
SOCIO-ECONOMIC ELEMENT

The Barrio Logan community can be characterized as an older community in transition, with a total residential population of 6,000 people, 2,400 people mostly of Mexican ethnic origin, and 3,600 people living in the bachelor's quarters at the Naval Base. Of the Naval Base population, 200 are officers and 3,489 are enlisted personnel, making this population transient and young, while the population living outside of the Naval Base is a more heterogeneous age group, including people who lived in the community for many years, as well as people recently moved in. Educational attainment for the community's population for the most part, stops at the elementary school level but improves with the younger sector of the community. Income as a whole is in the low to medium economic ranges, although within the 50,000 jobs, mostly along the Port District's area, high technology and administrative jobs raise that median income. Many of the jobs, however, are in the blue collar and unskilled worker category with most of the Barrio Logan residents falling within this group.

This element is divided into four sub-elements made up of community structure, education, employment and property ownership. The socio-economic inventory was tabulated based on information from census tracts 36, 38, 39, 50, 51 for the portions within the study area.



COMMUNITY STRUCTURE

The community's structure and related social issues can have a direct relationship to physical-economic considerations in specific urban development conditions. The county of San Diego, through the Human Services Department, worked on a "Social Deterioration Research Project." As part of that project, specific physical and economic indicators were identified which, when combined, can establish a cause and effect relationship with social deteriorating trends in the community. Although the Barrio Logan community has some identifiable socio-economic problems, other indicators of social deterioration no longer exist or have been reversed.

Especially evident is the fact that there is no longer a lack of resident concern or lack of identity in the community. On the contrary, there is increasing resident interaction concerning community ideas. There is also a growing interest in community history and traditions, myths and stories, which provide strong identity in a community. The developing features of Chicano Park, the Youth Center, and the Community Clinic, also provide community identity and focus. The major industries are also becoming conscious and concerned about the community of which it is a part. In many cases, opinions are voided by these industries related to the need to generally enhance the community and to work toward a common cause.

SOCIAL AREA ANALYSIS

HIGHEST & LOWEST TRACTS
BY 1970 CENSUS TRACT

-  HIGHEST CONCENTRATION OF
MINORITIES/SMALL HOUSEHOLDS/
LOW SOCIOECONOMIC STATUS
-  LOWEST CONCENTRATION OF
MINORITIES/LARGE HOUSEHOLDS/
HIGH SOCIOECONOMIC STATUS



SOURCE: WESTERN BEHAVIORAL SCIENCES INSTITUTE

Barrio Logan
Harbor 101

EXISTING CONDITIONS

According to the “Social Deterioration Research Project,” the physical and economic indicators predominant in the Barrio Logan/Harbor 101 community, as they affect the residents in particular, can be described under the following categories: Environmental and Land Use Indicators, Transportation-Related Issues, Economic Viability, Community Cohesion, Public Safety, and Public Investments.

Environmental and Land Use Indicators

Issues specifically relate to matters of land use updating, nonconforming uses, and the fact that land use decisions have not always kept up with the economics of the private market. Although Barrio Logan was in the past planned for industrial development, the economic viability was not there to implement such land use action. Other issues relate to general maintenance and upkeep of the community such as vacant lots, buildings in poor maintenance, abandoned commercial and industrial structures, slight pollution, misuse of vistas, poor development standards, lack of landscaping, sidewalks and lighting, and insensitivity towards historical and archaeological resources. These are all problems resulting from the same lack of economic viability of planned development in the face of highly competitive areas in other parts of the City, together with the fact that Barrio Logan is an older community, developed under outdated development standards. The community is also in the process of transition to other uses and not maintained to the best possible standards.

