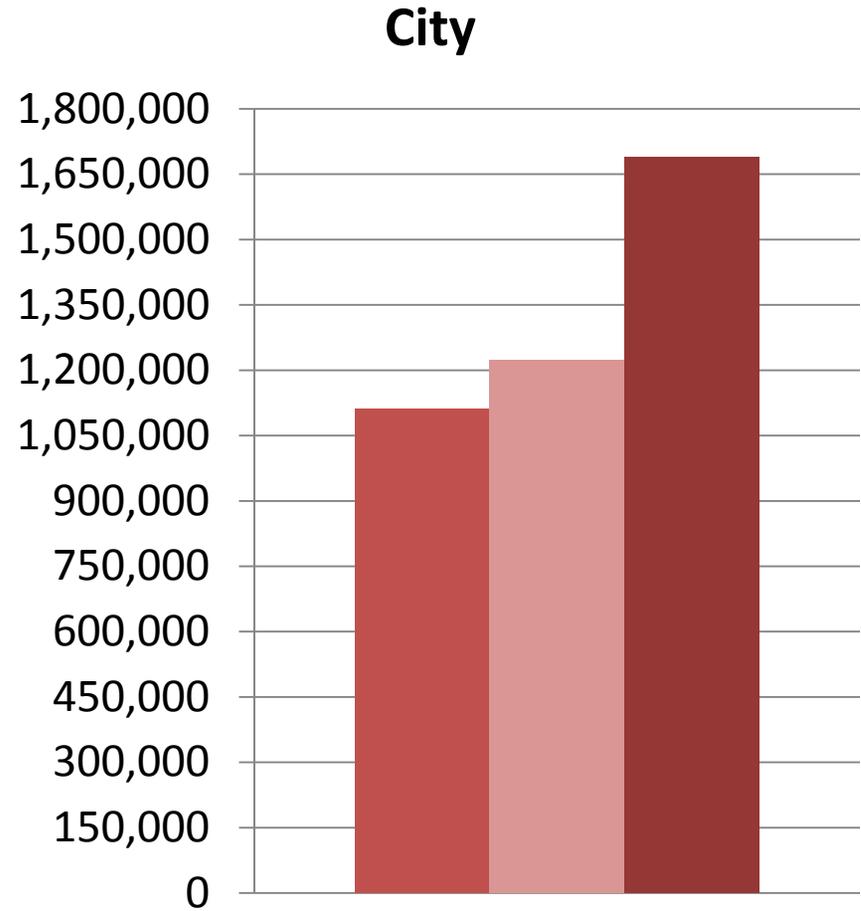
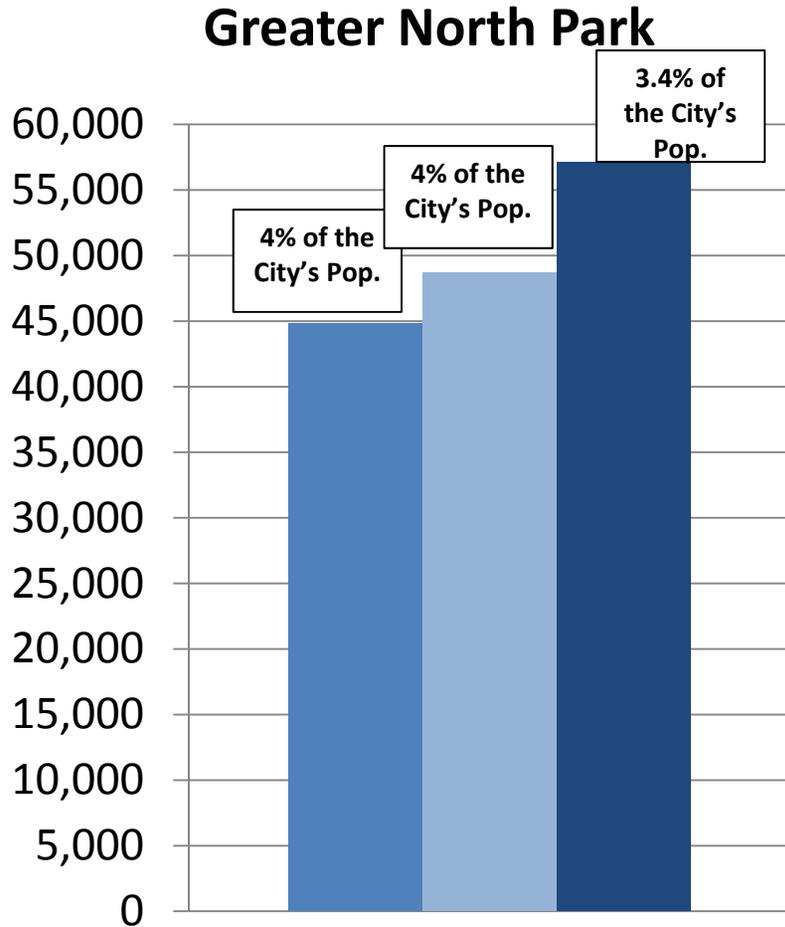


Socioeconomic Presentation to  
North Park Community Plan Update  
Advisory Committee

**Wednesday, January 19, 2011**

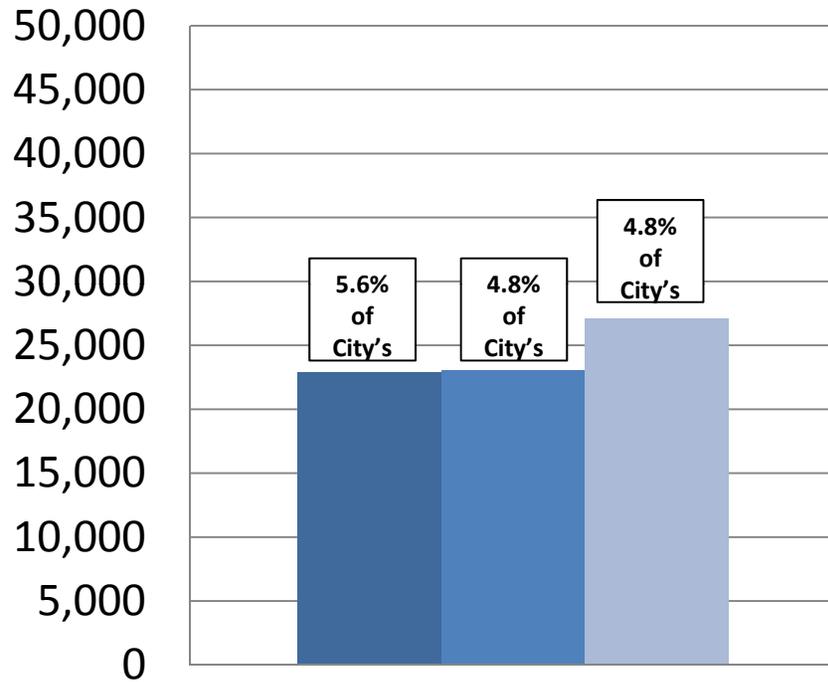
**Balboa Park, War Memorial Building, Room 2**

