the GP’s prohibition of leapfrog development. County General Plan Land-use Policy LU1.2 requires “new Villages” to meet location standards equivalent to the LEED Neighborhood Development Standards. Without explanation or input from stakeholder groups, the County planning department in February presented a NEW “evaluation methodology” that eliminates crucial metrics for selecting a “smart” location. Leap-frogging is an impediment to approval so severe that one GPA asserts that a gas station is an “adjacent village.”

Why is the County facilitating General Plan Amendments that unnecessarily boost GP capacity and are proposed for remote places with limited development potential? These areas were planned for agriculture and sparse residential development due to rugged terrain, high wildfire risk, lack of infrastructure, and other Smart Growth principles that were applied during the GP Update.

How can cities and rural Villages realize Smart Growth plans for infill and transit-oriented housing near jobs and cosmopolitan amenities when flaccid enforcement of County policies spurs developers to keep chewing up rural land? We must stand up NOW for good planning or it will be too late.

First in line for approval is **Lilac Hills Ranch** – 1746 homes on 608 acres in Valley Center. Proposed by Ac-cretive Investments, this ill-conceived Plop Village is moving rapidly through the system. The Planning Commission hearing is expected this summer. Despite two DEIR rounds and 3500 public comments (none favoring the project) the proposal remains the same prohibited leapfrog development that LEED Neighborhood Development founder Kaid Benfield shredded in 2013 for its bogus claims of sustainability.

This is no place for an urban island. Birds eye view shows the projects incompatibility with the rural character of this area. Surrounding Land-Uses are Semi-Rural 4 and 10, and Rural-40, with agricultural zoning.

- Lilac Hills Ranch site is 1.7 miles from the I-15 freeway via a narrow, twisty country road; in rugged creek-crossed terrain. No transit. No jobs.
- 15 miles north of Escondido and SANDAG’s Smart Growth Areas, 15 miles south of Fallbrook.
- In vicinity of North County MSCP pre-approved Mitigation Area
- Project is two disconnected urban islands that jig-jag 2 miles N-S and E-W across 3000 acres of steep, sensitive, fire-prone, inaccessible, infrastructure-challenged rural land, now only sparsely developed with cactus, succulent and flower farms, horse and llama facilities and other backcountry enterprises and homes.
- Developer will bulldoze 4 MILLION cubic yards of dirt and granite.
- Cul-de-sacs and dead-ends, double-loaded with 1746 dwellings a few feet apart create eight miles of edge effects.
- Only a fraction of the 5000 residents of this remote commuter subdivision are within a “walkable” mile of anything but another house.

See the County website for the full proposal, Revised Draft EIR, and several thousand public comments.

http://www.sandiegocounty.gov/pds/regulatory/docs/LILAC_HILLS_RANCH/LILAC-HILLS-RANCH.html

Going Green to Keep the Chargers in San Diego

By Jim Mumford

The fate of the San Diego Chargers dominates the news these days. Even though we have been talking about a new stadium for 15 years, the situation became urgent when the clock started ticking down on proposals to the north in Los Angeles and in Carson to lure the team away from San Diego.

It all boils down to money. How will we pay for a new stadium, wherever it ends up? We all know development could pay for it, but who wants to pave over more of the city or add more cars to the roads?

No one's gotten around to asking me, and that's too bad because I have the perfect plan to keep the Chargers in town. Interested?

Boston has the Green Monster, and these days its really green. San Diego needs the Green Roof Monster. Lets cover the roof of the new stadium with a farm!

Even today, agriculture remains among the largest industries in San Diego. Thanks to our temperate weather, we can grow anything. Yes, our water shortage is severe. But think about all the prime real estate available if we were to build a huge new stadium. You have the roof or at least large portions even with a retractable ceiling. You have all the walls. These structures are built incredibly strong. They could accommodate numerous types of edible living roofs and edible living wall systems.

What plants would yield the most income? There is a website devoted to this topic, ProfitablePlants.com After doing a little research, these are my top five choices.



Oyster mushrooms are especially profitable
Photo courtesy ProfitablePlants.com



Lavender can be sold as fresh or dried flowers, oils, and more.

Lavender

Believe it or not, lavender is the single most profitable crop per square foot. This is due to its versatility and efficiency. The fresh flowers can be sold for display or oils. Flowers can also be dried and sold. It's used in aromatherapy and skin care products. Nothing is wasted. It also has the benefit of flourishing in our climate on minimal water.

Mushrooms

Specialty mushrooms are hot, hot, hot right now. They will grow indoors and they produce a high return for square foot. Oyster and shiitake mushrooms are the most popular. They are most prized when fresh. Neither travel very well, which is an advantage for local growers who can sell them to stores, farmer's markets, and restaurants.