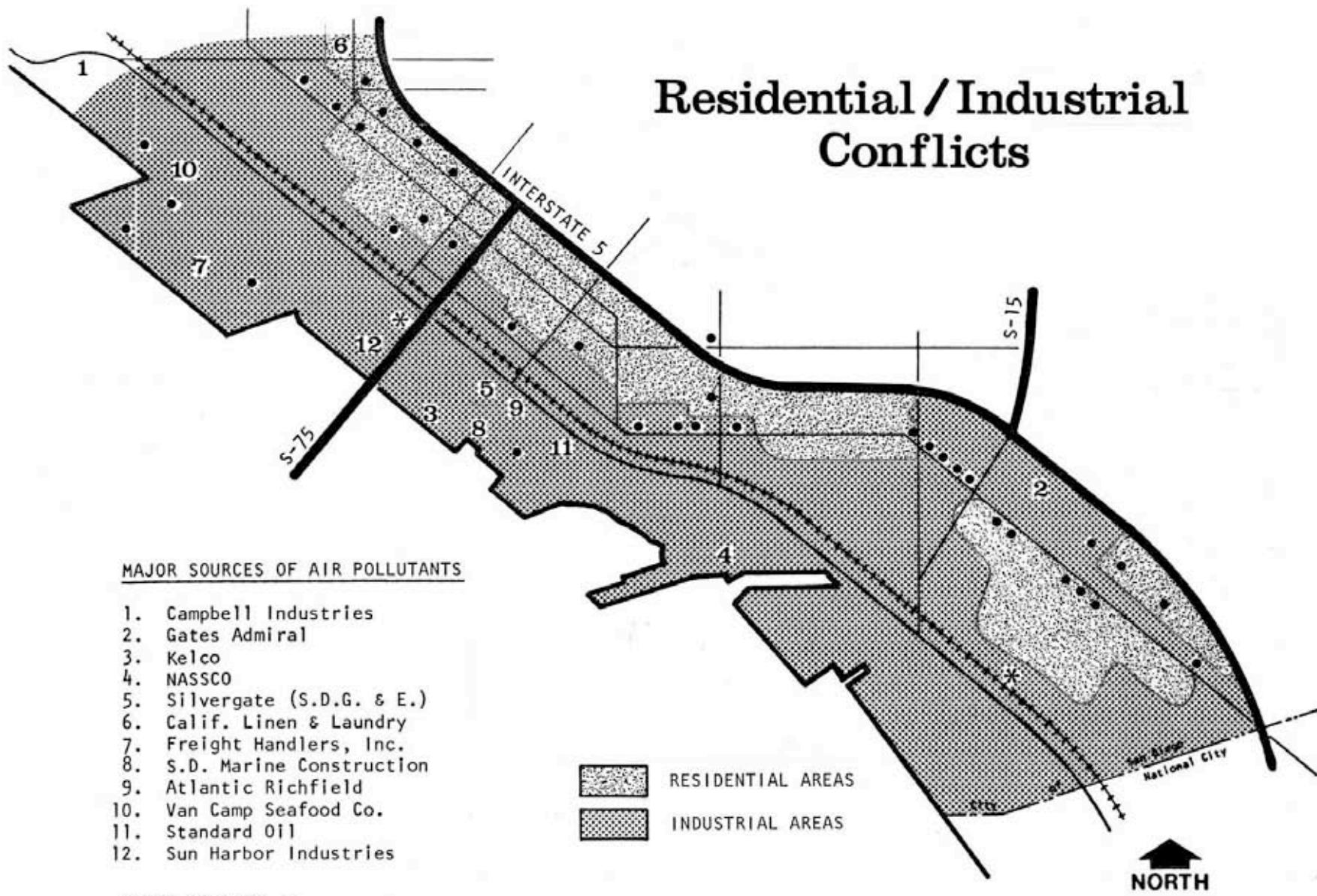
Additional problems identified relate solely to environmental pollution issues such as poor air quality, excessive noise, unpleasant odors, and water pollution - all reflective of newer development standards and expectations which were non-existent when the M-1 and M-2 Zones were originally applied in the community.

Transportation-Related Indicators

The issues once again reflect the unrealized land use problem already covered in the previous statement; the lack of maintenance and poor judgment in the past relative to transportation and land use actions that were not realized by the economic trends of the times. As a result, the existing problems of poor maintenance, poor design and overuse of the streets, parking and traffic congestion, abandoned autos in public streets, limited access to public recreation, cultural facilities and community resources, and freeway development, prevail.

The freeway development was a major action that, under different economic and social development circumstances, would have been a major element towards the positive development of this community as an industrial center. It had, however, a different effect. Without a strong economic force behind the development of industry, the construction of the freeway through the community had an immediate impact on the removal of approximately 1,200 housing units, resulting in a decrease in the residential area. The freeways also isolated the community's center of activity and major commercial area along Logan Avenue, which then resulted in lower property maintenance standards, and the subsequent urban decay. The effect on the human psyche was one of depression, fear, resentment and unhappiness. This is demonstrated by poor relations between residents and businesses, as well as the quantifiable loss of commercially viable business in the community, and the deep reservations the residents have towards public agency developments in the community.