# Estimated Total Population



# Estimated Number of Households (Hh)

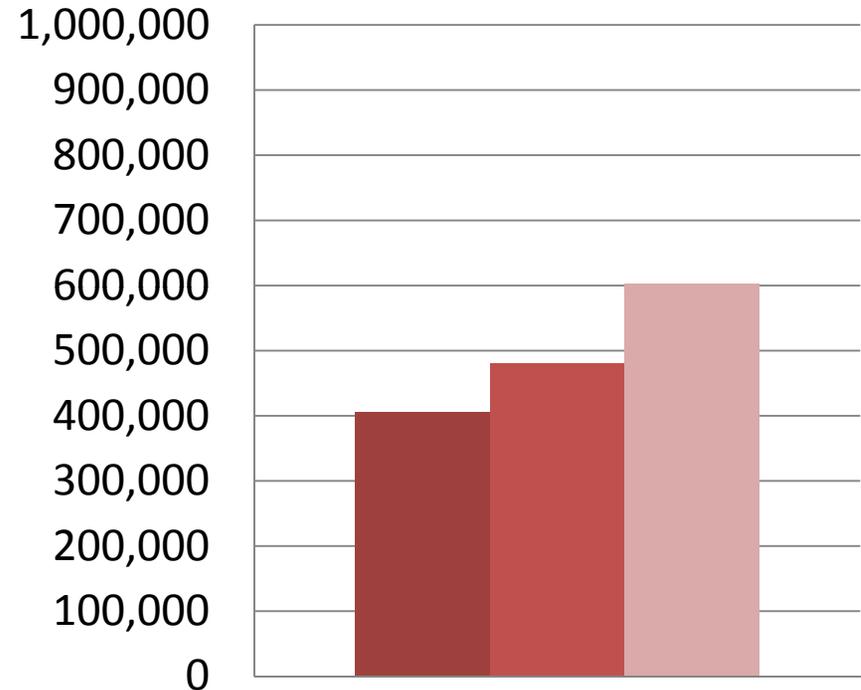
## Greater North Park



Total Hh



## City



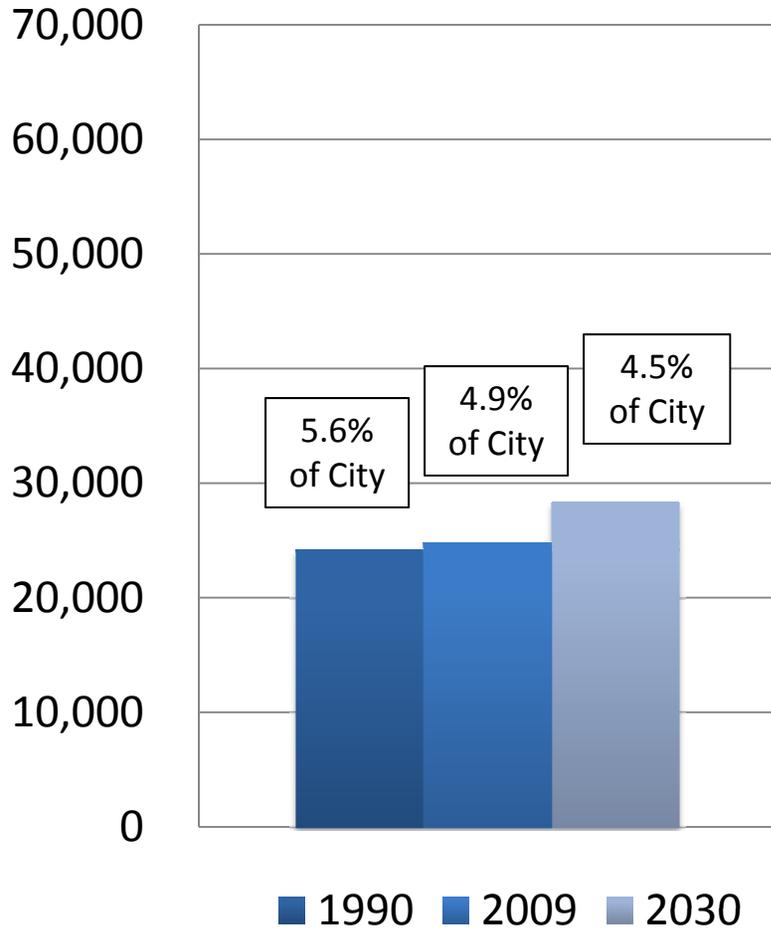
Total Hh



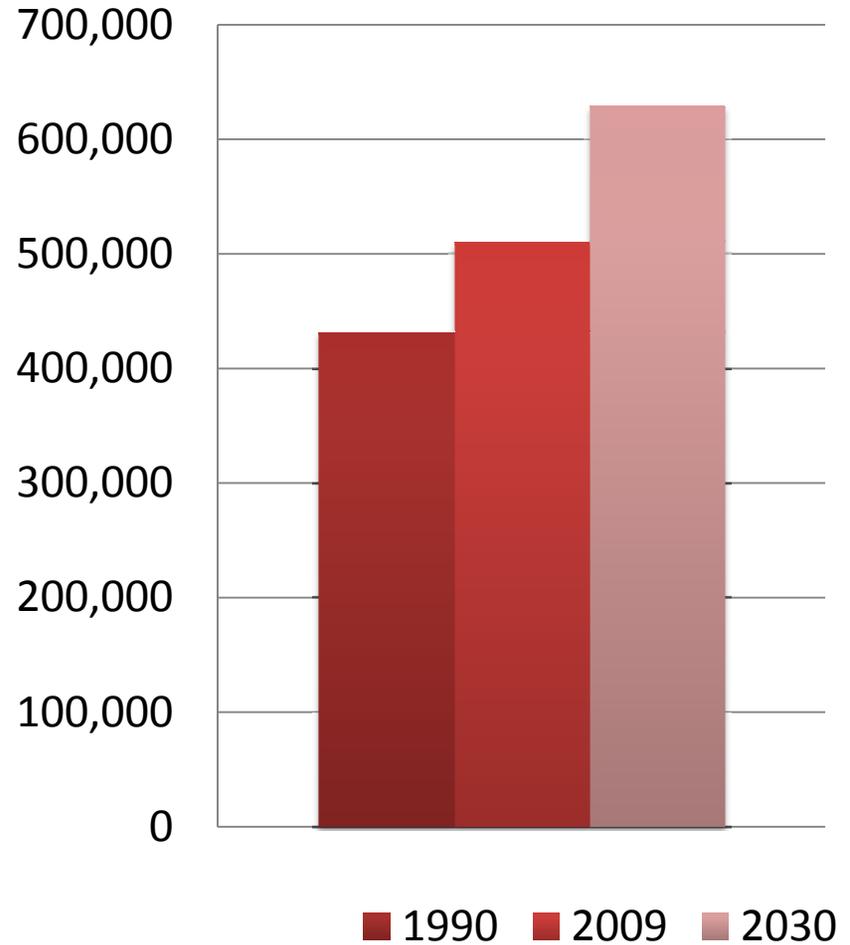
Total Persons per Household			
Area	1990	2009	2030
Greater North Park	1.94	2.06	2.08
City	2.61	2.74	2.70

# Total Estimated Housing Units

## Greater North Park

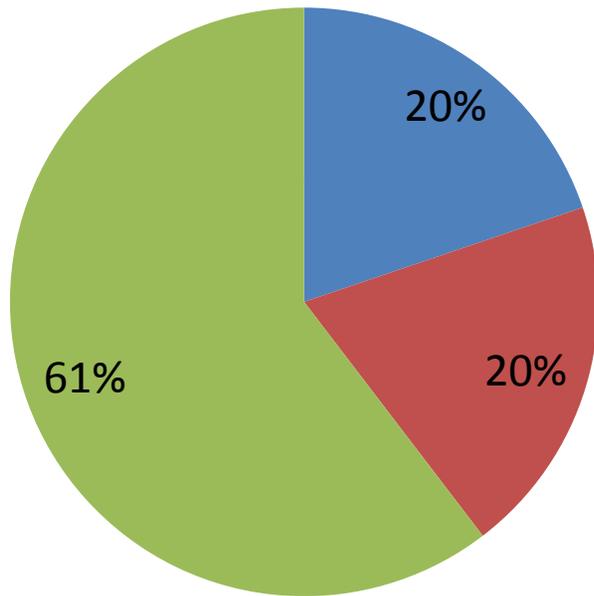


## City



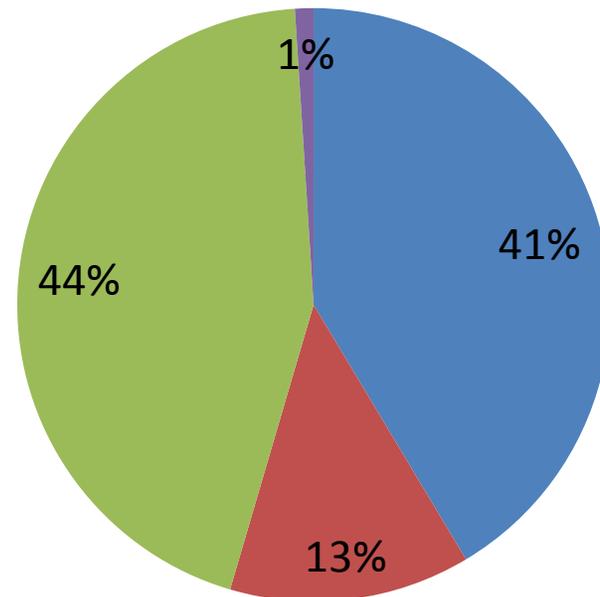
# 2009 Estimated Housing Units by Structure Type

## Greater North Park



- Single Family Detached
- Single Family Multiple Units
- Multifamily

## City

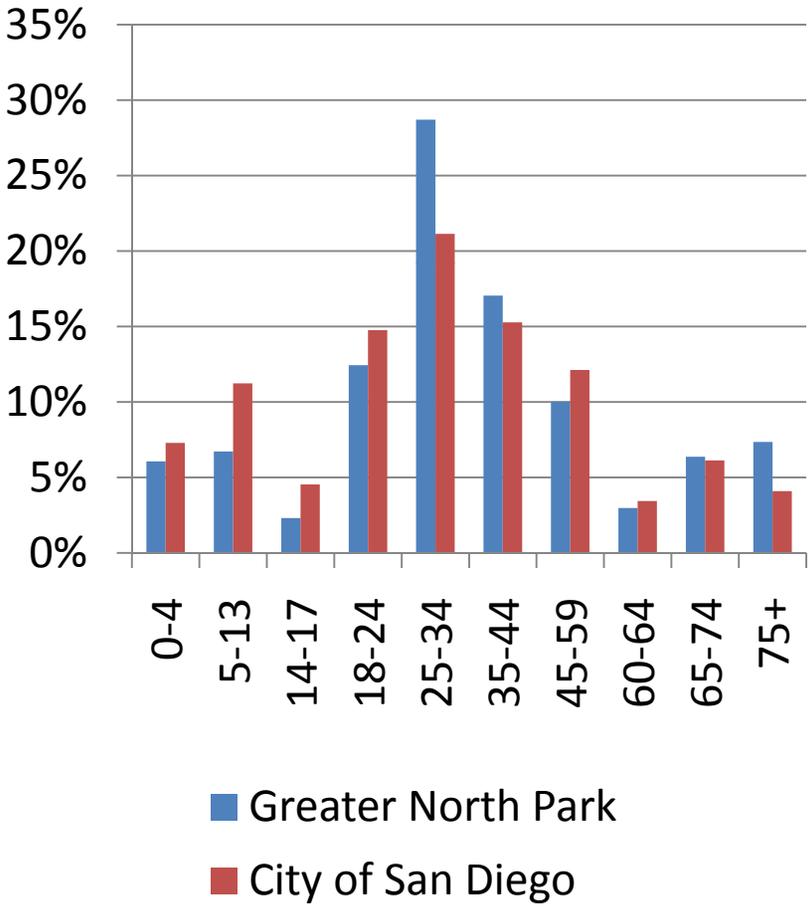


- Single Family Detached
- Single Family Multiple Units
- Multifamily
- Mobile Homes

