

The Border as a Destination

Place-making strategies for converting our POE's
into a welcoming DESTINATION
that celebrates our binational culture



Smart Border Coalition, San Diego Foundation
September 6, 2018

Agenda

1. Why make the SY-Tijuana POE a DESTINATION
2. What are place-making strategies
3. How and Who – Collective Impact
4. Progress made:
 - Zones of Hope
 - The ULI TAP Study and preliminary findings
5. NEXT Steps
6. Conclusions



San Ysidro

Tijuana

The San Ysidro - Tijuana
Port of Entry is the
**busiest land border
crossing in the world**
with more than 50,000
vehicles and 25,000
pedestrian crossing
every day.

1.- Why make the SY-Tijuana POE a **DESTINATION**

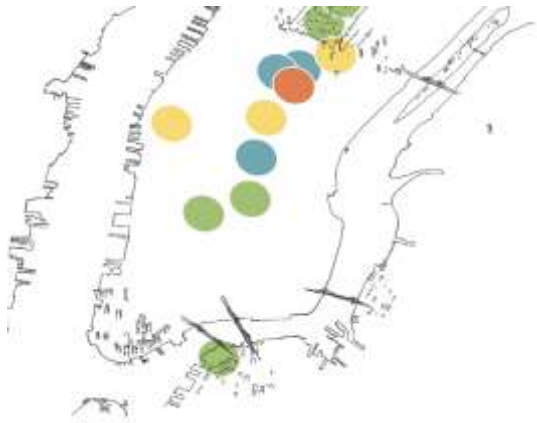
- ✓ Brand our Binational Region
- ✓ Celebrate our shared Culture
- ✓ Create NEW value added Jobs
- ✓ Facilitate a safer and healthier environment
- ✓ Increase tourism and services trade



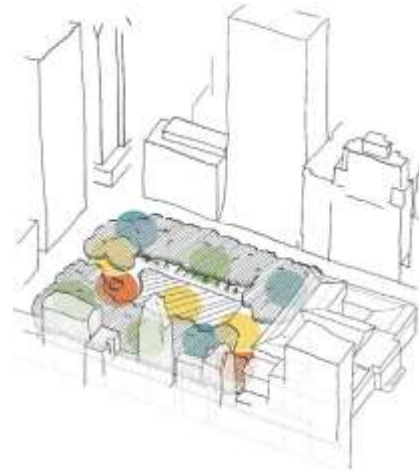
“cross-border walkable areas where economies and cultures come together”

2.- What is Place Making

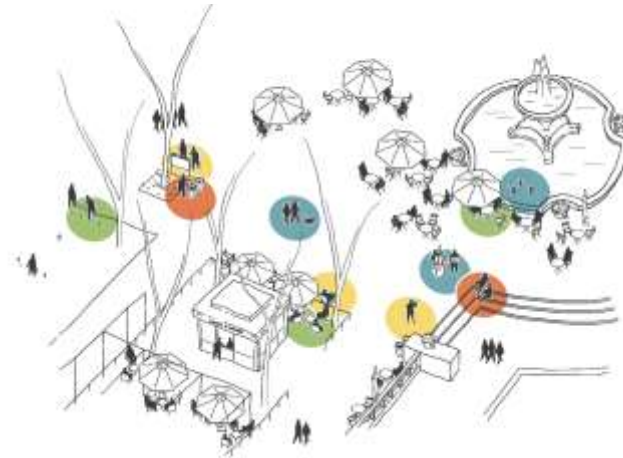
- Placemaking inspires people to collectively **re-imagine and reinvent** public spaces as the heart of every community.



