

Business

MARKETS

▲ 337.98 **Dow** 30,523.80
 ▲ 96.60 **Nasdaq** 10,772.40
 ▲ 42.03 **S&P 500** 3,719.98
 ▲ 0.01 **10-yr. T-note** 4.02%
 ▼ \$2.64 **Oil** \$82.82
 ▼ \$8.00 **Gold** \$1,649.00
 ▼ \$0.10 **Silver** \$18.57
Euro 01.0152 • **Peso** 20.0497

STOCKS RISE ON WALL STREET: Stocks rose on Wall Street, adding to weekly gains for major indexes that have been mired in a broad slump amid inflation and recession concerns. The S&P 500 index rose 1.1 percent Tuesday.

BRIEFLY

GOLDMAN SACHS RESTRUCTURES: Goldman Sachs is taking another step away from its past as a clubby Wall Street partnership, adopting a new three-pronged structure that combines investment banking and trading into one unit; asset and wealth management into another; and elevates its digital offerings into a third unit, the bank announced Tuesday. The move is the latest in a mission that David Solomon, the bank's CEO, has been blunt about: remaking Goldman's culture and practices into something more streamlined and better oriented toward a future in which technology is likely to sap big banks' ability to make money as intermediaries.

UNITED REAPS \$942M PROFIT: United Airlines has reported a \$942 million profit for the third quarter after a strong summer travel season. Chicago-based United said Tuesday that it expects to beat Wall Street forecasts for profit in the fourth quarter too. Airline executives say that concern about inflation and the economy doesn't seem to be discouraging people from traveling. U.S. air travel is rebounding from the onset of the pandemic. On Sunday, nearly 2.5 million travelers went through checkpoints at U.S. airports. That's the highest number since before the pandemic. International travel is still lagging.

MCDONALD'S ADDS KRISPY KREME IN KY.: Just in time for Halloween, McDonald's is testing new treats on its menu. Starting Oct. 26 for a limited run, Krispy Kreme donuts will be available for purchase at nine McDonald's restaurants in the Louisville, Ky., area. Original glazed, chocolate iced with rainbow sprinkles, and raspberry jelly flavors will be sold individually and also in six packs, the fast-food giant said Tuesday.

FACTORY PRODUCTION RISES: U.S. factory production rose for a third month in September, suggesting firm growth in manufacturing that's underpinned by solid business investment and demand for consumer goods. The 0.4 percent increase in output matched the upwardly revised August advance, Federal Reserve data showed Tuesday. Including mining and utilities, total industrial production also rose 0.4 percent in September.

DIGITS

1.1%

Increase in KBW Bank index, which tracks the big banks, on Tuesday. The index is up 2.6 percent since Thursday, right before major banks began to report earnings. Still, the index is down about 23 percent since the beginning of the year.

U-T NEWS SERVICES

PROPOSED DEL MAR DEVELOPMENT WOULD ADD 259 NEW APARTMENTS

Building called Seaside Ridge would be constructed on nearly 7-acre ocean bluff site close to Dog Beach

BY PHILLIP MOLNAR

A developer is proposing a 259-unit apartment complex on an ocean bluff in Del Mar that was previously the site of a contentious battle over a resort.

Owner Carol Lazier has submitted paperwork and applications to Del Mar for what is being called Seaside Ridge, which would be the biggest apartment complex in the city. Plans call for 85 subsidized apartments, some for individuals making as little as \$30,000 a year, on the nearly 7-acre site near Dog Beach.

Del Mar isn't known for its affordability: It counts Bill Gates as a resident and often boasts some of the most expensive home sales every year.

The city is keeping tight-lipped about the project for now. Del Mar City Manager Ashley Jones said it received the preliminary applica-

tion from Seaside Ridge and provided an initial response last week but required any information about the exchange to be handled by a formal public records request. The San Diego Union-Tribune has submitted the records request and is waiting on a response. Del Mar Mayor Dwight Worden confirmed the city had received the proposal but was prevented from commenting on it as it undergoes review.

Lazier and her partners are betting on new state laws that encourage residential building — especially for rent-restricted apartments — to get the plan approved.

"Our plan would help the City of Del Mar comply with the law by building 259 apartment units," said project spokesman Darren Pudgil. "Seaside Ridge will provide 78 percent of the city's need for 54 lower-income units (required by the state) and well over 100 percent of the



FRANK WOLDEN

Renderings of Seaside Ridge, a proposed 259-unit apartment complex in Del Mar. It is on a nearly 7-acre site near Dog Beach.

city's moderate-income need. This will provide equitable coastal access for a range of income groups."