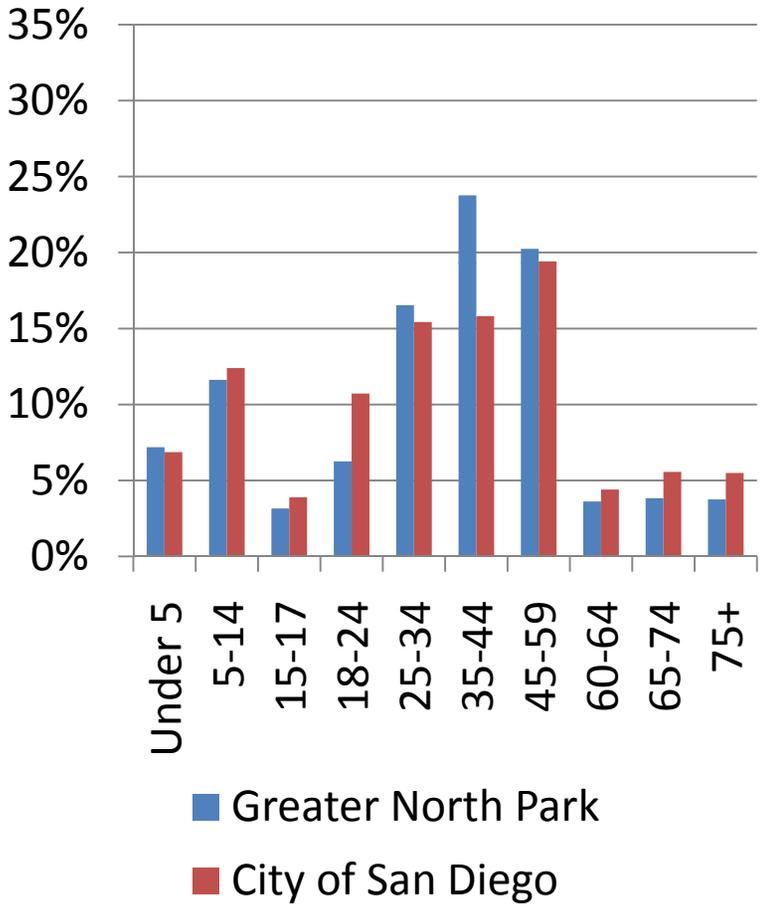
# Age Cohorts

## Greater North Park and the City

1990

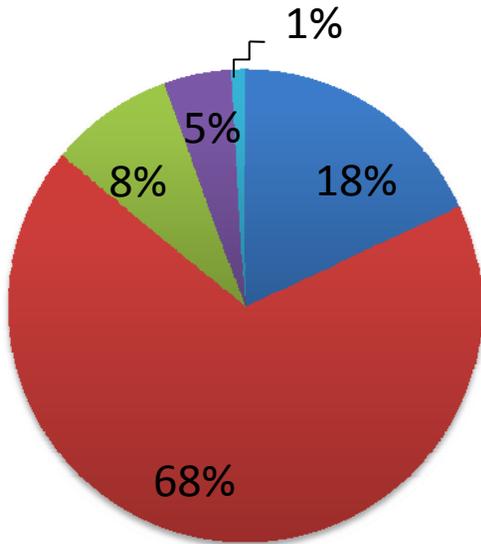


2009

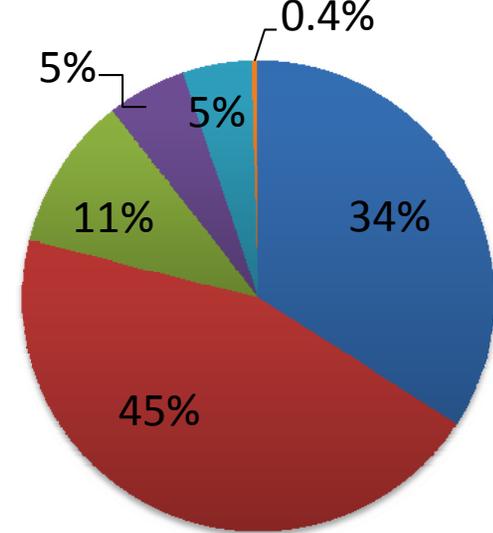


# Population Race and Ethnicity

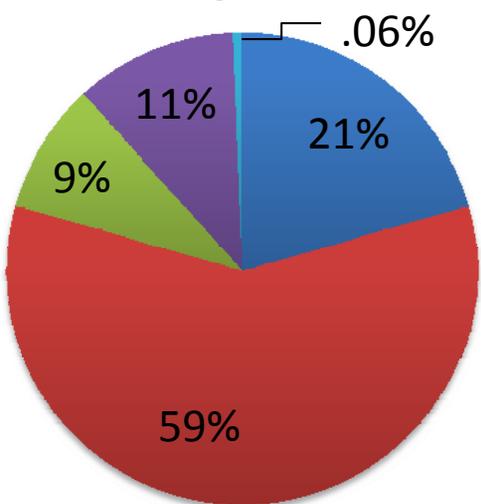
**Greater North Park 1990**



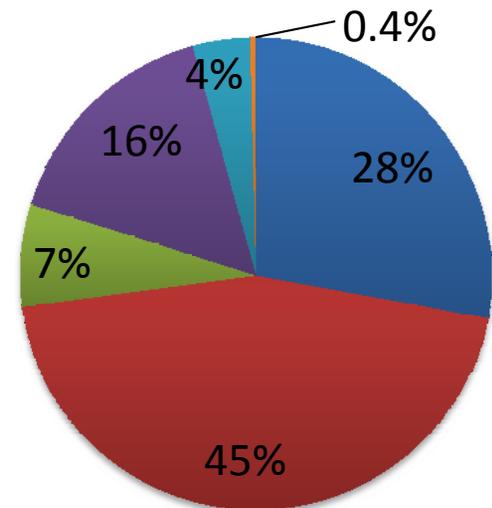
**Greater North Park 2009**



**City 2009**



**City 2009**

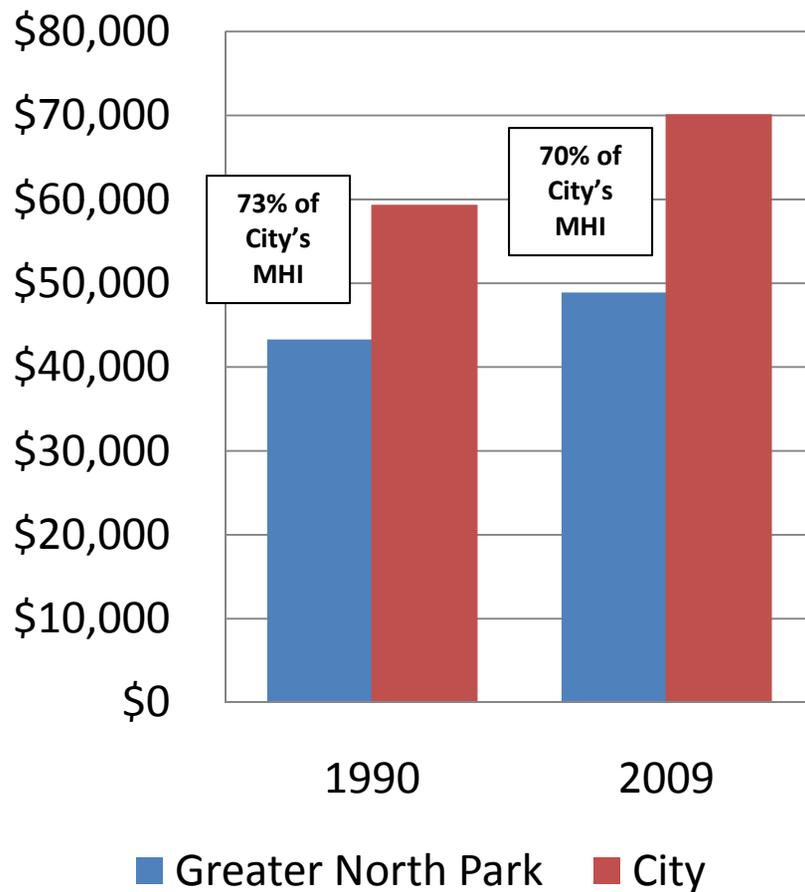


Legend Ethnicity	
	Hispanic
	White (Non Hispanic)
	Black/Afr. Amer. (Non Hispanic)
	Asian/Pac. Islander (Non Hispanic)
	American Indian (Non Hispanic)
	Other

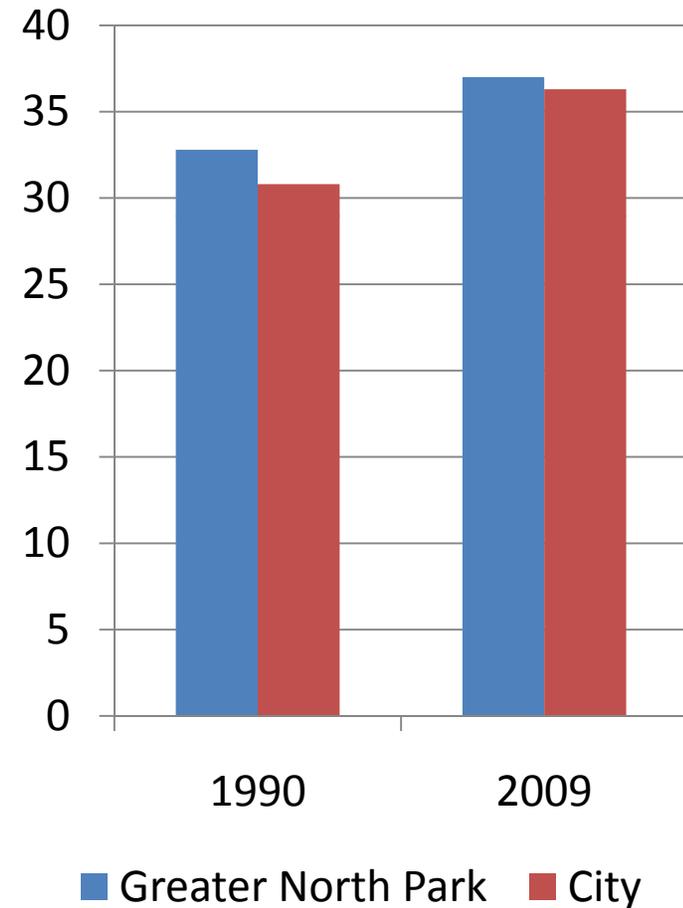


# Estimated Median Household Income (MHI) and Median Age

## Median Household Income In Constant 2009\$

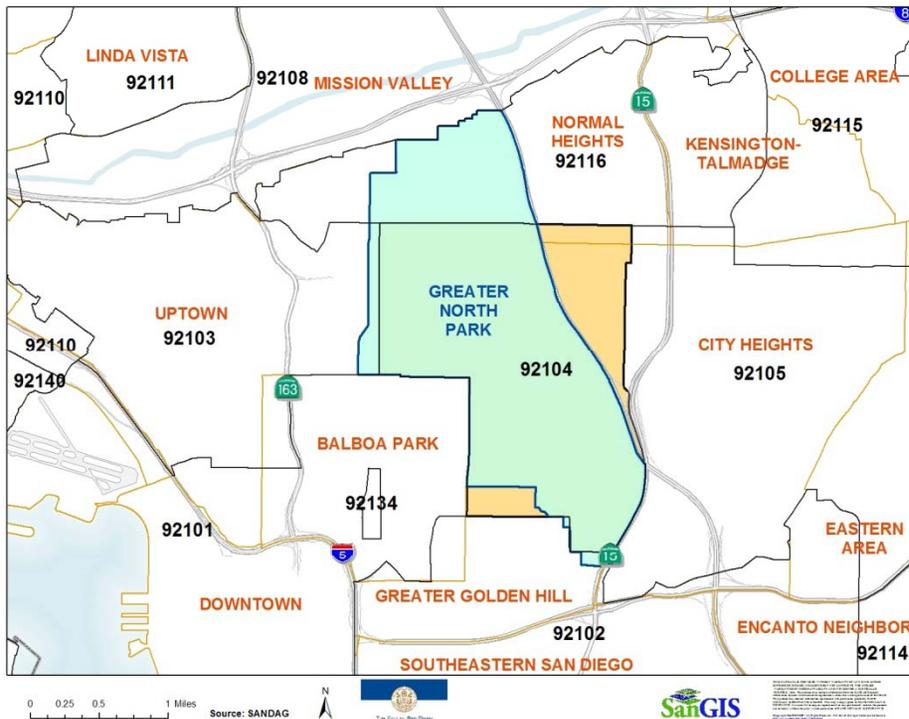


## Median Age

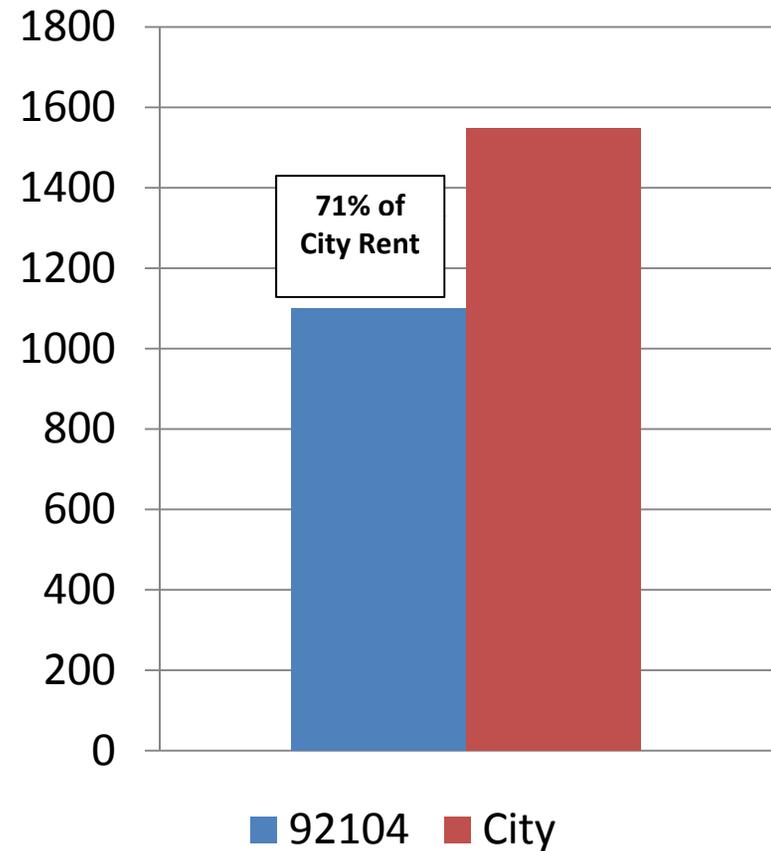


# Apartment (Apt.) Rents

## Zip Code Area 92104



## Average 2- Bedroom Apt. Rents Zip Code 92104 and City



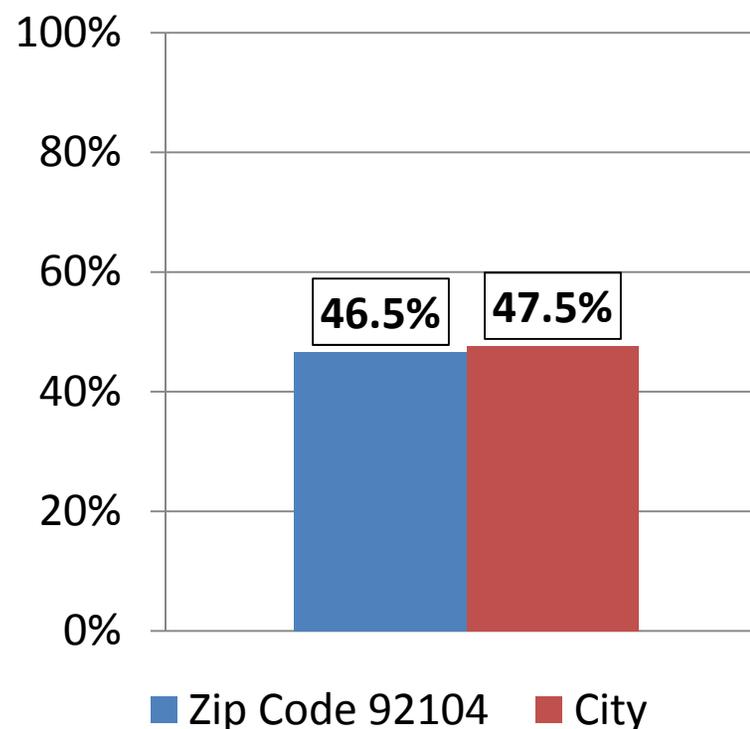
# 2009 Affordable Housing Index (AHI)

The information presented details the percentage of households in zip code area 92104 with median incomes that could afford to purchase this zip code area's 2009 median priced home.