Residential / Industrial Conflicts



MAJOR SOURCES OF AIR POLLUTANTS

1. Campbell Industries
2. Gates Admiral
3. Kelco
4. NASSCO
5. Silvergate (S.D.G. & E.)
6. Calif. Linen & Laundry
7. Freight Handlers, Inc.
8. S.D. Marine Construction
9. Atlantic Richfield
10. Van Camp Seafood Co.
11. Standard Oil
12. Sun Harbor Industries

MINOR SOURCES •

City Pump Stations *

RESIDENTIAL AREAS
INDUSTRIAL AREAS



Barrio Logan
Harbor 101

Economic Viability

Some economic actions, many of a speculative nature, are at times counter to the goals of a community, particularly the residents. The county's report identifies the following:

There was undue pressure on the community by outside interests to develop business and industry not desired by the community or detrimental to the community's stability and identity. These are uses that do not provide jobs in the community, provide inadequate goods and services, and do not maintain their properties adequately and in a manner considerate of the residents around them.

There are poor commercial business practices, involving such things as overcharging and selling lower quality products than stores in other areas. Speculative private investments in the area providing little improvement and expecting large profits at the expense of community residents, is another strong feature.

Erosion of the community tax base and reclining practices by lending institutions follows, which discourage rehabilitation and general community improvement, further affecting the overall poor maintenance in the community.

Misuse and uncoordinated use of public funds with self-defeating, isolated economic development programs result in misguided attempts by government agencies and community groups to "bandage" community problems, and are not the strong economic development force they should be. In addition to these, there is an economic impact related to the general underuse of properties, particularly when compared with the present land values in the community, which average five to eight dollars per square foot and increase with every sale. The property values by themselves reflect much higher and intensive uses than those that exist in the Barrio. At their lowest range, the community property values indicate that development should be labor intensive and high technology-related industry, rather than the existing low-intensity industry in the areas outside the Port.

Community Cohesion

According to the same study, the lack of community cohesion is often caused by the lack of a community center, poor community environmental image, and the absence of major physical features providing identifiable boundaries and focal points. All of these conditions produce a community environment not conducive to close social interactions; this is particularly evident in poor resident/business relations.

Public Safety

Problems of vandalism and fear of crime are reflected in physical features like watch dogs and fences. Other indicators are lack of sidewalks, unpaved alleys, unmarked street crossings and lack of traffic lights in dangerous areas, which provide an additional "social threat" in the community.

Public Investments

In recent years, in recognition of the continuing residential uses in the community, there have been major public investments made in the community in the form of public works and programs. Both Chicano Park and the Senior Citizen Center were built, and social programs such as the Chicano Federation, the Youth Center, and the Community Clinic were started. Although highly effective, these programs are not reinforced with other necessary programs such as public maintenance of the area, beautification works, low-interest loans for property improvement, code enforcement, and jobs in numbers and type that produce upward mobility.

RECOMMENDATIONS

The Plan has a twofold purpose:

Strengthen and stabilize the community's present socio-economic makeup as a residential community and as an industrial center for water-oriented industry.

Improve the overall community character and economic resources by increasing both the residential population and the industrial resources.

These recommendations translate into maintaining existing activities that are a major social and/or economic resource, where the human investment translates into an economic force for both industry and residents. The removal of either would cause great hardships to human lives and economic investment. As a result, this Plan is a hybrid which strives to allow land uses and urban activities which are typically considered conflictive, to remain side by side. This would be accomplished by land use controls and organization designed to allow the existing activities to remain, and leave resettlement and relocation, for the most part, up to individual decision.

Expand the Barrio population.

Encourage the development of new housing in the area for low- and moderate-income families, both through private rehabilitation and through various housing assistance programs. An increase in residential population is needed to increase the economic viability of the community in terms of its ability to support a minimum level of commercial services.

Improve business-economic status.

Facilitate the improvement of the economic status of local business and encourage new businesses by increasing the market demand through construction of additional new housing in the community. A survey of employees also indicated that a large number of nonresidents would also patronize such establishments. New business and industry, together with an expanded residential population will reinforce and create a substantial increase in commercial business opportunities in the community. The resulting higher and more intensive use will be more compatible economically with existing community property values.

Reinforce existing community identification.

Strengthen existing community commercial and social service nodes through environmental beautification, infilling and improved access. Develop additional uses to complement the existing structure. Freeways and major industrial activity should be recognized as barriers, and be treated to give the community a defined shape. The development of buffers should properly minimize existing hard edges. The Plan also recognizes existing and potential links and proposes the proper development of these links in relation to surrounding communities and the waterfront, through development type, intensity, view corridors and landscaping.

Encourage the further development of local community services not only for the community's benefit but for the larger metropolitan area as well.