City/Region
10+ MAJOR
DESTINATIONS



Destination
10+ PLACES IN EACH



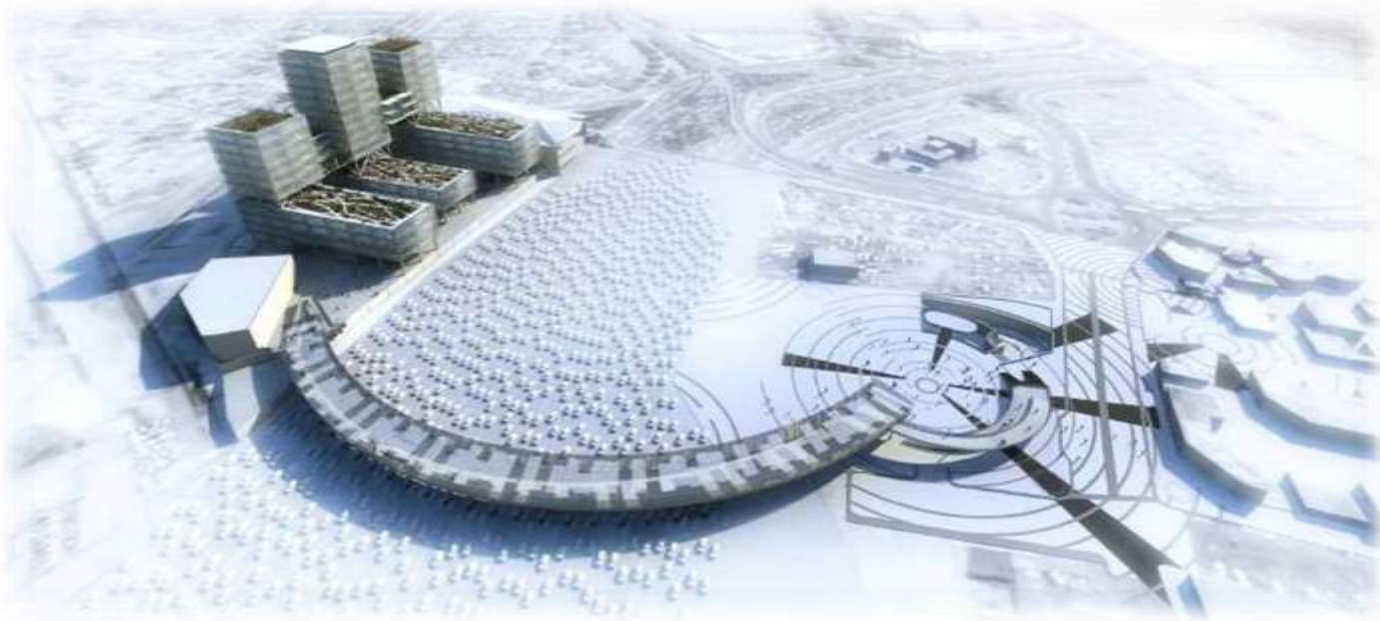
Place
10+ THINGS TO DO,
LAYERED TO CREATE SYNERGY



Lots of new investment: Public and Private



Many new proposed projects:



3.- How do you make it ALL come TOGETHER?

- Creating an International Strategic Sense of Place, focused on:
 - Image, Mobility and Sustainability
 - People Centered Infrastructure linked to POEs
 - Value-Added land uses and industries
- Do the Homework:
 - Research: Multidisciplinary Analysis
 - Planning
 - Stakeholder Engagement

“Redefining the U.S.-Mexico relationship where our countries first meet”



4.- Progress Made:

- In 2016, the Border Fusion Group sponsored a Project Overview titled, Zones of Hope, Challenges and Opportunities in improving **U.S.-Mexico Border Economic Micro Zones**. This Project Overview was produced by the *North American Research Partnership* or NARP.
- In 2017, the Border Fusion Group collaborated an MOU with the **Urban Land Institute**, the **San Ysidro Chamber of Commerce** and NARP, to conduct the first-ever binational TAP Study focused on existing land uses and pedestrian-oriented urban areas linked to our two (four) new San Ysidro-Tijuana Pedestrian Ports of Entry. ULI's report is due to be completed this month of September 2018.



Zones of Hope

Challenges and Opportunities in Improving
U.S.-Mexico Border Economic Micro-Zones



Project Preview

July 2016

ULI – Technical Assistance Panel (TAP)

- Multidisciplinary team of 10 experts: Urban developers, real estate marketer, public policy makers.
- Definition of Study área and key questions.
- 6 month research of public data
- 3 day site tour and stakeholder interviews
- Group deliberation and Final Report



Founded in 1936, ULI is a global, nonprofit organization with over 40,000 members in 70 countries worldwide. It is multi-disciplinary, multiprofessional, and nonpartisan.

ULI represents the entire spectrum of the land use and development disciplines in private enterprise and public service.

Sponsors:

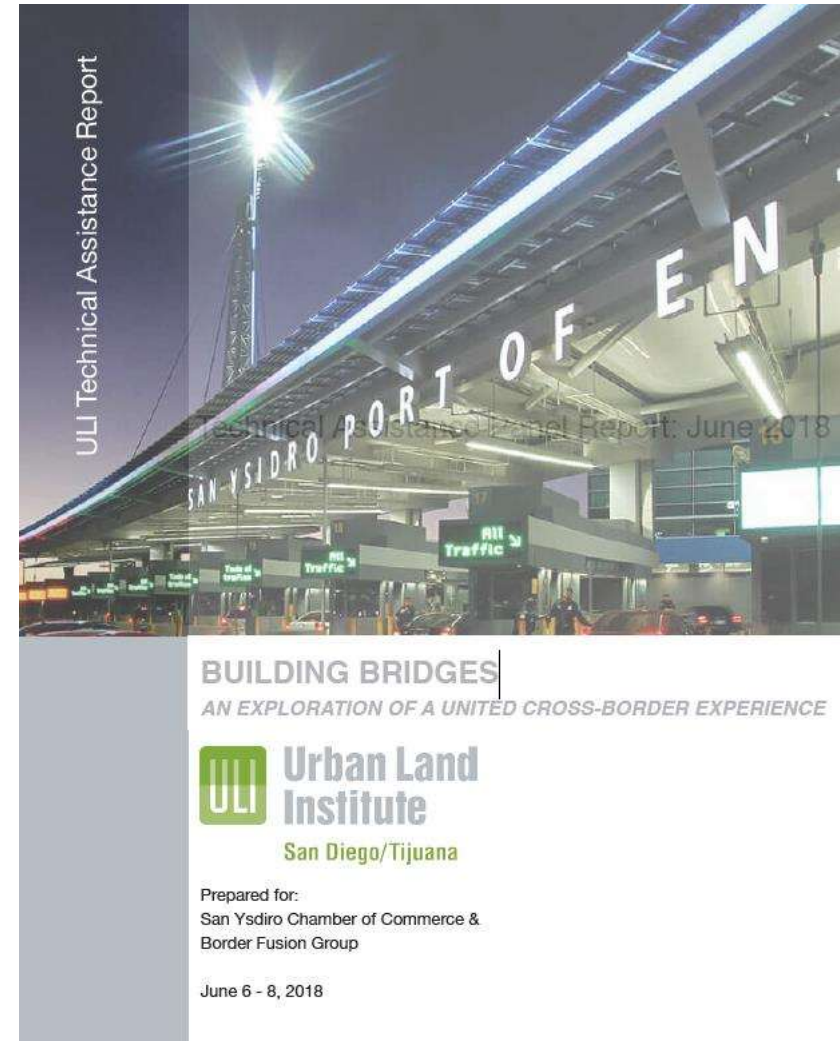
San Ysidro Chamber of Commerce, with support from it's members and Border Fusion Group, with support from contributors (Special thanks to Mr. Jose Galicot)