The median priced home is based on DataQuick's combined median price of homes sold in 2009.

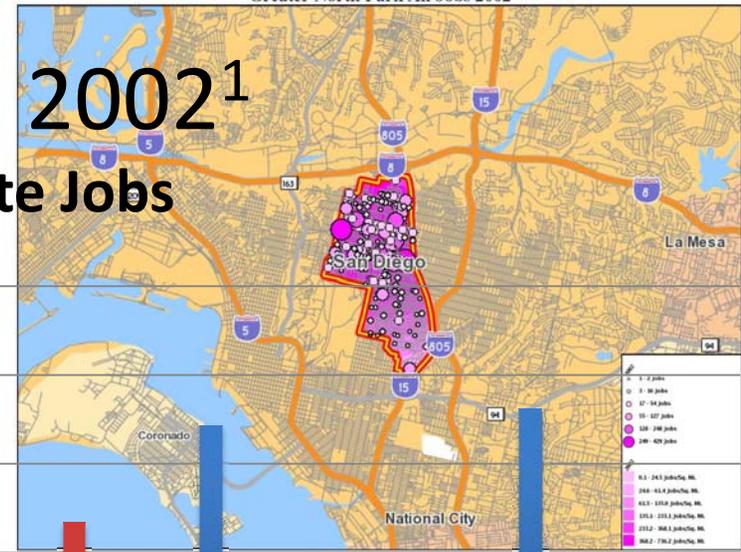
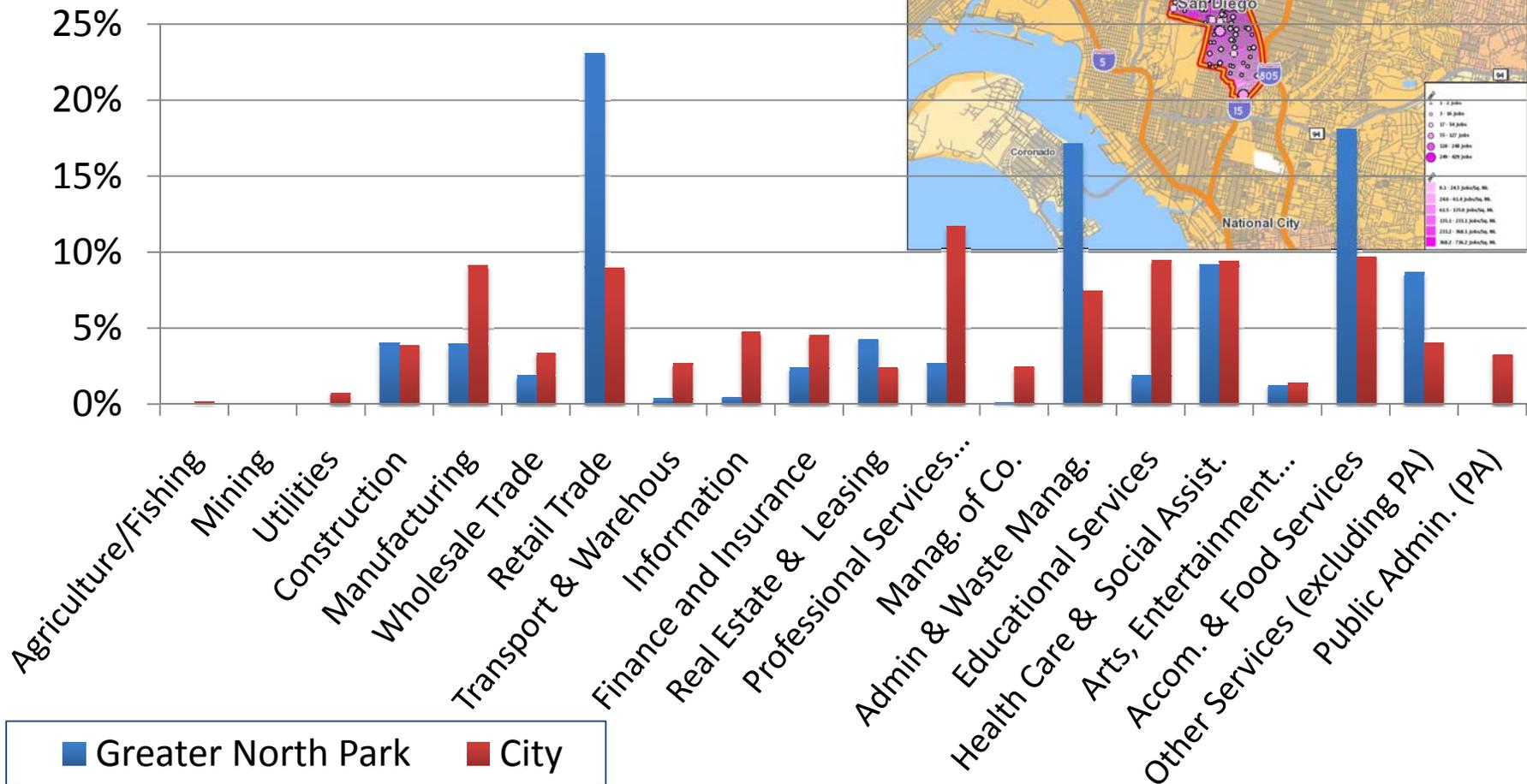
- Cost of combined median priced home (2009)
  - Zip code 92104 \$245,000
  - City Zip Code Areas \$355,000
- 2009 Required annual household income to afford 30% on Housing
  - Zip code area 92104 \$51,295
  - City Zip Code Areas \$74,325
- Median Household Income
  - Zip code 92104 \$47,454
  - City Zip Code Areas \$74,325
- Change in the combined median home price 2006 to 2009
  - Zip Code 92104 -45%
  - City Zip Code Areas -31%

An AHI percentage details what percent of each geography's population could afford to purchase the geography's reported median priced home sold in 2009



# Employment, 2002<sup>1</sup>

## Employment Share Comparison, Private Jobs

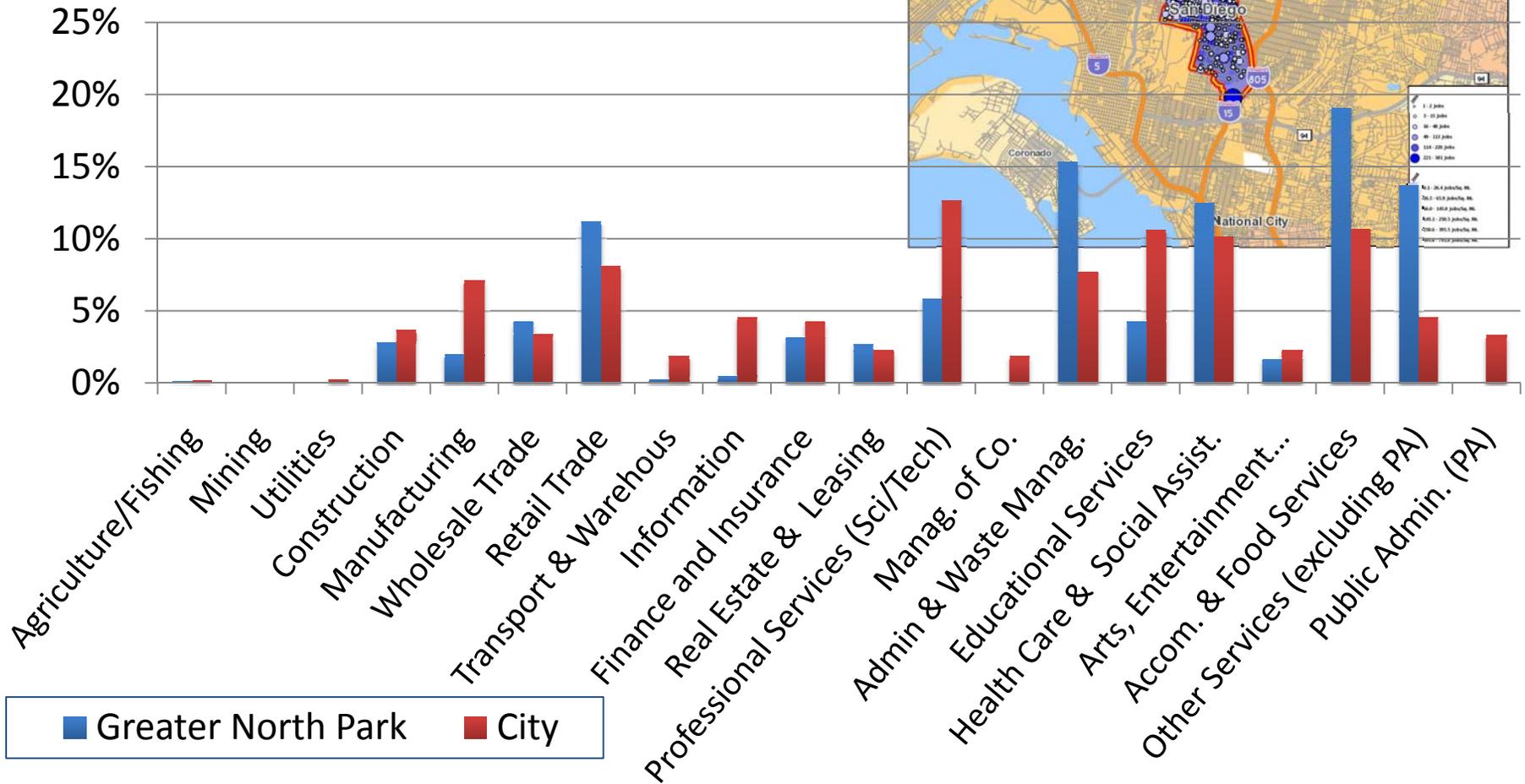


Note:

<sup>1</sup>This Employment Share Comparison does not include Public Sector jobs. Additionally, the U.S. Census Bureau data is based on the address where the employers issues pay checks. The CA Employment Development Department provides data for 2<sup>nd</sup> Quarter to the Census Bureau for Employment Share comparison.

# Employment, 2008

## Employment Share Comparison, Private Jobs



Note:

<sup>1</sup>This Employment Share Comparison does not include Public Sector jobs. Additionally, the U.S. Census Bureau data is based on the address where the employers issues pay checks. The CA Employment Development Department provides data for 2<sup>nd</sup> Quarter to the Census Bureau for Employment Share comparison.