Existing public facilities and services are to be maintained with the development of service nodes through design and development relationships. One service node would be the development of a major community educational-cultural center. Other service nodes are proposed at Chicano Park relating to the park, the Senior Citizen Center, the Chicano Federation Service Center and the Logan Avenue community commercial area. Another node would be established around the proposed new youth center facility.

Make a more efficient use of public expenditures.

As of 1978, the City of San Diego primarily, invested approximately 6.0 million dollars in community facilities for the Barrio Logan/Harbor 101 area that include parks, services, the community clinic, etc. These facilities serve not only the 2,400 people residing in the Barrio, but also 6,000 people that live east of I-5. This Plan proposes that community services be expanded, linked and enhanced in order to serve not only the additional projected population growth of approximately 1,200 people, but also the industrial and Navy populations. Additional public investments recommended include, the Chicano Park extension, Educational-Cultural Center, Bay Access, and Chollas Creek, with other participating agencies.

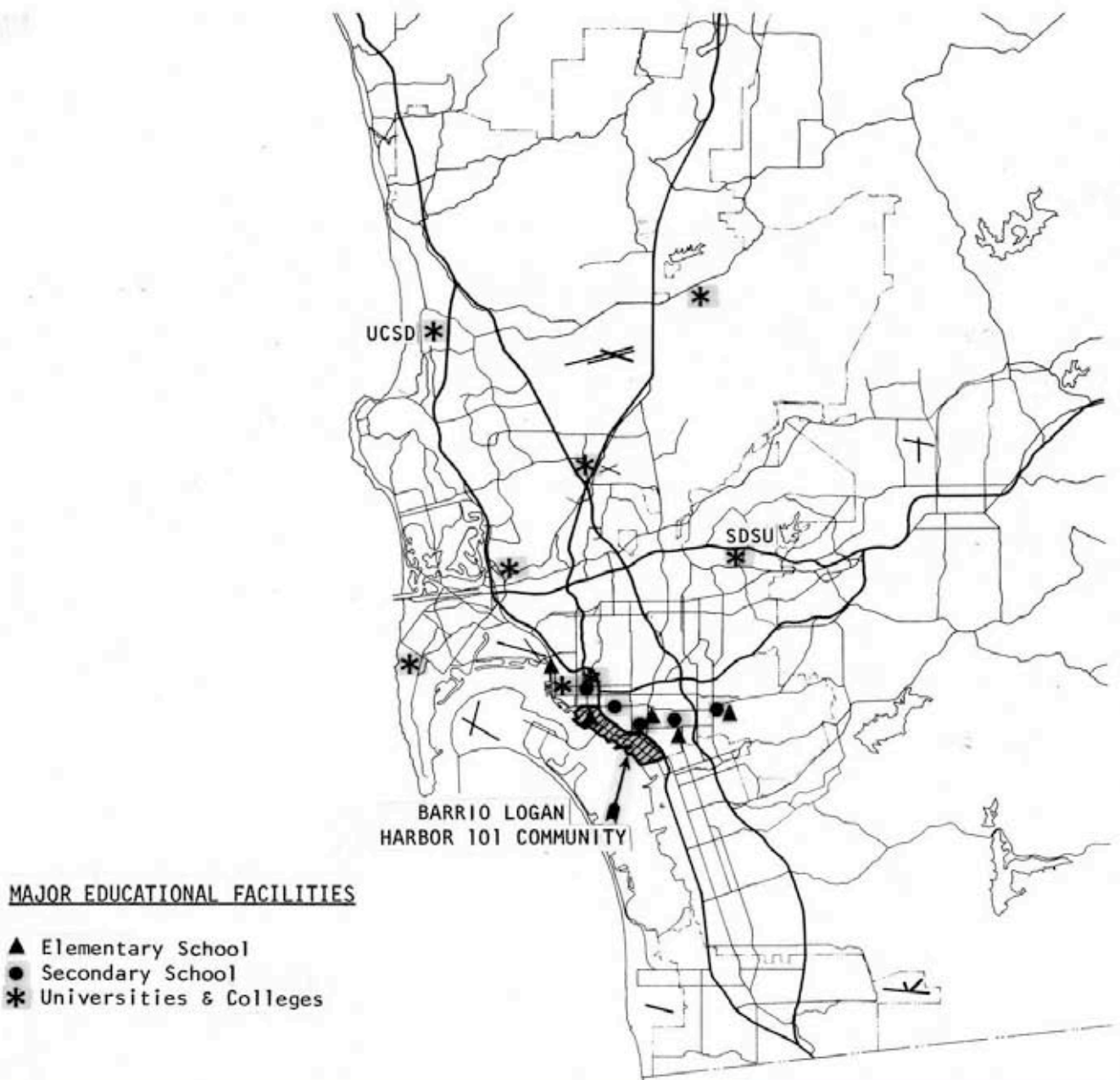
EDUCATION

EXISTING CONDITIONS

Educational attainment is an especially interesting aspect of the Barrio's social makeup due mainly to the high percentage of primary and secondary school age population of the residential community (41 percent). There are already indications that more and more youth are attaining college degrees and returning to work and live in the Barrio, with the expectations of improving the quality of life in which they were raised.