Seaside Ridge would have nine buildings, some up to four stories, and a two-story parking podium/garage. Taller buildings are clustered

in the center and in the east portions of the site. The development would have 305 parking spots and 25 electric car charging stations.

The mix of apartments would include 71 studios, 131 one-bedrooms, and 57 two-bedrooms. **SEE DEL MAR • C2**



SANDY HUFFAKER U-T FILE

SeaWorld San Diego has seen a major increase in visitors after a dearth caused by pandemic closures. A new industry report says visitor numbers rose 146 percent this year, but are still about 75 percent lower than in 2019 before the pandemic started.

THEME PARKS MAKE A COMEBACK

Industry report says SeaWorld San Diego attendance up 146 percent last year following pandemic closures

BY LORI WEISBERG

SeaWorld San Diego was able to bounce back strongly from the pandemic closures of 2020, posting a triple-digit percentage increase in visitation last year and is poised to do even better this year.

A newly released report on industry performance in 2021 shows that in the U.S., parks across the

board were able to quickly rebound once they got the green light to reopen turnstiles to guests eager to leave behind their COVID bubbles.

While it's not a surprise that visitation would be up significantly following the closures of 2020, the fairly rapid rebound demonstrates the resilience of an industry hit especially hard by COVID-19, says the report's authors.

SeaWorld San Diego, for instance, experienced a 146 percent gain in visitation, although its total 2021 attendance of 2.8 million was not yet back to pre-pandemic numbers. Visitation last year accounted for just 75 percent of 2019's 3.7 million visitors.

By comparison, Disneyland attendance was up by a slightly smaller amount — 133 percent com-

pared to 2020 — but its 8.6 million attendance figure last year was less than half the visitation it saw in 2019. That's presumably due in part to the Anaheim park's heavy reliance on international visitors, a sector of the tourism industry that has been much slower to rebound.

Nevertheless, 2022 and 2023 promise to be strong comeback years. **SEE PARKS • C4**

UPTICK IN ELDER POVERTY TO 10.7%

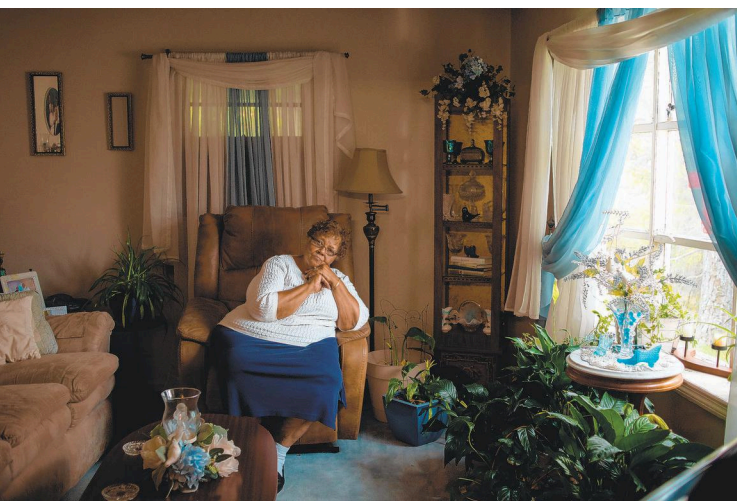
Younger generations have fared better. Will the setback continue?

BY LYDIA DEPILLIS

At the advent of Medicare and Medicaid in the 1960s, more than a third of older Americans lived in poverty. By 2020, the figure had fallen to 9.5 percent. But last year, even as the poverty rate sank for everyone else, it rose among seniors, to 10.7 percent.

The uptick offers new evidence that elderly people haven't fared as well as younger generations in recent years, and some experts worry that it may signal a broader setback in the financial security of people past their prime working years.

The coronavirus pandemic is a central driver. Those 65 or older usually weren't eligible for as much pandemic relief as families with children. Older workers left the labor force at higher rates than others as COVID-19 spread, and can have difficulty returning.



MIKE BELLEME NYT

Juanita Brown, 77, at her home in Galax, Va., on Oct. 12. Seniors didn't fare well through the coronavirus pandemic. And longer-term trends aren't moving in their favor either.

That's the situation that Walter Cox, 64, may find himself in. As an automotive technician at a car dealership in Tulsa, Oklahoma, he never made more than \$9.50 an hour, and wasn't able to save money while raising two children.