Bamboo's high yield makes it a valuable cash crop



Elephant Garlic could be huge at a new stadium, and ward off vampires too

Bamboo

Potted bamboo plants sell for as much as \$150 each. They are extremely popular right now with landscapers and homeowners because it is a versatile, hardy, low-water use choice. Growers have trouble keeping up with demand. You can grow thousands of dollars worth of bamboo for sale in a small backyard nursery. Imagine how much money you could make growing bamboo as practice field screening.

Garlic

Not just any garlic, but "gourmet garlic" could turn into the smell of success. There are three types of gourmet garlics: Hardneck, Rocambole, and Purplestripe. Garlic snobs are willing to pay big prices for them. They cost up to \$10 per pound. Elephant garlic is also a big moneymaker. Its cloves are worth up to \$8 per pound. One acre can produce 15,000 pounds: do the math. Garlic tolerates nearly any type of soil or weather. Garlic growers call it the "mortgage lifter."

The wide variety of heirloom herbs allow good choices for our Green Stadium project.

Herbs

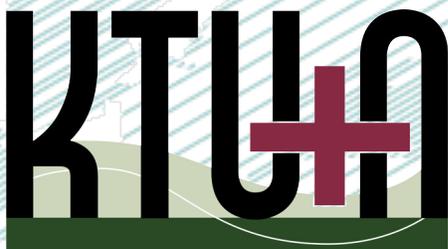
More people use fresh herbs for cooking, natural medicinal uses, and for fragrance and aromatherapy. They are easy to grow, can thrive in little space and with minimal water.

Chargers Chiles? Bolts Beets? Spanos Spinach? Touch-down Turnips?

And if another certain type of herb ever becomes completely legal, imagine the potential for profit. It makes the slogan This Buds For You take on a whole new meaning as an NFL sponsor.

All kidding aside, whatever type of development takes place in Mission Valley when a final decision about the Qualcomm property is made, stadium or not, it's important for our city to integrate nature and plants as much as possible into the final designs.

Thanks to our Supporting
Sponsor



Planning + Landscape Architecture

Our Mayors Stadium Proposal?

By: Kurt Vincent Tellefsen, Principal Tellefsen & Associates

All these smart people surrounding Mayor Faulconer and he brings nothing but bond debt and taxpayer equity to the table. It's no wonder Mark Fabiani is shaking his head.

Roger Goodell (we all) should be asking these questions:

- A.) **What are your sustainability initiatives?**
- B.) **Wheres the renewable energy piece?**
- C.) **What are your stormwater harvesting plans? Have you thought about an aquifer recharge and wetlands restoration program?**
- D.) **Have you heard of (AB)32?**
- E.) **Are you familiar with (SB)375 Sustainable Communities Strategy?**
- F.) **What are your clean-up plans for the Kinder Morgan Energy Partners (KMEP) toxic hydrocarbon spill?**
- G.) **Aren't you in a law suit against KMEP?**
- H.) **Have you considered integrating STEM education into the solution? Perhaps build a Foundation Trust for investment tax credits targeting education in GHG reductions, fresh water recycling and economic sustainability.**
- I.) **You DO know California is in its worst drought ever and Southern Californias water supply is at risk, right?**
- J.) **Whats the economic benefit to the City of San Diego? Is there a value proposition?**
- K.) **and you think the voters in San Diego are going to embrace your solution?**

I ask "Why should the NFL give any consideration to San Diego?" Nothing Mayor Faulconer has shown us is even remotely innovative or compelling.

Thanks to our Supporting
Sponsor

M.W. STEELE
GROUP, INC.
ARCHITECTURE | PLANNING

The Dismal Science of the Chargers New Stadium

By Nick Marinovich, C3 Board Member

Many of us who went to college avoided courses in economics like the plague. Somehow I fell into it by chance when it became nearly impossible to get into any business classes. To most, economics was too "theoretical," referred to as the "Dismal Science," and the "Debi Downer" of the Social Sciences.

So what does this quest for a new Chargers Stadium have to do with economics? Well, I guess NOW economics seems relevant. Economics can be defined as "The Study of How Society Allocates Scarce Resources." Will "pure" economics drive the ultimate decision(s) by both the owner and the government? Will the scarcity of funding for other public projects place limits on what "The Government" can contribute to the Stadium?

There is much at stake here, and not just the future of the Chargers in San Diego. New development in and around the Mission Valley site presents significant urban planning opportunities and challenges. The site could be a "test tube" for Transit Oriented Development. Some even say the illusive "quality of life" we discuss in our Planning Documents includes having professional sports teams like the Chargers in the county.