Elementary Education

The Barrio Logan community is within the San Diego Unified School District. Lowell Elementary School located within the study area provides elementary level education. Other



MAJOR EDUCATIONAL FACILITIES

- ▲ Elementary School
- Secondary School
- * Universities & Colleges

**Barrio Logan
Harbor 101**

elementary schools close to the Barrio are Balboa, Burbank, Crocket and Logan. All these schools are presently experiencing a slow decline in enrollment but a rise in the percentage of students with Spanish surnames and/or language. The School District's desegregation policies will couple these schools with others of white majority students.

Secondary Education

The secondary school age population (nine to 19 years old) of Barrio Logan is served by Memorial Junior High School and San Diego High School. Enrollment at Memorial is just above 1,000 students. The school site is 11.2 net acres.

San Diego High School is located at 12th and Russ Boulevard. The school has approximately 1,500 students on a site of 18.7 net acres.

Both schools have been reconstructed according to state and local policy that require earthquake-resistant buildings and minimum window area opening. The resulting designs have caused wide distress in the Barrio community's attitude towards educational spaces.

Higher Education

San Diego City College serves the Barrio Logan community as an undergraduate college and provides a wide variety of courses. The Southeast San Diego Educational-Cultural Complex, which is also part of the City College District, provides specialized courses near this community. Community colleges have a rented temporary skills center facility on Marcy Street near Barrio Logan that serves predominantly the Mexican-American community. Within the current year, the Community Colleges District has expressed a desire to relocate in new quarters, perhaps within the Barrio Logan Educational-Cultural Center.

The San Diego community at large has two major publicly supported universities, the University of California at San Diego, and San Diego State University. Their location is somewhat removed from this community but good freeway accessibility is available.

Educational Attainment and Enrollment

General statistic figures indicate that the Barrio population, when compared to the citywide figures, have an attainment level of one to eight years of schooling (elementary school level 69 percent). Thirteen percent of the population have had nine to eleven years of schooling (junior high school level). Twenty-five percent of that population are high school graduates, and persons having a college education make up four percent of the population. This statistic, however, is presently increasing.

Comparative studies, made of 12th grade students, were conducted by the San Diego City Schools Evaluation Services Department. Based on a 1972 study, the conclusions illustrate the attainment level that school enrollment has on the school's ranking citywide. San Diego High School was tested; with 63.8 percent ethnic minority, compared with 24 percent citywide. The pupils ranked 11th in a range of one to 12 in subjects tested, which included

science, English, math and social science. The study shows the important role that educational preparedness plays in reaching higher educational attainment levels. This study seems to conclude that San Diego High School students do not seem to have been adequately prepared to compete in the educational system, nor to attain a college level education, as demonstrated by the test performance and results.

The potential relationship between students belonging to an ethnic group and their inability to attain a higher educational level is partially reflected on other peripheral considerations relative to language, community environment, previous educational experience, cultural differences, inadequate advisors in the school system, misplaced curriculum emphasis, and poor school environmental conditions. In the Barrio Logan area the elementary school is surrounded by junkyards, subject to noise and poor building construction due to the nature of its temporary buildings. Other social and physical conditions are: a lack of libraries, isolation, poor transportation and access to the major cultural and recreational centers in the community; all important factors related to educational deficiencies of the community.

RECOMMENDATION

Expand the educational opportunities by creating a multi-purpose and enlightened environment for education that integrates efforts of educators, students, residents and local industries.

The Plan proposes the rehabilitation and reconstruction of the existing educational facilities at the Lowell Elementary school site. In addition, the Plan proposes the development and relocation of community college facilities that serve this community and its immediate surroundings into a multi-purpose education-cultural center facility. Cultural activities could also be undertaken under the sponsorship of local museums and universities, particularly in relation to the archaeological heritage preservation and cultural-ethnic activities in the community. It is expected that these actions will become a focus for expanded educational opportunities in the community with more of the youth being able to continue to higher education and professional and technical career opportunities. The location, and further definition of this concept is included in the **Land Use/Public Facilities Section** of this Plan.