# Jobs to Housing Ratio 2008

## Greater North Park and the City

### Employment Information, 2008

- Total Jobs  
Employment Development Department (EDD)
  - Greater North Park 6,648
  - City 714,880
- Total Private Jobs SANDAG
  - Greater North Park 6,056
  - City 592,300
- Public Sector Jobs
  - Greater North Park 267
  - City 150,830

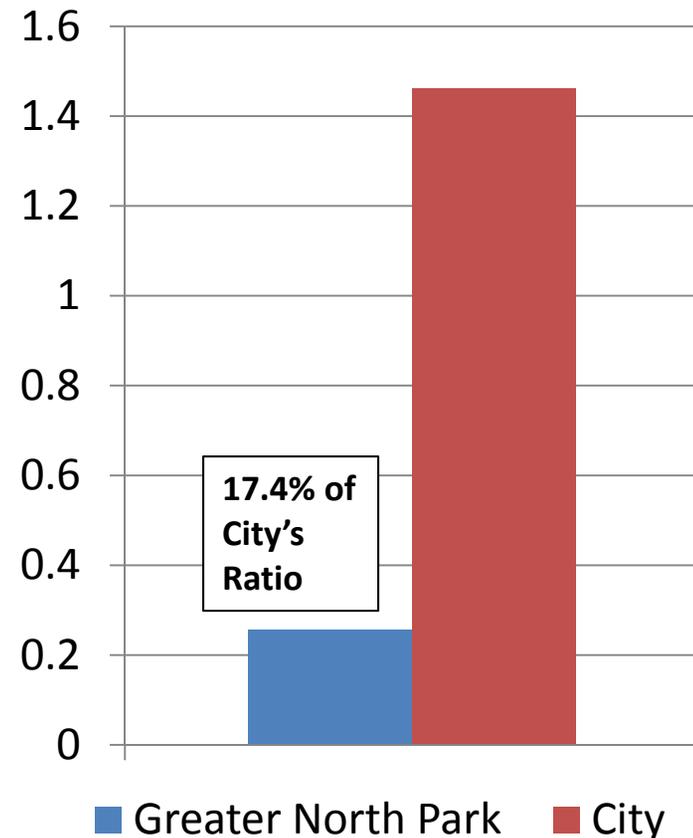
#### Total jobs used for Jobs to Housing Ratio