Before we go any farther, let's summarize the key relevant points from the Citizen's Stadium Advisory Group (CSAG) "Site Selection and Financing Plan for a New Multi-Use Stadium in San Diego," report released May 18, 2015. The report touts three important elements of the plan: 1) no tax increases, 2) no increases in the General Fund, and 3) does not rely on development to pay for the stadium, parking or stadium related infrastructure.

The three major elements of the Project are as follows:

Stadium	\$950 million
Structured Parking/Infrastructure	\$204 million
Value of Land from City	\$180 million
Total Project Cost	\$1.334 billion

Backing out the land which would be contributed (i.e. donated) to the project, there is a need for \$1.154 billion in project costs to be financed.

The Following is the identified revenue potential:

Source	Total Amount	Annual Revenue Commitment	Comments
Chargers	\$300 million	One Time	CSAG assumption, negotiable
NFL	\$200 million	One Time	N/A
City Stadium Fund	\$121 million	\$7.0 million	Total is present value of income stream; assumes existing bonds retired and current debt service goes to new Stadium debt
Personal Seat Licenses	\$60 million	N/A	PSL's assumed to be \$120 million, half to Chargers
Chargers Rent	\$173 million	\$10 million	Total is present value of future income stream, negotiable estimate
SDSU Annual Rent	\$21.6 million	\$1.25 million	Total is present value of future income stream negotiable estimate
Bowl Games Rent	\$21.6 million	\$1.25 million	Total is present value of future income stream
Developer Purchase	\$225 million	N/A	Sale of 75 acres full entitled with infrastructure at \$3.0 million per acre
Ticket Surcharge	\$84.7 million	\$4.75 million	\$5 Charger Tickets, Other events \$2
Chargers Parking and Surcharge	\$26 million	\$1.5 million	\$25 per space per game, \$2 per game surcharge
Additional funding sources	\$50 million	N/A	Examples: Naming Right within Stadium, capital contributions from vendors,
Total	\$1.4 billion	\$25.75 million	N/A

The report is correct... there are no new taxes or draw on the current General Fund of the City of San Diego. However, like any public sector decision when you spend money with limited resources, there is a cost. It is an opportunity cost, one of the basic concepts of the study of economics.

Other civic projects will not receive the funding they need or entire projects could be deferred altogether. Whether it's spending money on a stadium, convention center, or repairing aging infrastructure of the city, there is an opportunity cost in government.

For this project there are multiple opportunity costs. Some are as follows:

County Stadium Fund (\$7.1 million annually). The project's overall financing is through a Joint Powers Authority which includes both the City and County of San Diego. Page 13 of the report states:

"The County's stadium sub-committee has assured CSAG it would partner with the City on financing, which is why CSAG recommends the County also contribute a minimum of \$7 million a year, or a lump sum payment of at least \$121 million."

Presumably that revenue could be allocated elsewhere in the County Budget.

Developer Purchase/Sale of Land (\$225 million). This is the estimated revenue from the sale of 75 acres of land at \$3 million per acre. There is a footnote on Page 22 of the report that references a memo prepared by the Building Industry Association for the CSAG which states:

Based on our industry's knowledge of the Mission Valley residential and commercial market and a review of public information, it is thought that the QUALCOMM site would be realistically valued at an average of \$2,000,000 - \$3,000,000 per developable acre. This estimate assumes the site gains an approved Master Plan, that Merchant Builders would go through a substantial conformance review for its individual neighborhood design proposals, consistent with the Master Plan, and such Merchant Builders would be delivered sheet graded fully serviced pads with perimeter infrastructure provided. In addition, no extraordinary additional mitigation measures would be required, and that affordable housing obligations were fully satisfied. Any such extraordinary requirements would have an adverse impact on value.

The CSAG certainly had its work cut out to generate numbers and estimates of revenue. Depending on your point of view, estimates can be either too pessimistic or too optimistic. However the assumption clearly was the site would be entitled with it being graded and basic infrastructure provided with the assumed value at the high range of the BIA estimate. About 20% of the stadium financing comes from this assumed source. It is clear that this is a significant amount of money that could go towards other public projects.

Value of Land Used for the Stadium (\$180 million).

Though not a direct funding source, the City allocates 60 acres of land for the stadium use using the same \$3 million per acre assumption.

So what is the point? Well, Economics is not called the dismal science for nothing. No matter what you do there generally is a consequence. You don't get something for nothing. The missing value that is elusive is what is the "real value" of having a sports franchise in the Region? Is the commitment worth the projects that might not get funded? I do not have the answer.

