

An aerial photograph of downtown San Diego at sunset. The sun is low on the left horizon, casting a warm glow over the city. The skyline is filled with various buildings, including modern glass skyscrapers and older brick structures. In the foreground, there's a mix of urban development, including a baseball field on the left and a park area with pink blossoms. The overall scene depicts a vibrant, growing urban environment.

D O W N T O W N SAN DIEGO

PARTNERSHIP

**DOWNTOWN SAN DIEGO: INNOVATION
ECONOMY'S NEXT FRONTIER**



D O W N T O W N
SAN DIEGO
P A R T N E R S H I P

WHO WE ARE:

- An **Economic Development Organization**
- A **Trade Association**
- A **Property and Business Improvement Assessment District**
- A private-sector **Partner to Civic San Diego and the City**

DOWNTOWN AND OUR SURROUNDING URBAN COMMUNITIES



NATIONAL DEMOGRAPHICS DICTATE A NEW APPROACH

**URBAN POPULATION
GROWTH OUTPACED
SUBURBAN - FIRST IN
100 YEARS.**



REURBANIZATION OF AMERICA

NATIONAL DEMOGRAPHICS DICTATE A NEW APPROACH:

- Urban property has held its value better than suburban counterparts.
- Urban commercial lease and occupancy rates are up, outpacing suburban office space.
- College graduates want to live in urban areas – 94 percent in one survey.
- More people are driving less – in car-centric California driver's license numbers are down.

MILLENNIAL MAGNET

- Two-thirds of millennials want walkable neighborhoods
- Youngest millennials first to have Internet entire lives
 - Digital Natives
- By 2020, 50% of San Diego workforce will be millennials

PREPARING FOR THE FUTURE

- San Diego is expected to grow by another **one million** people by 2050
- We need to accommodate **400,000** housing units and **500,000** jobs.
- 63% are our own grandchildren





INNOVATION ECONOMY'S NEXT FRONTIER

UC SAN DIEGO FINDINGS:

1. Talent drives regional prosperity in the 21st century.
2. Downtown will drive regional growth in the future.
3. Downtown's amenities are a Millennial magnet.
4. Downtown is highly competitive when compared to other California innovation cities - *more affordable office and home rent than SF/LA.*

CURRENTLY THERE ARE

34,550

DOWNTOWN RESIDENTS

20%
are in their
30's (13%
county-wide)

\$74K average
income (\$60K
county-wide)

51%
are college
educated (34%
county-wide)

CURRENTLY THERE ARE

137,000

Downtown Jobs

130

**Tech and
Innovation
Startups**

4,000

**Downtown
Businesses**

81,000

**Employees work
in physical spaces
Downtown**

UC SAN DIEGO URBAN - PARK & MARKET IN EAST VILLAGE

- **66,000 square feet**
- **Technological exhibits, lectures, forums, performance space, artwork**
- **Foster deeper connections b/w community and university**

THE BLUE LINE



**CONNECTING
THE MESA TO
DOWNTOWN**



FOSTER INNOVATION & GROW DOWNTOWN TECH ECOSYSTEMS

Hughes Marino
Leadership Center

DOWNTOWN & UC SAN DIEGO

THE COLLABORATORY FOR DOWNTOWN INNOVATION(CDI)



Deliver the resources needed to ensure entrepreneurs and innovators are connected with research and development.

MADE TO MOVE

A row of parked bicycles, likely from a bike-sharing program, is shown in a shallow depth-of-field. The foreground bicycle is in sharp focus, featuring a white fender with a green and white sticker that reads "HELLO SAN DIEGO!" and "WE'RE SO EXCITED TO MEET YOU!". The sticker also includes a small graphic of a person on a bicycle. The background shows more bicycles and a blurred street scene with a person walking.

Downtown is easy to get to and around, offering options for walking, biking and public transit.

The Downtown Partnership anticipates the choices and needs for our next generation today – responding to changing demographics that value active lifestyles.