- Greater North Park 6,323
- City 743,130

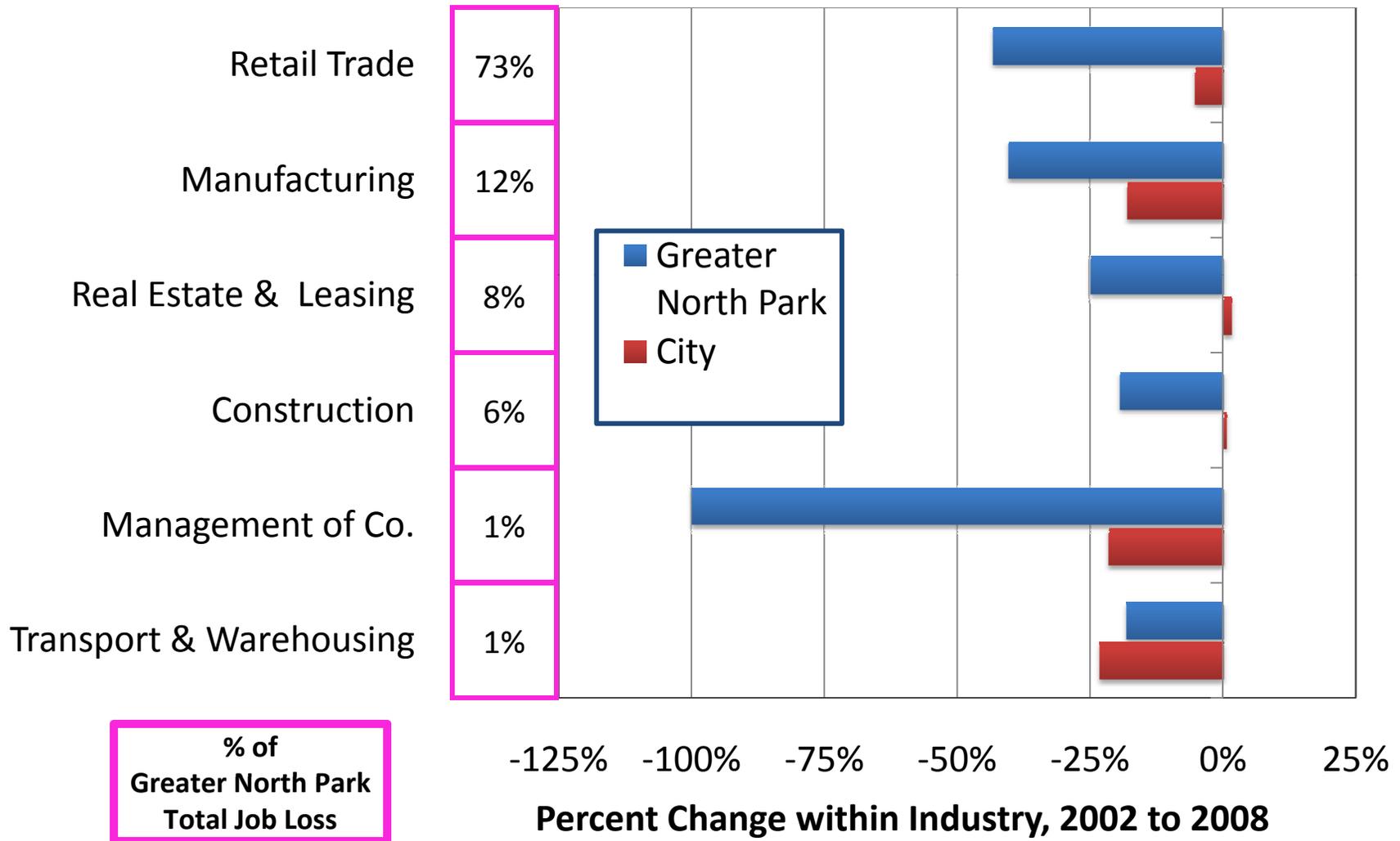
#### Jobs to Housing Ratio

- Greater North Park 0.25
- City 1.46

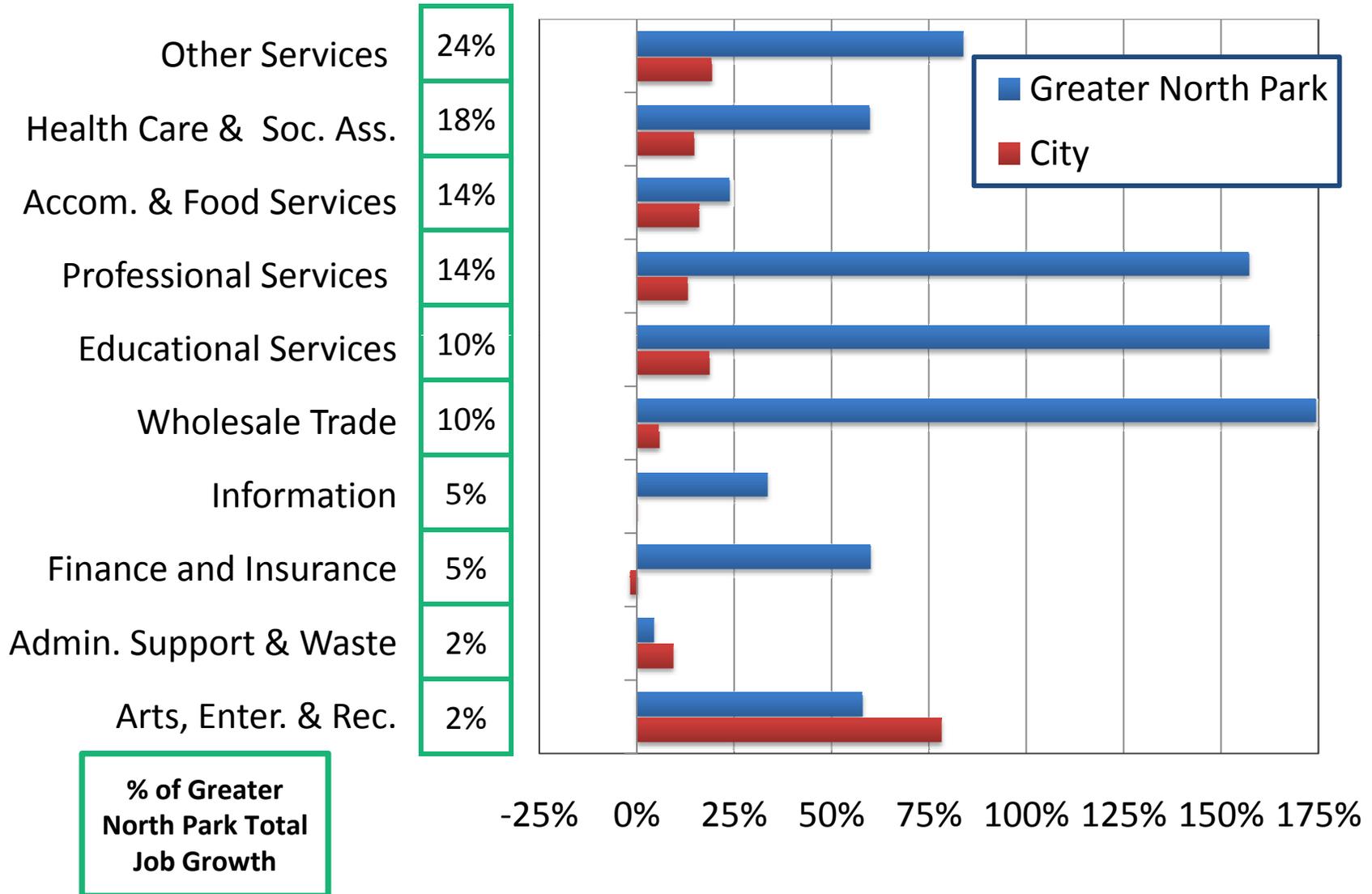
### Jobs to Housing Ratio 2008



# Greater North Park Community Plan Area Industry Sectors that Lost Jobs from 2002 to 2008

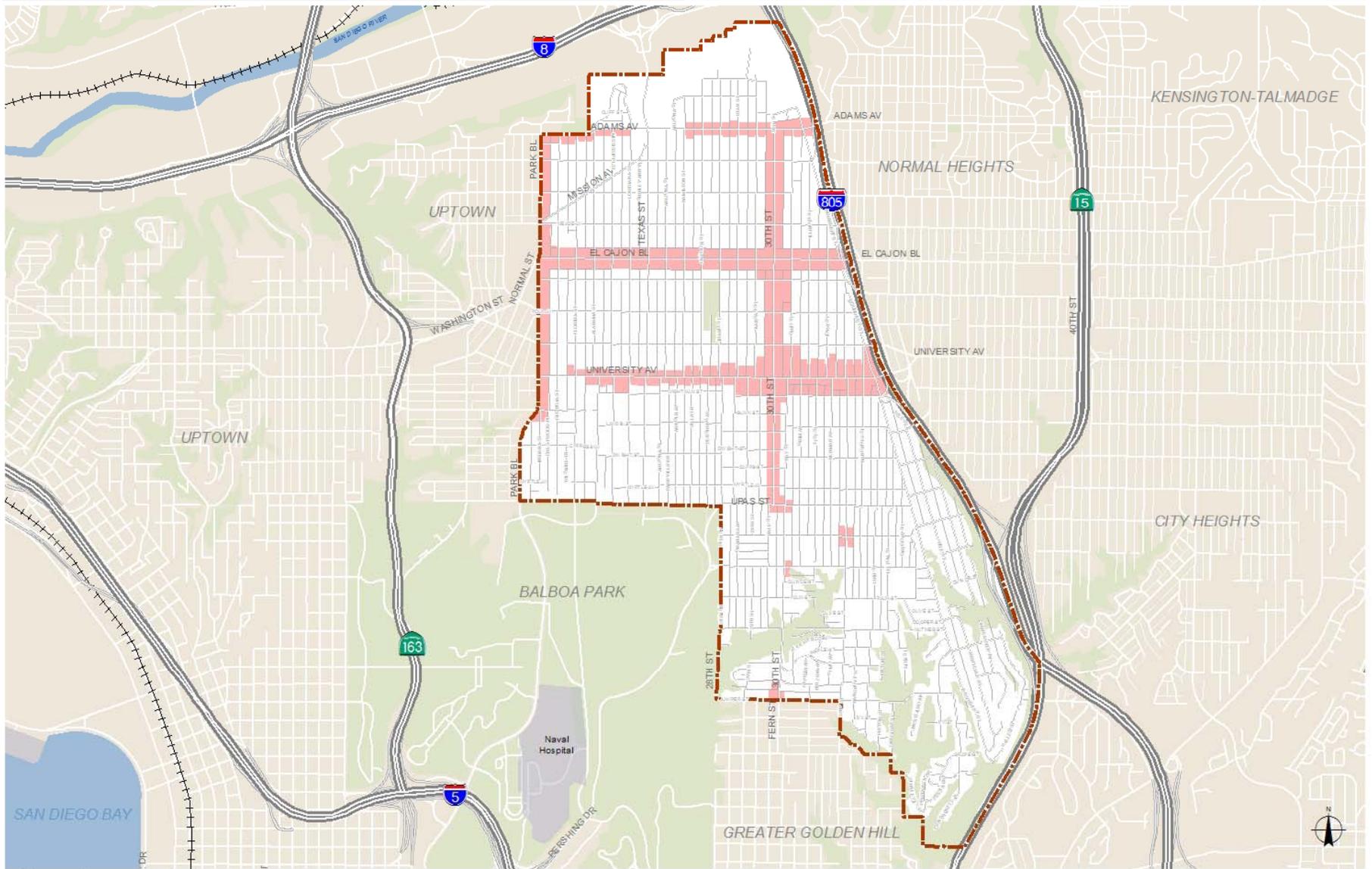


# Greater North Park Community Plan Area Industry Sectors that Gained Jobs from 2002 to 2008



# Greater North Park Community Planning Area Employment Land Areas

April 2010



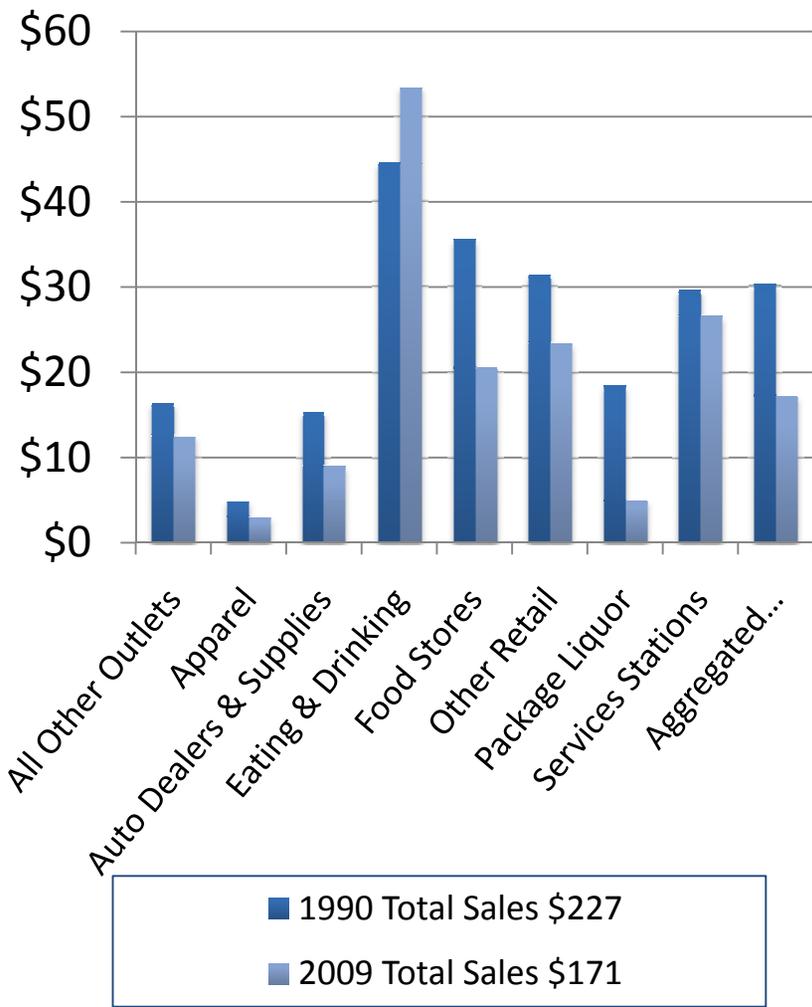
- ◆ Employment Lands
- ▭ Community Plan Boundary

Employment Land Areas depicted on this map are the generalized grouping of adopted land use and zoning designations specifically for commercial or industrial activities.