EMPLOYMENT

EXISTING CONDITIONS

The Barrio Logan/Harbor 101 area is one of the largest employment centers in San Diego with 50,000 jobs concentrated mostly along the Port District tidelands on the waterfront. The Navy industrial complex should also be taken into consideration, employing 12,000 permanent workers. At times this number increases to 40,900 people of which 36,000 are military and 4,900 are civilian jobs. The makeup of the work force is six percent white collar and 87 percent blue collar with seven percent unskilled workers.

One of the more significant socio-economic factors in Barrio Logan is the large population of non-skilled and semi-skilled workers. White collar workers, which include professional, technical, managers and sales people, make up 17 percent of the job force in the area, contrasted with a high citywide 43 percent. Blue collar workers, which include craftsmen, operators, and service workers, account for 70 percent of the jobs compared with 24 percent on a citywide basis. Unskilled workers, farm workers, and private household service represent 13 percent of the work force while the City's average is four percent. Jobs held by Barrio Logan residents are predominantly in the unskilled and semi-skilled categories. The relationship between educational attainment and job attainment in the Barrio Logan/Harbor 101 community is a determining factor in the community's median income, which is considerably below that of the City of San Diego.

Community Employment Centers

Centers of employment in Barrio Logan are scattered throughout the community employing from one to two persons to 1,000 and over. There are two centers of very high employment concentrated between Main Street and San Diego Bay, and 32nd Street Naval Station and U.S. Steel and Ship Building. North of these two centers and located on the tidelands are marine-oriented and transportation activities which provide high to medium-high employment. These activities are fish canneries, marine research, the railroad companies and the 10th Avenue Terminal. The industrial activities located along the waterfront are representative of regional employment centers and are heavily oriented towards the commuting employee.

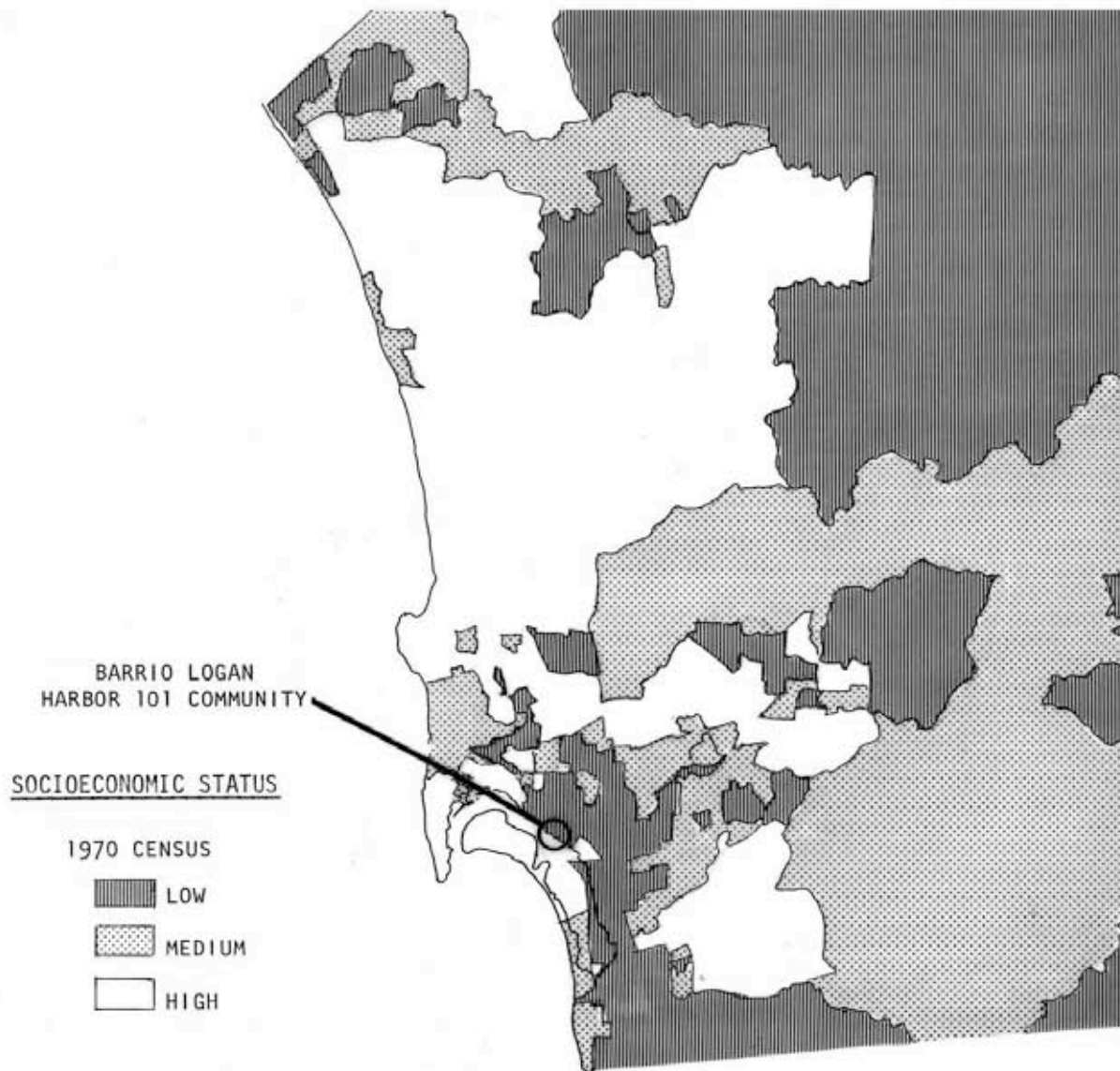
In the remainder of the Barrio, between Main Street and the I-5, there are a number of commercial/industrial activities which represent low employment, but when taken together they make up a significant source of employment. These commercial activities employ local residents, and some are owned and operated by persons who reside in the Barrio.