FRED: FREE RIDE EVERYWHERE DOWNTOWN

The Downtown Partnership and Civic San Diego are providing a long-term transportation solution that is complimentary and eco-friendly.

- Customization
- Demand-response, point-to-point transport via mobile application
- Addresses “last mile” dilemma
- More cost-effective than fixed route system
- Fleet to scale based on fluctuating demand

CREATE THE VIBE

Downtown offers a can't miss experience for residents and visitors alike.

OUR DOWNTOWN builds upon downtown's strengths in culture, arts, sports and unique shopping.





PLACEMAKING

CORE SESSIONS | YOGA ON THE MIDWAY





LIGHTER. QUICKER.CHEAPER.




Maker's Quarter

- ◆ 1million SF of creative office
- ◆ More than 800 residential units
- ◆ 145K SF retail
- ◆ 2,700 parking stalls
- ◆ Surrounding 4.1 Acre future East Village Green
- ◆ 5 city blocks

I.D.E.A. District

INNOVATION | DESIGN | EDUCATION | ARTS

An architectural rendering of a modern, multi-story building with a glass and metal facade, set against a city skyline at dusk. The building features large glass windows and a prominent vertical glass section. The foreground shows a street with trees and pedestrians, and the background shows other city buildings under a twilight sky.

- The I.D.E.A. District is a transformative urban initiative which aims to create 13,000+ design and tech jobs in the next 12 years in Downtown San Diego's East Village.

- CREATIVE OFFICE SPACE: 8,000+ sf on ground floor - Designed for tenants at the intersection of design and technology.

- STARTUP HOUSING: 295 units - Live in the heart of everything.

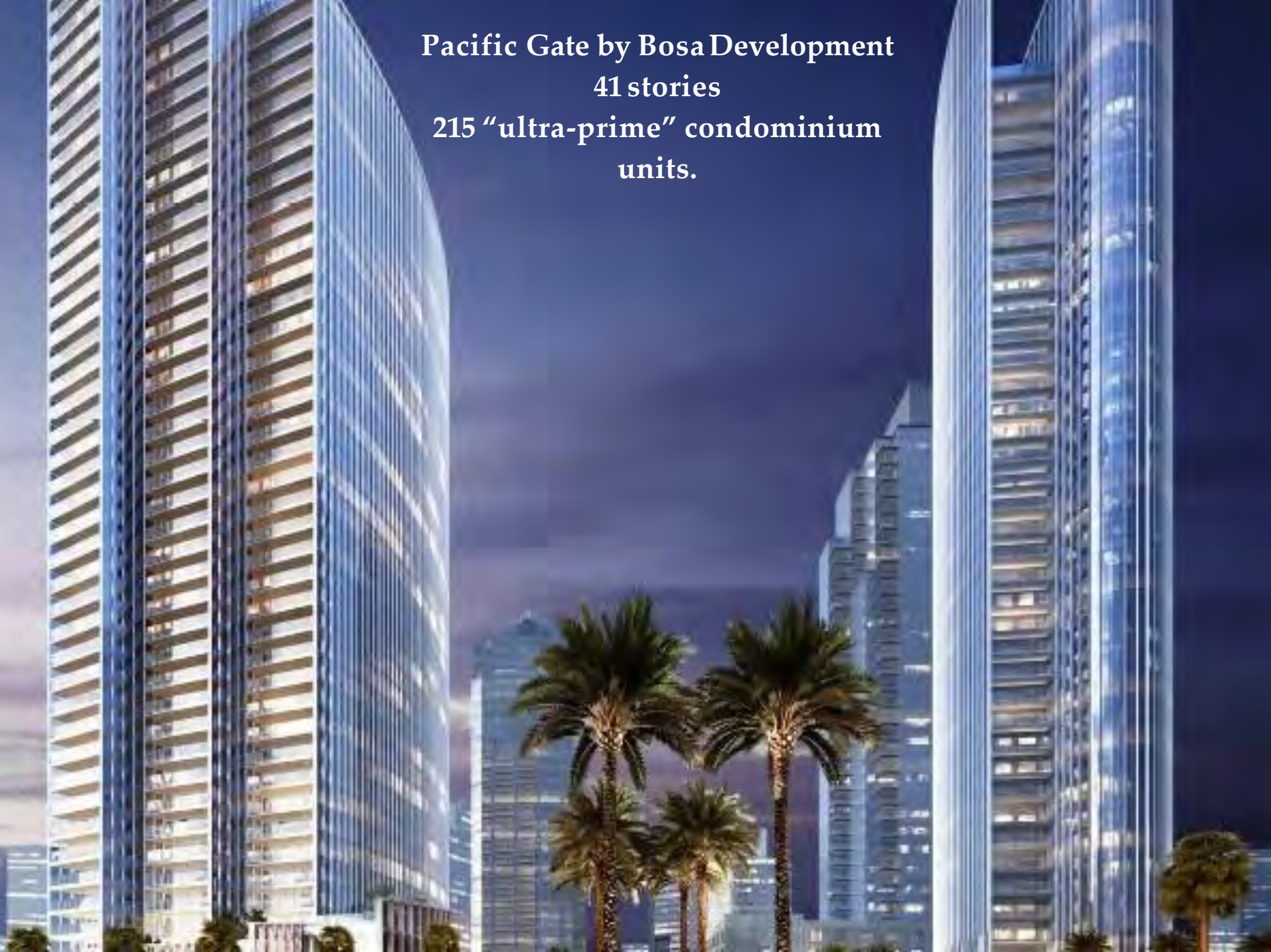
- RETAIL AND RESTAURANTS: 5,000+ sf - Diverse shops and eateries that appeal to the creative crowd.



