“Downtown San Diego—The Heart Of Our Region”

Centre City Development Corporation

October 28, 2007
Nancy Graham
CCDC President and CEO
Austin Visit 2007
Downtown San Diego

Population: Aprox 30,000
Size: 1,450 acres

Downtown Population Expected To Grow To 90,000 by 2030
Downtown’s Blight
Downtown Today
CCDC Model (Public-Private Partnerships)

- History of Major Catalysts

- Horton Plaza 1985
- PETCO Park 2004
- Convention Center 1989 & 2001
### Redevelopment Results: 32 Years

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homes</td>
<td>14,800</td>
</tr>
<tr>
<td>Office/Retail</td>
<td>6.9 million sf</td>
</tr>
<tr>
<td>Hotel Rooms</td>
<td>6,800</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>$437.6 million</td>
</tr>
</tbody>
</table>
Financial Investment : 32 Years

• $9.57 billion = private investment
• $963.8 million = public investment
• 9.9:1 private to public ratio
Benefit to City of San Diego: 32 Years

$518.2 million - to City’s General Fund

- Property Tax
- Sales Tax
- Transient Occupancy Tax

15% annual return on investment for the City
San Diego
DOWNTOWN COMMUNITY PLAN

RISING ON THE PACIFIC
San Diego Downtown Community Plan

City Council Adopted
March 2006
Guiding Principles: Rising on the Pacific

- A distinctive world-class downtown, reflecting San Diego’s unique setting
- The center of the region
- Intense yet livable, with substantial and diverse downtown population
- A nucleus of economic activity
- A collection of unique, diverse neighborhoods with a full complement of uses
- Celebrating climate and waterfront location: new streets and view corridors to waterfront, vital public spaces, walkability, sun access to parks and neighborhood centers
- A connected place: new streets connecting downtown neighborhoods to waterfront, Balboa Park, surrounding areas, and with each other
- Memorable, diverse, and complex
Public Participation

- 35-member Steering Committee. 20 meetings
- Five Sub-Committees; numerous meetings
- Stakeholder interviews
- Public workshops and meetings (including four large ones)
- Outreach to adjacent neighborhood and community groups
- Four newsletters
- Project website
- Over 1,500 individuals have directly participated
Comparisons

San Diego

Boston

Chicago

New York - Midtown

Portland

San Francisco

Seattle

Vancouver
Neighborhood Centers: 5 minute walk
Retail & Ground Floor Commercial Use Requirements
Base FAR
(Maximum and Minimum)
FAR Bonus for Amenities

- Public parks, plazas, and open space
- Common open space (beyond requirement)
- Off-site public improvements
- Green building

[Affordable housing bonus in addition to these]
FAR Bonus for Amenities and Parks TDR
Building Height and Sun Access

**Figure 1905-G: Sun Access Envelope**

- **Base Zone/Street Wall**
- **Stepback**

**Map Details:**
- **Sun Access Envelope**
- **Park Sun Access** (Note: Permitted height contours continue beyond 300 feet)
- **Neighborhood Center Shadow Restrictions**
- **Marina Solar Access**
- **Proposed Park**
- **Height Limits (in Feet)**

**Sources:** Port of San Diego Master Plan, Centennial Community Plan, Centennial Community Plan District Ordinance, Centennial Quarter Planned District Ordinance, Marina Planned District Ordinance, M-102-1713, Map 319-1713, City of San Diego, Comprehensive Land Use Plan - Lindbergh Field, San Diego, SANDAG.
### Existing and Proposed Parks – 5 minute walking distance

<table>
<thead>
<tr>
<th>Category</th>
<th>Acres</th>
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</thead>
<tbody>
<tr>
<td>Existing Parks</td>
<td>78.9</td>
</tr>
<tr>
<td>Pipeline Parks</td>
<td>25.5</td>
</tr>
<tr>
<td>Proposed Parks</td>
<td></td>
</tr>
<tr>
<td>Freeway Lid</td>
<td>15.3</td>
</tr>
<tr>
<td>Proposed Parks</td>
<td>11.2</td>
</tr>
<tr>
<td><strong>TOTAL PARKS</strong></td>
<td><strong>130.9</strong></td>
</tr>
</tbody>
</table>
Lessons Learned

• Amendments Recently Approved - July

• Bonus Programs - Making sure the benefits are matching the bonuses

• Flexibility in Implementation and Fine Tuning
Affordable Housing Programs

- Programmatic Thrusts [forthcoming in Redevelopment Plan]:
  - 20% of Tax Increment Funds for affordable housing
  - Site Assembly and Acquisition
  - Gap Financing (loans with special terms)
  - Homeownership Opportunities

- If current affordable housing production trends continue, **10,000 to 12,000 new affordable housing units** could be expected over the life of the Community Plan
Affordable Housing

- One-third of housing developed downtown since 1975 has been affordable (21% with long-term affordability restrictions)
- 58% of the income restricted units are reserved for very low income households
- 500 income-restricted housing units are in the pipeline to be developed over next four years
Year of the Public Realm
2007
Waterfront, Parks, Facilities & Connectivity
“The time may soon come when planners, designers, developers, and others will recognize and act on the simple notion that the spaces between buildings are as important to the life of urban man as the buildings themselves.”

—Serge Chermayeffe and Christopher Alexander, Community and Privacy
Creating Great Public Spaces

Central Park, NYC

Millennium Park, Chicago

Golden Gate Park
San Francisco, CA

Pioneer Courthouse Square
Portland, OR
C Street Master Plan
North Embarcadero Visionary Plan
San Diego
DOWNTOWN COMMUNITY PLAN

www.ccdc.com/planupdate

RISING ON THE PACIFIC