A relatively high percentage (25 percent) of the Barrio labor force walks to work even though the community is not pedestrian-oriented. This indicates that many of these employees work near their homes. Further studies and community interviews undertaken as part of the Consultant Improvement Study showed a high percentage of home-work occupations in the community which could be classified as handicraft activities.

Income Distribution

The income level of families is an important factor in the description of the population characteristics of a community. Changes in the income levels of families within an area serve as indicators of mobility, as well as changing forces, in the general makeup of the community.

Income level figures in the census indicate that Barrio Logan is a low-income community when compared with the rest of the City. Census data show that 38 percent of the families have an annual income of \$5,000 to \$10,000. Of these, 23 percent are below the poverty level. There are also an exceptionally high percentage of families (52 percent) in the low/middle-income.



SOURCE: WESTERN BEHAVIORAL SCIENCES INSTITUTE

Barrio Logan
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RECOMMENDATIONS

Provide expanded job opportunities in the community.

Provide additional land area for industrial expansion. This expansion, together with potential new industry development, should provide new jobs and new job categories and training possibilities in the community. The maintenance of the rather substantial existing industry should be encouraged under improved physical development conditions, with proposals for mix uses in the residential portions of the community, as well as the clustering of industrial development outside of the designated residential areas. It is the intent of this Plan to maintain the existing productive industries, particularly the waterfront industry. More specific industrial development proposals are included in the **Land Use/Industrial Element** of this Plan.

The industrial development proposals included in this Plan would have the effect of establishing more jobs, and therefore more job opportunities. The jobs should be of a high technology nature, providing opportunities for higher paid employment and job upward mobility. These proposals could imply a substantial job expansion opportunity by as much as a ten to 20 percent increase over present employment.

Establish a coordinated job-training center.

This Plan recommends that as part of the Educational-Cultural Center development and in conjunction with both community colleges and local industry, job-training programs be developed in the community. This can be accomplished through the development of a community colleges facility and a new industrial center complex. The community colleges have expressed interest in this concept, and it is presently attempting to secure land for all educational facilities within the general area of the proposed Educational-Cultural Center.

Maintain and expand the local owner-industrial development potential.

Taking advantage of some conditions already existing in the community, it should be possible to provide development incentives for small industrial crafts, especially for water-oriented industry, in small parcels, and as part of the development near the waterfront.

Establish more efficient economic units of industrial development.

Rehabilitation and expansion of industry as described in the **Land Use/Industrial Element** of this Plan are recommended. The resulting industrial development will be more efficient and intensive. With a projected expansion equal to one third of the present capacity, or 3,000,000 square feet, the regional benefit from other related business would result in 3,659,040 square feet. This would generate an additional \$6,525,288 into the region's economy and an increased tax base in the Barrio Logan community of \$609,840 per annum. The new Industrial Park alone would result in 1,568,160 square feet and \$31,363,200 additional industrial building development value. (Construction costs are valued at \$20.00 per square foot, resulting in an increase of \$313,632 annually to the tax base.)

Reinforce and expand community business.

Additional development resulting from commercial services that serve protected residential and industrial expansions would be equivalent to a one third increase over the present development, an additional 130,680 square feet. New development would include up to an additional 100,000 square feet of development area. These figures, if realized, would bring the total new community business development to 230,680 square feet with a total construction value of approximately \$4,613,600 (1977 dollars).

