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Class Activity #3

<u>STRENGTHS</u>	<u>OPPORTUNITIES</u>
<ul style="list-style-type: none">● <u>Business Friendly</u>: “The City of San Diego offers significant economic advantages for businesses in comparison with other large cities in California. The City has the lowest Business License Fees of the nine largest California cities. The City charges no Utility Users' Taxes” (City of San Diego Economic Development).● <u>Tourist Hotspot</u>: The City of San Diego is a tourist hotspot; this aspect generates money for the city.<ul style="list-style-type: none">○ “Visitors spend nearly \$11.5 billion annually” (City of San	<ul style="list-style-type: none">● <u>Recreation</u>: “Preparation of a citywide, comprehensive Parks Master Plan to guide park and open space acquisition, design and development, recreational programming and needed maintenance over the next 20-30 years” (City of San Diego General Plan: Recreation Element, RE-6).● <u>Sustainability</u>: Focused development and density near transit stops can improve public transit even further; It allows for a more cost-effective expansion of transit services; can also relieve congestion (City of San Diego General Plan: Strategic Framework,

<p>Diego Tourism Industry).</p> <ul style="list-style-type: none"> ○ “San Diego hosts nearly 35.8 million visitors each year, and is a top U.S. travel destination” (City of San Diego Tourism Industry). ● <u>Partial Sales Tax Exemption</u>: “The Partial Sales Tax Exemption affords businesses a 4.19 percent state sales tax exemption to reduce the tax on manufacturing and research & development (R&D) equipment purchases. The exemption is administered by the California Board of Equalization (BOE)” (City of San Diego Business Expansion, Attraction and Retention) ● The culture of San Diego is strong and growing, diverse (18 Pros and Cons of Living in San Diego, California, Crystal Ayres) ● UCSD employs 39,000 employees in SD area ● Weather/climate is quite consistent and cool all year round (18 Pros and Cons of Living in San Diego, California, Crystal Ayres) 	<p>SF-3).</p> <ul style="list-style-type: none"> ● Changing regulations to encourage mixed-use buildings and increasing density can reduce sprawl by making it easier to plan where public transit should be (City of San Diego General Plan: Strategic Framework, SF-5) <ul style="list-style-type: none"> ○ Trolley is currently expanding from Santa Fe to University City ○ Developing Rapid Bus Transportation. Connecting South Bay to Downtown San Diego
<p><u>WEAKNESSES</u></p>	<p><u>THREATS</u></p>

- Too much unaffordable housing in future developments, not enough affordable housing; shortage of housing supply overall
- Hourglass economy: Lots of high wage and low wage jobs, not too many middle wage jobs. Military supplies middle wage jobs, but not as many as it did in the past
- Sprawl, unwalkable
- Although public transit exists, a car or some sort of private vehicle is still more convenient to use (18 Pros and Cons of Living in San Diego, California, Crystal Ayres)
- Parking is a big struggle in the city and is most likely not free (18 Pros and Cons of Living in San Diego, California, Crystal Ayres)
- Residents do not respond well with precipitation, almost inevitable increase of traffic accidents once it

- Rising sea levels could impact the development of coastal communities, such as San Diego. Will have economic consequences in the long run. Could also cause displacement.
- The city is in close proximity to the Mexican-American border and illegal immigrants can violate the safety and increase unwanted competition for jobs of US citizens or legal residents
- Right along the Rose Canyon fault line, susceptible to earthquakes

<p>starts raining (18 Pros and Cons of Living in San Diego, California, Crystal Ayres)</p>	
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Works Cited

https://www.sandiego.gov/sites/default/files/re_2015.pdf

<https://www.sandiego.gov/sites/default/files/legacy//planning/genplan/heu/pdf/housingelementfull.pdf>

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