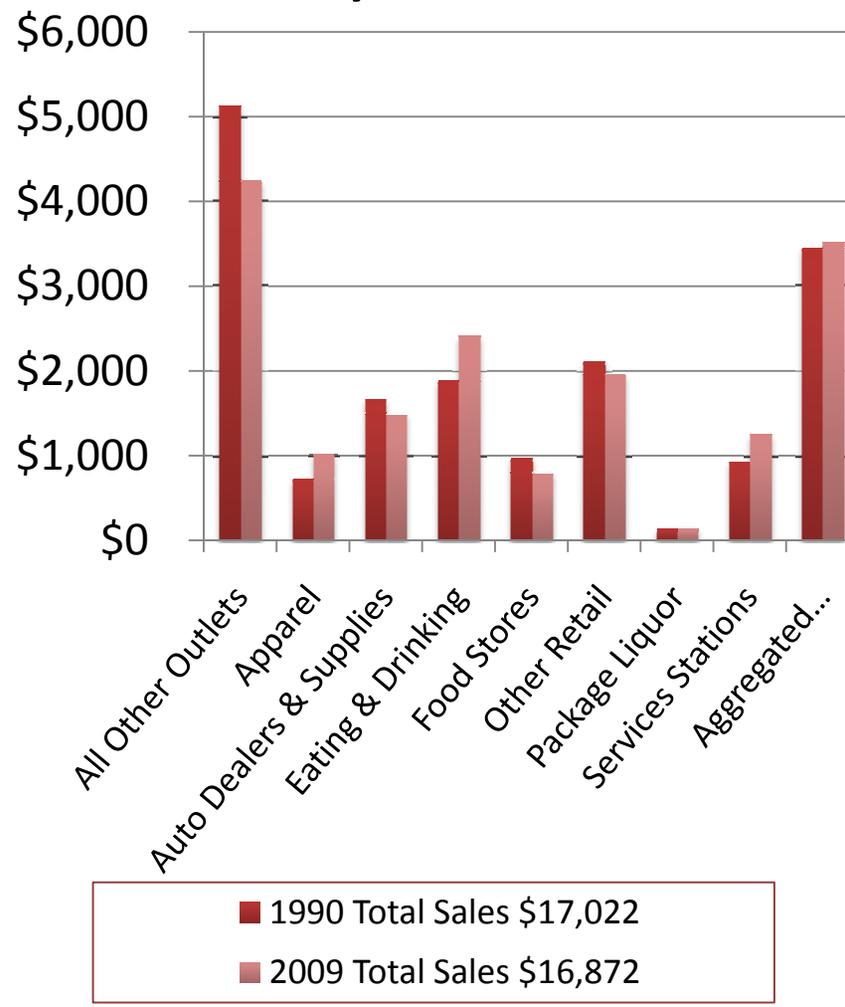


# Estimated Taxable Retail Sales in Constant 2009 Dollars (\$000,000)

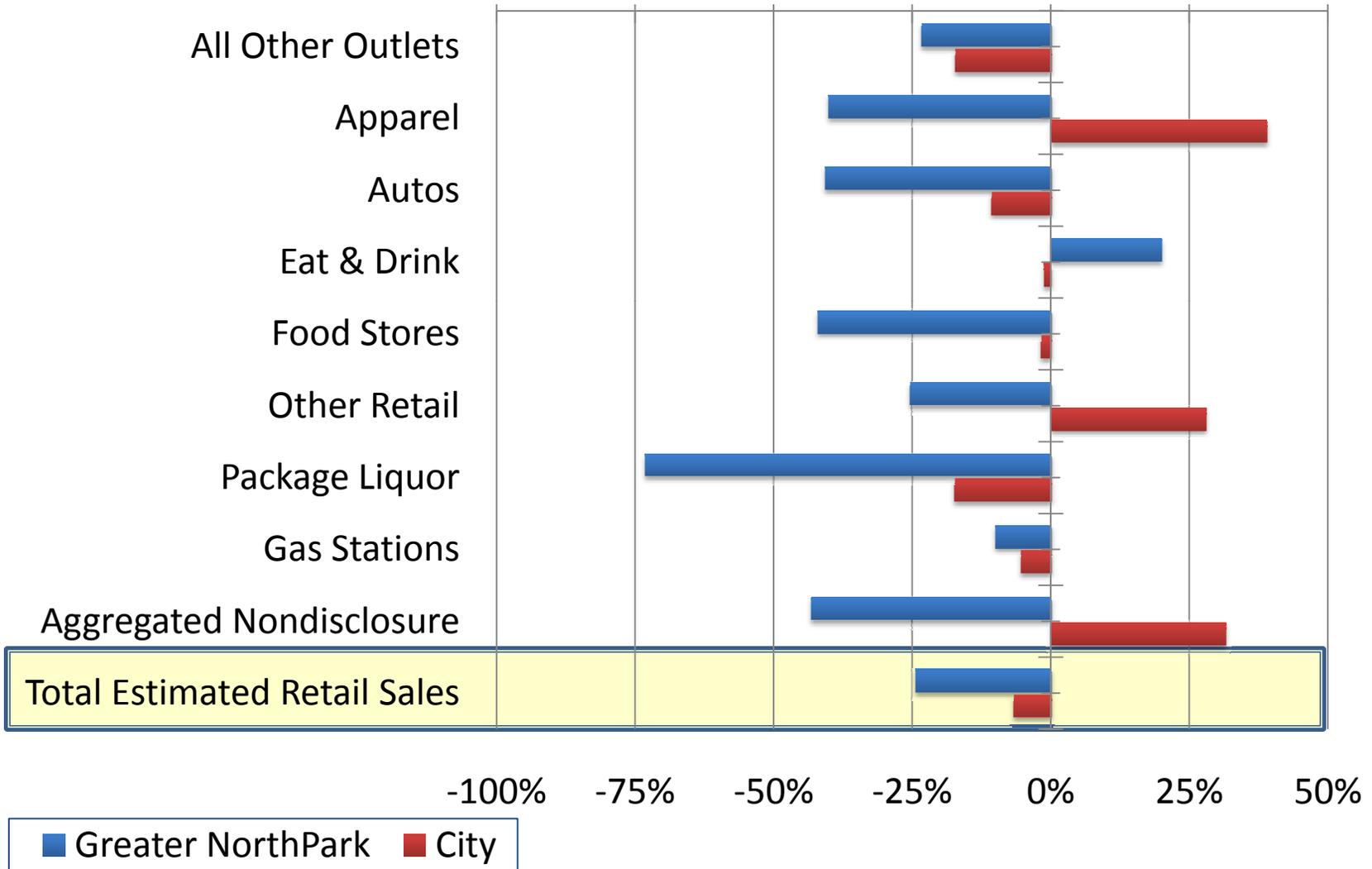
## Greater North Park, 1990 and 2009



## City, 1990 and 2009

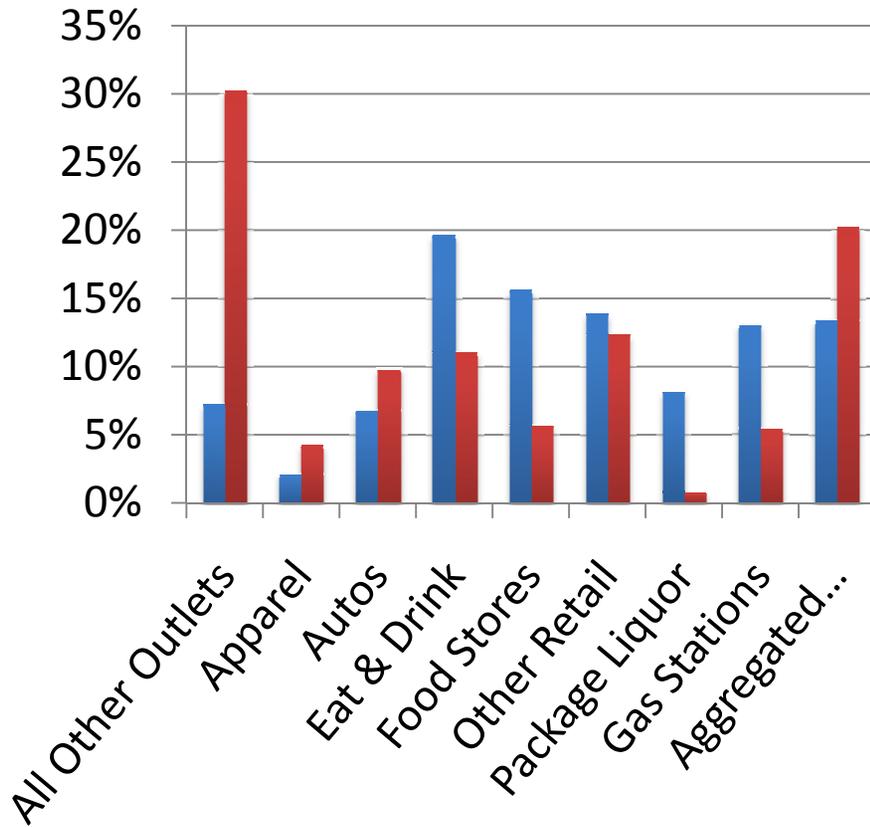


# Percent Change in Estimated Taxable Retail Sales by SBE Type from 1990 to 2009



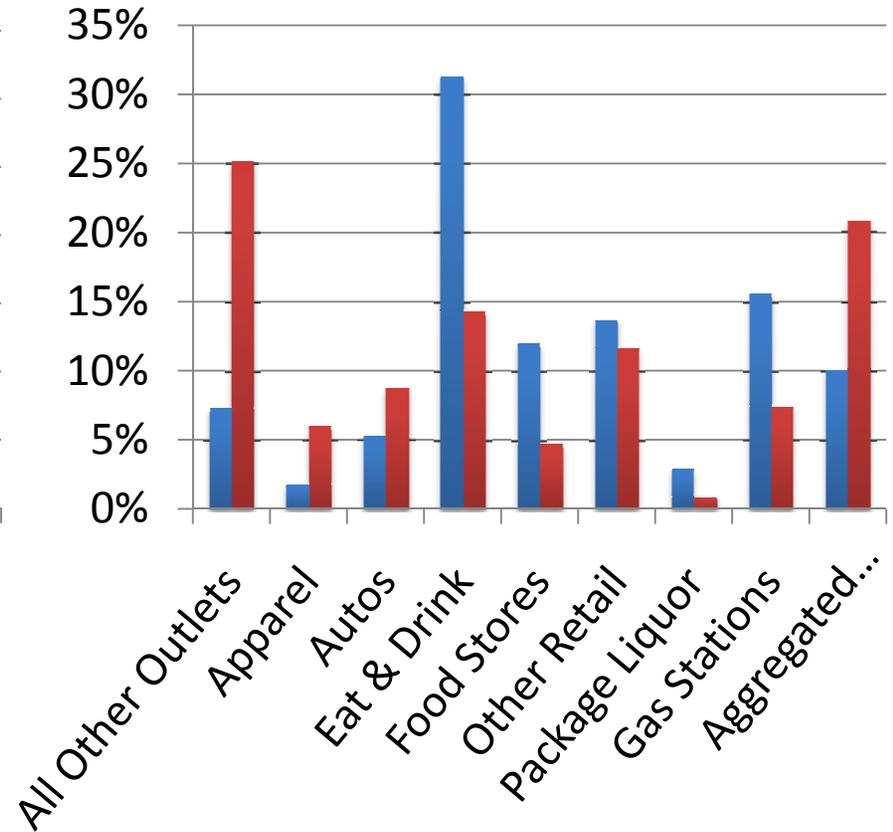
# Percent of Estimated Total Taxable Sales by SBE<sup>1</sup> Retail Type

1990



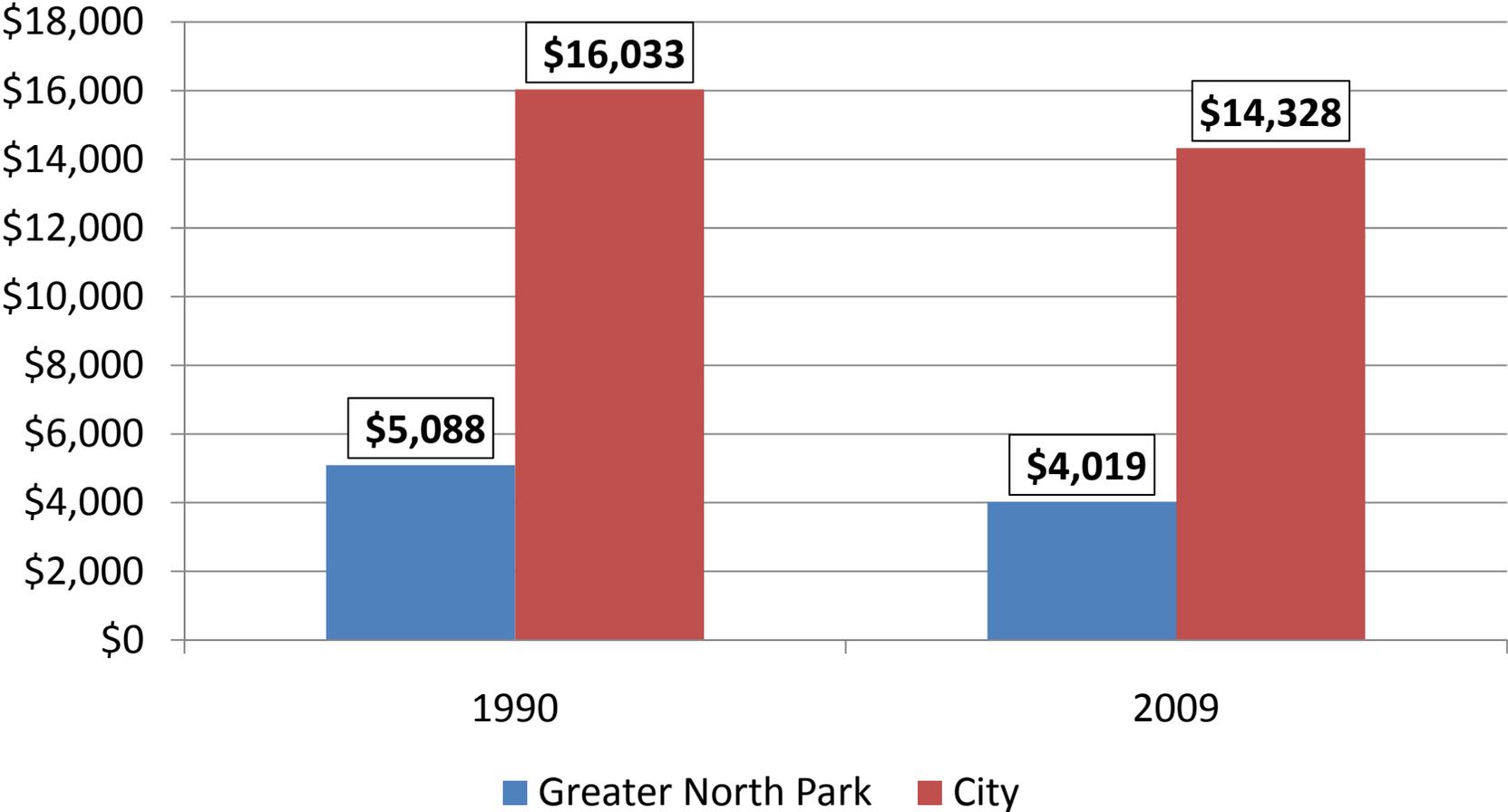
■ Greater North Park ■ City

2009



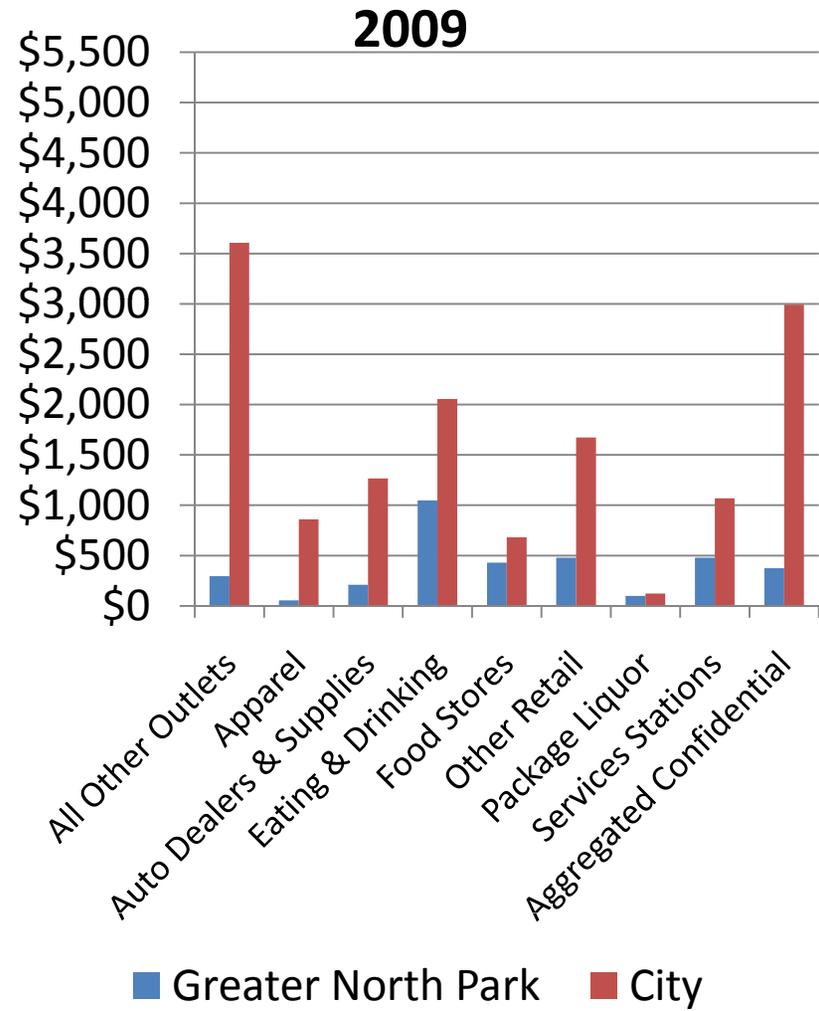
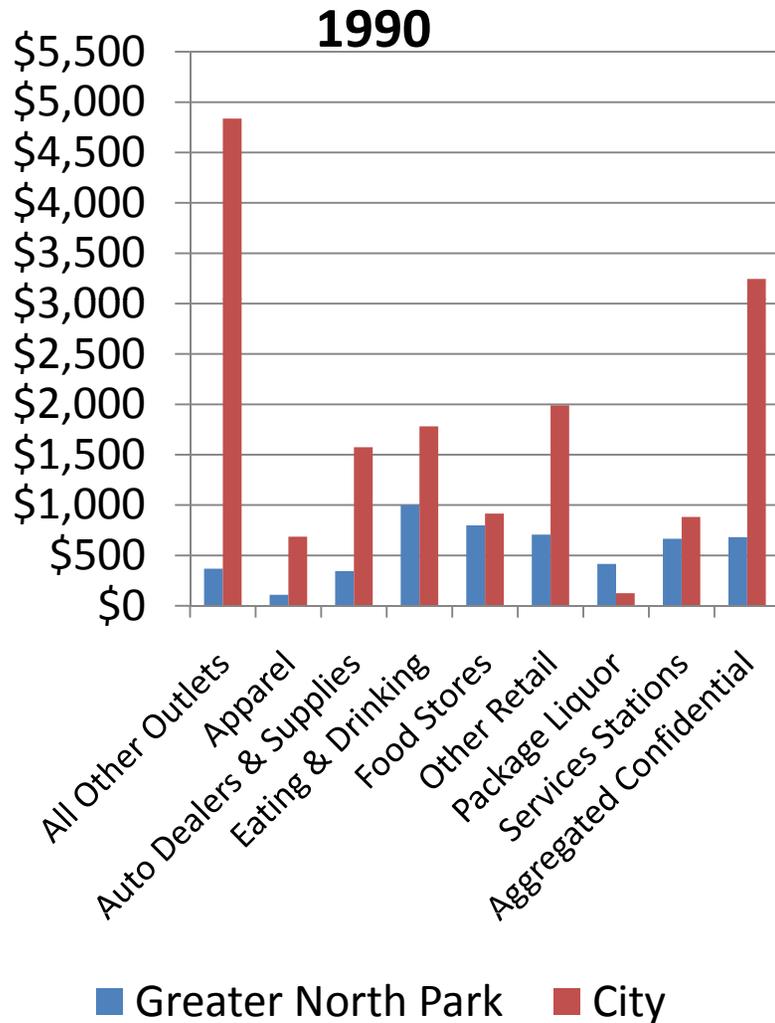
■ Greater North Park ■ City