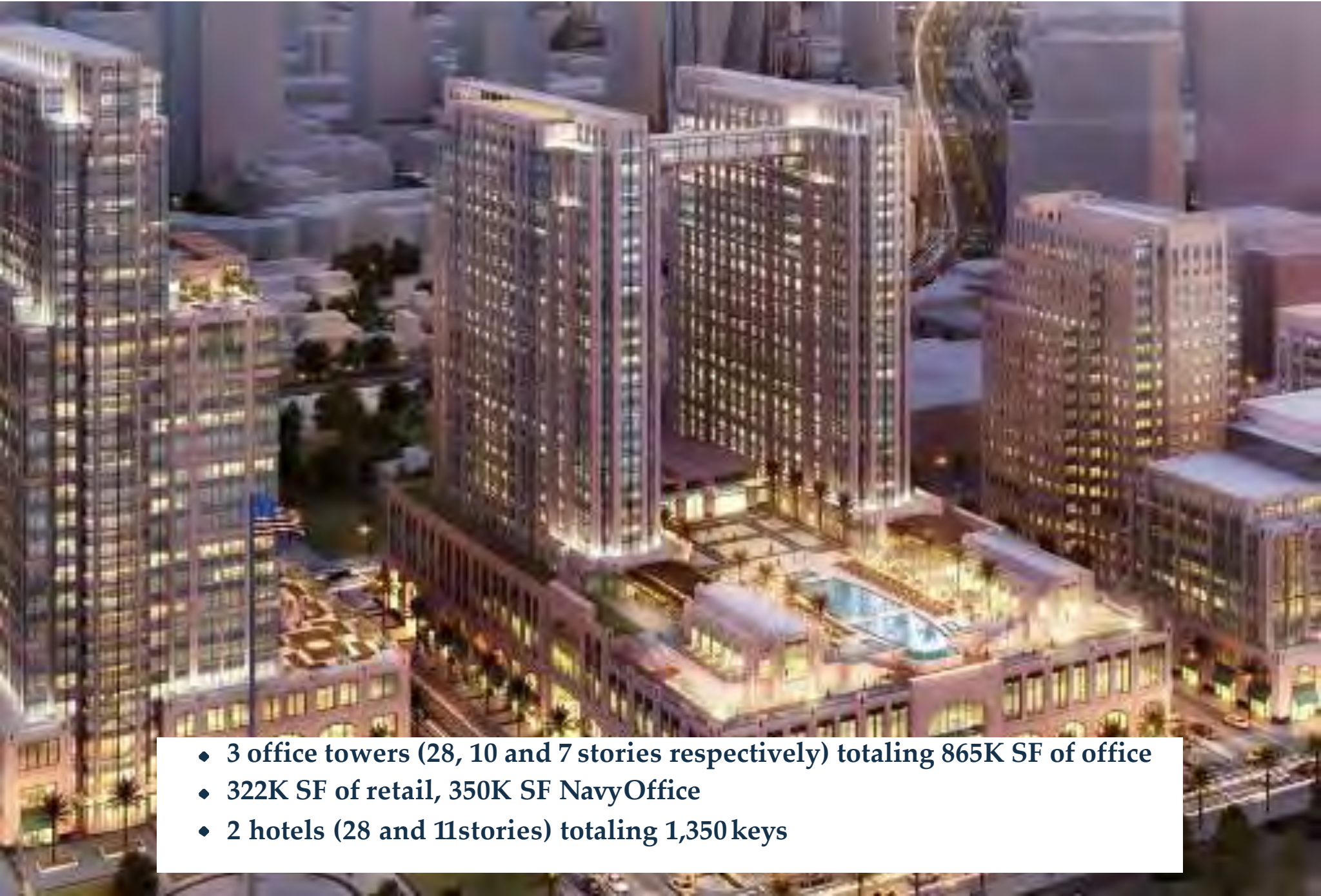
Civic Center Redevelopment

- There was a proposal for the redevelopment of the Civic Center in 2010.
- It failed to come to fruition, but the time may be right to revisit the concept.
- Through some lease-to-own acquisitions, the City is situated to consolidate existing operations, allowing for a creative public-private partnership to redevelop a portion of the 4-square-block site.
- The redevelopment of the Civic Center is an important piece of the puzzle for the revitalization of the C Street corridor.
- The opportunity is ripe for a project that revitalizes not just the Civic Core and C Street, but also our entire downtown and region.

Pacific Gate by Bosa Development
41 stories
215 “ultra-prime” condominium
units.



Pacific Gateway at the former Navy Broadway Complex



- ◆ 3 office towers (28, 10 and 7 stories respectively) totaling 865K SF of office
- ◆ 322K SF of retail, 350K SF NavyOffice
- ◆ 2 hotels (28 and 11stories) totaling 1,350 keys