Expand the tax base and community purchasing power.

The residential and commercial and industrial development will translate itself into a \$1,152,280 annual expanded tax base in the Barrio Logan community. The combination of these land use actions will result in a potential community purchasing power increase to \$18,000,000, a result of adding 1,200 residents and 4,000 new employees, with an overall regional effect of \$38,500,000. This accounts for the fact that the new Industrial Park could generate 2,000 jobs at an average annual salary per person of \$12,000. An additional 2,000 jobs could result from the other industrial/commercial development recommendations generating an equal amount of money in salaries. Totally, these figures translate into a \$115,000,000 infusion into the region's economy, and \$53,000,000 into the Barrio Logan/Harbor 101 community.

PROPERTY OWNERSHIP

EXISTING CONDITIONS

A study was made of ownerships in general in the Barrio Logan area. Of the total 914 net acres (not including public rights-of-way), 15 percent are owned by private individuals (134), 17 percent are owned by corporations (160 acres including the lands owned by the railroad), 34 percent are owned by the various governments (approximately 308 acres), mainly the U.S. Navy, and 34 percent are owned by the Unified Port District (312 acres).

The private and corporate ownerships can be further broken down by owners living within the study area and living outside. Of the 134 acres owned by private individuals, 40 percent (53 acres) are owned by Barrio residents while the remaining 60 percent (81 acres) are owned by non residents. Incorporated ownership accounts for 160 acres, six percent (ten acres) are commercial establishments, while 94 percent (150 acres) are non-commercial, industrial establishments.

Excluding the Unified Port District which owns 312 acres, 308 additional acres are owned by different government agencies in the Barrio Logan (34 percent of the land area), and which includes 13 acres (four percent) owned by the City of San Diego and 0.4 acres (0.1 percent) owned by the state of California. San Diego Unified School District owns nine acres (2.9 percent) and the U.S. Government owns approximately 286 acres (93 percent).

The residential community has 978 housing units, a drop of 867 since 1960, and a consequent loss of population of almost 2,000 people. This loss was primarily the result of freeway development. Presently, for the whole area, 45 percent of the housing units are owner occupied, 54 percent are rented and one percent of the units are not used for housing but for commercial and industrial uses. The housing is totally low income.

Generally, the property values in the Barrio community are low. Average property values (land plus improvements) run at an average of \$7.00/square foot. These property values are generally low to average for residential and commercial development which has generally higher average values in the remainder of the City of San Diego (\$15.0/square foot average). These values, however, are considered too high for industrial development, which should economically not exceed \$3.0 to \$4.0 per square foot.

This has been one of the major reasons why substantial industrial development has not taken place in the community. Instead, residential development has continued and most new development has been commercial warehousing and miscellaneous storage. These uses require little capital investment and do not require the consolidation of large sites which are difficult to obtain privately in an already developed community with high property values such as this one.

RECOMMENDATIONS

Expand home ownership opportunities.

The Plan includes proposals designated to protect, rehabilitate and develop low- and moderate-income housing. This would be possible because of the present property values and the existing small lot subdivision pattern which, together with low-interest loans made available through the various city, state and federal programs, will make this development a real possibility. In addition, this type of housing need exists citywide. As a result, it is expected that present home ownership of residential units in the Barrio will be increased, due to rehabilitation proposals, by 15.1 percent. It is also expected that the new housing will be 60 percent owner resident, following closer to citywide averages. This will result in a new increase in home ownership in the community of approximately 60 percent.

Provide development opportunities for low- and moderate-income housing.

Projected values of residential development could maintain their present low- and moderate-income levels even if rehabilitation and new building development takes place. The community's land and improvement costs are still relatively moderate for marketable residential development, putting the projected values of existing rehabilitated and new housing in the 30,000 to 40,000 dollar value, which at today's prices qualify for low- and moderate-income housing. The projections indicate that this type of development would, for the most part, be able to be privately financed.

Maximize economic opportunities for the development of high employment industries.

Based on present property values, low-employment industries, when required to make some site improvements will not be able to develop efficiently. With careful consideration of industrial area siting, types of industries, accessibility qualities, and resolution of parking needs in an efficient fashion, high-employment industries can thus locate in land areas costing up to \$4.0 or \$5.0 per square foot. Commercial development can locate in land values of \$8.0/square foot or higher, depending on the specific activity and sales volume. The land use portion of this Plan has taken into consideration these values in the location proposals for the different land uses, as well as in the specific proposals relative to the types of activities envisioned.