ULI TAP Study Area



ULI TAP – Preliminary Findings

- Strategic collaboration and coordination:
 - SBC
- Placemaking: Parks, beautification, wayfinding
- Development: Vertical Housing, Office Space, Hotels
- Attractions: Public Art, History, Welcome Centers, Food and Beverage (Gastro Parks)
- Strategic Initiatives: SY Community Center, Binational Higher Education facilities, Transportation Hubs, Pedestrian Routs.



ULI TAP- Ideas for Catalytic Development

PEDEast Catalyst Projects

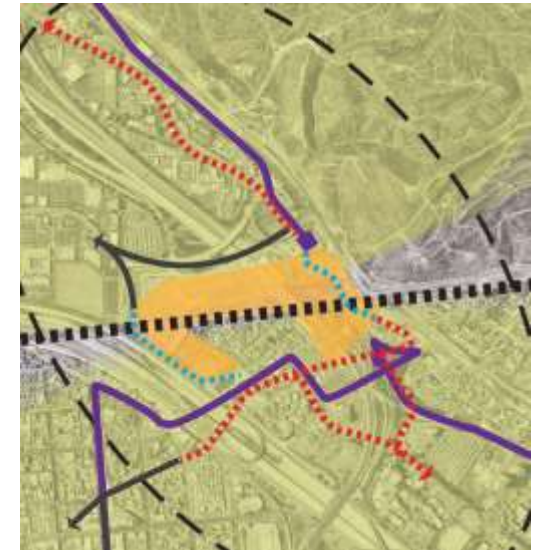
- Mobility corridor from the border to New City and SIMSA Medical Campus
- Redevelopment and adaptive reuse of Pueblo Amigo
- Linear park and bridge masterplan that gets you from PedEast to PedWest to the Arch
- Dirt parking area immediately after border crossing should be activated to symbolize a Friendship Park 'Meeting of the Soles'
- Beer University

PedWest Catalyst Projects

- Redevelopment of Viva Tijuana
- Use temporary activation and events to draw crowds
- Involve Tijuana Innovadora creative sectors

San Ysidro Catalyst Projects

- RFP for the redevelopment of the Chamber site
- Beer garden / brewery placemaking activation
- Friendship Park at plaza at PedEast



ULI – TAP Conclusion:

- The border zones are under appreciated and underused city and national assets. There is an untapped market that needs to be nurtured and should be nurtured for this is not only the gateway into two great cities but **a gateway to the U.S. and Mexico**. The gateway should exude pride, prosperity, and celebration of the Cali Baja Mega Region.
- The ULI panel believes that with a multi-sector binational effort that includes physical improvements, intentional active recreation, cultural landmarks the border will be a vibrant destination with growing recreation, green space, and vitality .

5.- Next Steps

1. Socio-Economic and Binational Collaboration Strategies
 - Developed by NARP
2. Stakeholder Engagement
 - Steering Committee: SYCC, BFG, SBC, CDT, SCEDC, and community leaders.
 - Funding sources
3. Public outreach and awareness
4. Federal government engagement
 - New policies within the revised NAFTA
 - Model for Border Wide Policy Development
5. Local land use policy and funding structure

6.- Conclusion

- There is great **UNTAPED POTENTIAL** in the POE surrounding areas
- Place Making Strategies are necessary to create a **DESTINATION** that celebrates our shared culture
- Only through **COLLECTIVE IMPACT** and stakeholder engagement can we create our vision
- The **Border Economic Micro Zone** model can be applied border wide and serve as a system for improved US-Mexico relations

Gracias!

Thank You!