Nevertheless, he retired in 2020, as the physical labor — and rude customers — took a toll. He also got married, and he and his wife had about \$2,000 in combined monthly income for most of 2021, which is a significant improvement. **SEE POVERTY • C4**

WORKERS AT AMAZON REJECT UNION BID IN UPSTATE NEW YORK

BY HALELUYA HADERO & ALEXANDRA OLSON

Amazon workers in upstate New York overwhelmingly rejected a union bid on Tuesday, handing a second defeat to the labor group that's been attempting to drag the company to the negotiating table since its historic win earlier this year.

Warehouse workers near Albany cast 406 votes out of the 612 ballots counted — or about 66 percent — against the Amazon Labor Union, giving the company enough support to push back the fledgling group composed of former and current Amazon workers.

According to the National Labor Relations Board, which is responsible for overseeing the election, 206 workers — or 33.6 percent — voted in favor of the union. **SEE AMAZON • C4**

NETFLIX REVERSES DECLINE, ADDING 2.4M SUBSCRIBERS

It will introduce advertising tier on its service Nov. 3

BY BENJAMIN MULLIN

Netflix said Tuesday that it added more than 2.4 million subscribers in the third quarter — mainly from outside the United States — snapping a streak of customer losses this year that spurred unease among investors and questions about how much more the streaming business could grow.

The streaming giant said it now has 223 million subscribers worldwide, after beating its earlier forecast of about 1 million additions for the quarter. Netflix lost 200,000 subscribers in the first quarter and nearly 1 million in the second.

“After a challenging first half, we believe we’re on a path to re-accelerate growth,” Netflix said in its quarterly letter to shareholders. “The key is pleasing members.”

Netflix is preparing to introduce advertising on its service Nov. 3, part of a bid to attract more customers with a lower-cost subscription. The advertising-supported tier, priced at \$6.99 a month in the United States, will show subscribers four to five



During the third quarter, Netflix released a mix of films and TV shows, including “The Gray Man,” a big-budget action film starring Ryan Gosling.

minutes of ads per hour of content they watch.

Netflix generated about \$7.9 billion in revenue in the third quarter, a nearly 6 percent increase from the same period last year. The company generated about \$1.4 billion in profit, a 3 percent decrease from a year earlier.

Netflix shares were up more than 10 percent in after-hours trading.

Netflix said in its letter to shareholders that it expected to add 4.5 million subscribers in the fourth quarter,

a 46 percent decrease from the 8.3 million subscribers it added during the same period last year. Netflix also said it would stop providing guidance to investors on its projected subscriber count beginning next quarter.

Rich Greenfield, an analyst for LightShed Partners, said the results indicated that Netflix would flourish as competitors continue to lag behind.

“I think the reports of streaming’s death or maturity have been greatly exaggerated,” Greenfield said.

The decision to introduce an advertising option on Netflix was an about-face for the company, which for years had highlighted its ad-free experience as a selling point for customers. But this year, after announcing subscriber losses on the company’s first-quarter earnings call, co-CEO Reed Hastings reversed course, saying that an advertising-supported plan would allow customers to choose their experience.

Streaming has become an increasingly competitive industry in recent years. Disney, for instance, reported in August that it had about 221 million subscriptions across its bundle of services. It will start offering a lower-priced advertising tier for Disney+ in December.

Netflix is breaking with convention in other ways this fall. The company plans to release “Glass Onion: A Knives Out Mystery,” in 600 theaters across the United States for one week beginning Nov. 23 before its streaming debut, the first time the company has struck a deal with the nation’s largest theater chains at once. The movie, written and directed by Rian Johnson, is the anticipated follow-up to the 2019 hit starring Daniel Craig as the Delphic detective Benoit Blanc.

Netflix told employees this year that it was also planning to crack down on password sharing, which allows users to watch content without paying for a subscription. Research firm MoffettNathanson estimates that 16 percent of Netflix users share passwords, more than any other major U.S. streaming service. Netflix said in April that passwords were being shared with an additional 100 million households, according

to its estimate. The company has also cracked down on costs. In May, Netflix laid off about 150 workers across the company, primarily in the United States, or about 2 percent of its total workforce. Netflix said in a statement that the cuts had been spurred by the company’s slower revenue growth.

Despite the changes, Netflix hasn’t yet been able to reverse a precipitous decline in its share price. The company’s stock has tumbled more than 60 percent over the past year amid a broader market slump, as investors and analysts grapple with the economics of streaming video.