Redevelopment of the Central Embarcadero – Seaport San Diego



- ◆ 388K SF retail
- ◆ 19K SF office
- ◆ 500 full-service hotel rooms
- ◆ 350 micro hotel rooms
- ◆ 475 hostel beds
- ◆ 20K SF eventspace
- ◆ 65K SF educational uses
- ◆ 178K SF Aquarium
- ◆ 2,410 Parking spaces
- ◆ 9K SF spire with restaurant and observation deck
- ◆ 164 marina slips.

A nighttime aerial photograph of San Diego, California, showing a dense urban landscape with illuminated buildings, streets, and palm trees. The city lights are reflected in the dark sky, and the overall scene is a vibrant representation of the city at night.

DOWN TOWN

SAN
DIEGO

GASLAMP

DOWN
TOWN
GASLAMP

CITY
CENTER

DOWN
TOWN
CITY
CENTER

DOWN
TOWN
SAN
DIEGO

DOWN
TOWN
EAST
VILLAGE

EAST
VILLAGE

DOWN
TOWN
MARINA

MARINA

CORTEZ

DOWN
TOWN
CORTEZ

COLUMBIA

DOWN
TOWN
COLUMBIA

DOWN
TOWN
LITTLE
ITALY

LITTLE
ITALY



**CREATE THE
FUTURE.**

**THE FUTURE
FEELS LIKE**

_____.



Brand Lifestyle Video