During the third quarter, Netflix released a mix of films and TV shows, including “The Gray Man,” a big-budget action film starring Ryan Gosling and Chris Evans and directed by Joe and Anthony Russo, the sibling filmmakers behind “Avengers: Infinity War.” Other popular titles included the serial killer show “Monster: The Jeffrey Dahmer Story”; the romantic drama “Purple Hearts”; and “Stranger Things,” which released the second half of season four near the end of last quarter.

Mullin writes for The New York Times.

DEL MAR • Legal firm says city must approve the development

FROM C1

38 two-bedrooms and 19 three-bedrooms. It would also include a trail accessible to the public that leads to views of the ocean.

Lazier, the property owner for around 20 years, previously worked with Zephyr Partners and The Robert Green Company to develop a hotel on the site called Marisol. The effort to get the project approved, called Measure G, was defeated by voters in 2020. A developer has not been selected yet for the apartment project, but Lazier has hired architects, land use experts and lawyers.

Lazier is known for her philanthropy, donating \$1 million to save the San Diego

Opera in 2014 and other donations.

A legal firm representing the development, Southern California-based Sheppard Mullin, argues Del Mar must approve the plan because it falls under recent laws — namely Senate Bills 330 and 8 — that encourage additional housing and streamline approvals.

The legal claim for Seaside Ridge centers on Del Mar being out of compliance with the state’s Housing Element Law, which requires municipalities to rezone parcels to meet requirements for housing. Seaside Ridge’s law firm also uses a law signed by the governor last year, AB 1398, that requires local governments to

approve most housing projects if they are out of compliance. Del Mar has identified the fairgrounds as a possible site for subsidized housing but has yet to approve a firm plan, setting up an opportunity for Seaside Ridge.

Similar situations are playing out across the state with developers and state officials using new laws to push through housing. A developer in Redondo Beach is trying to turn a former power plant into 2,500 apartments (including 500 subsidized units) but is being fought by lawmakers and residents. Bay Area town Woodside fought new housing developments that would bring low-income units by claiming it was a

mountain lion habitat. It reversed its decision after the state attorney general threatened legal action over the habitat claim.

While it remains to be seen how lawyers and staff for Del Mar will interpret Seaside Ridge’s legal claims, housing analyst Nathan Moeder said the legal argument for approval makes sense. Moeder, who was not involved in the project but reviewed legal arguments, said it appeared to be an example of a community unable to escape housing requirements imposed by the state.

Moeder said it would be ironic if the project is approved because residents of the area would probably

have enjoyed the resort defeated by Measure G, with restaurants and more public features.

“This is the unintended consequence of NIMBYism,” he said, referring to the anti-housing term Not in my Backyard. “They tried to stop a hotel that was more public-orientated, it had a restaurant and a bar that the public could use, and now they are just going to stuff housing there.”

Moeder said the NIMBY movement will need to get smarter about opposing projects because most land-use fights will now need to be taken up in Sacramento. “It’s the state that’s making this happen. It’s not the local governments,” he said.

“You can pass any initiative or referendum you want at the local level. The state will override you.”

When Gov. Gavin Newsom signed a package of housing laws in September 2021 — including some Seaside Ridge is trying to use to get its project approved — he said they were needed to get more housing built to lower costs for everyone.

“The acute affordability crisis we are experiencing in California was decades in the making, and now we’re taking the necessary steps to fix it,” he said at the time.

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The San Diego Union-Tribune

Together San Diego

LIVESTREAM

Community relations director Luis Cruz and community relations manager Paola Hernández-Jiao interview the people and organizations working to make our community a better place.



Thursday, Oct. 20 at 12 p.m.

Josephine Talamantez
Founder and board chair, Chicano Park Museum and Cultural Center

Chicano Park Museum opens in Barrio Logan

Josephine Talamantez will speak about the realization of a decades-long dream to preserve, celebrate and share the historical and modern-day treasures of San Diego’s rich Chicano heritage and the struggles to protect and preserve the integrity of San Diego’s Chicano community and Chicano Park. Talamantez will invite the community to visit the Chicano Park Museum and Cultural Center, which is showcasing its opening exhibit, “Pillars: Stories of Resilience and Self-Determination.”

Watch the interview live at: [SanDiegoUnionTribune.com/UTToday](https://www.sandiegouniontribune.com/UTToday)

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