# Estimated Total Taxable Sales Per Household Population in Constant 2009\$



Sources: MuniServices; City of San Diego

# Estimated Taxable Sales Per Household Population by SBE Retail Type, 1990 and 2009 in Constant 2009\$



# Greater North Park Retail Properties



Freestanding Retail



Mixed Use (Retail/Residential)

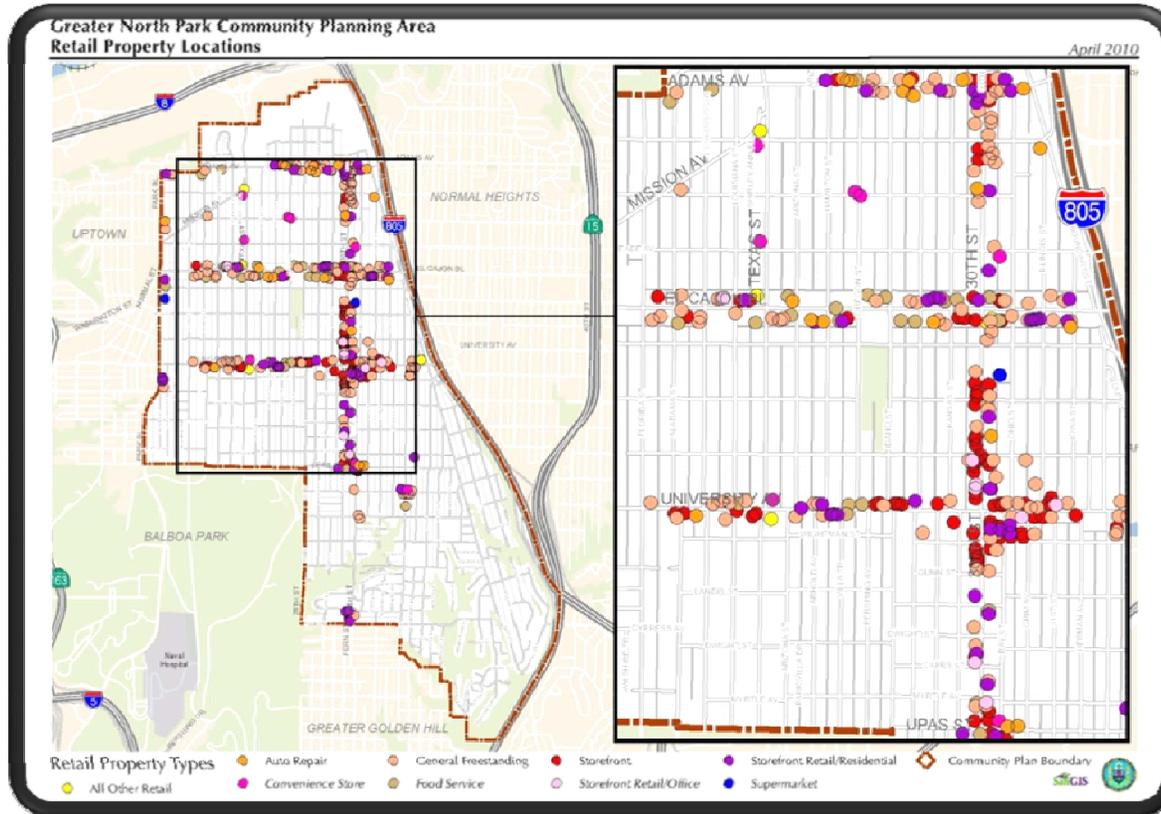


Storefront Retail

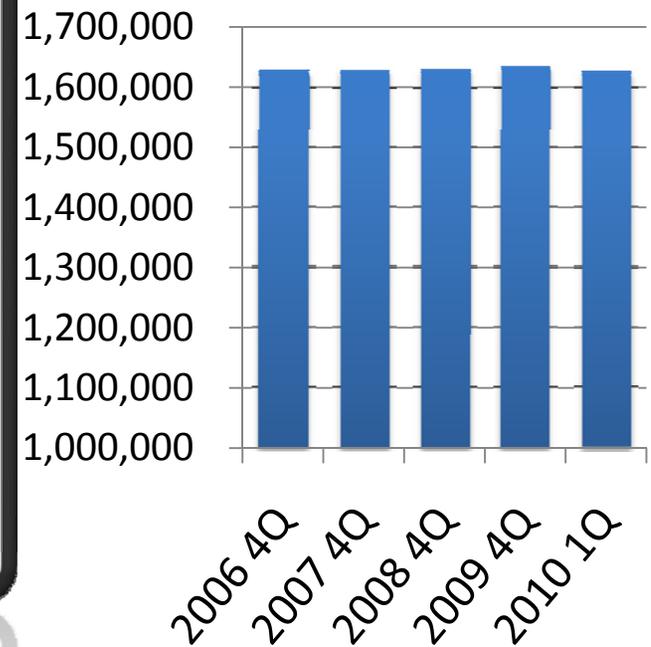


Storefront Retail \ Office

# Greater North Park Retail Properties



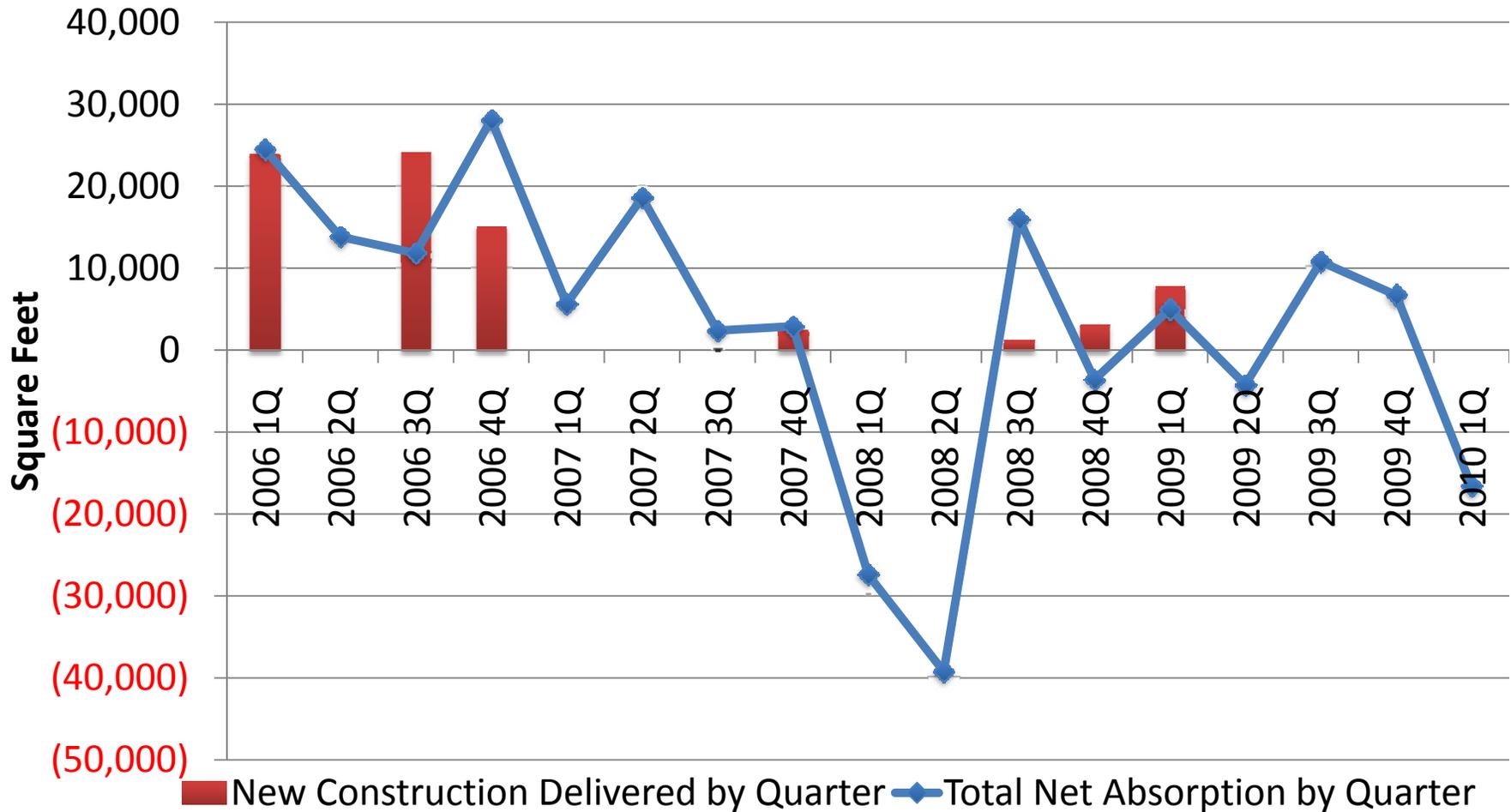
## Total Square Feet of Retail Space



1<sup>st</sup> quarter 2010 CoStar data reported a total of 365 retail buildings and 1,626,324 square feet of retail space tracked in the Greater North Park community plan area.

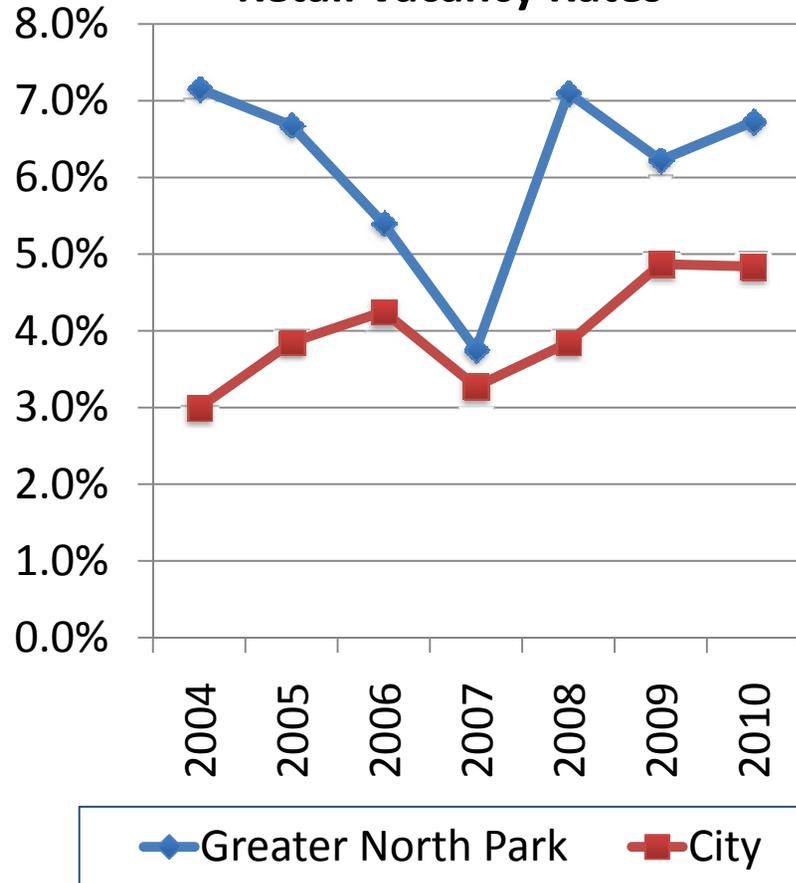
# Retail Property

## Greater North Park

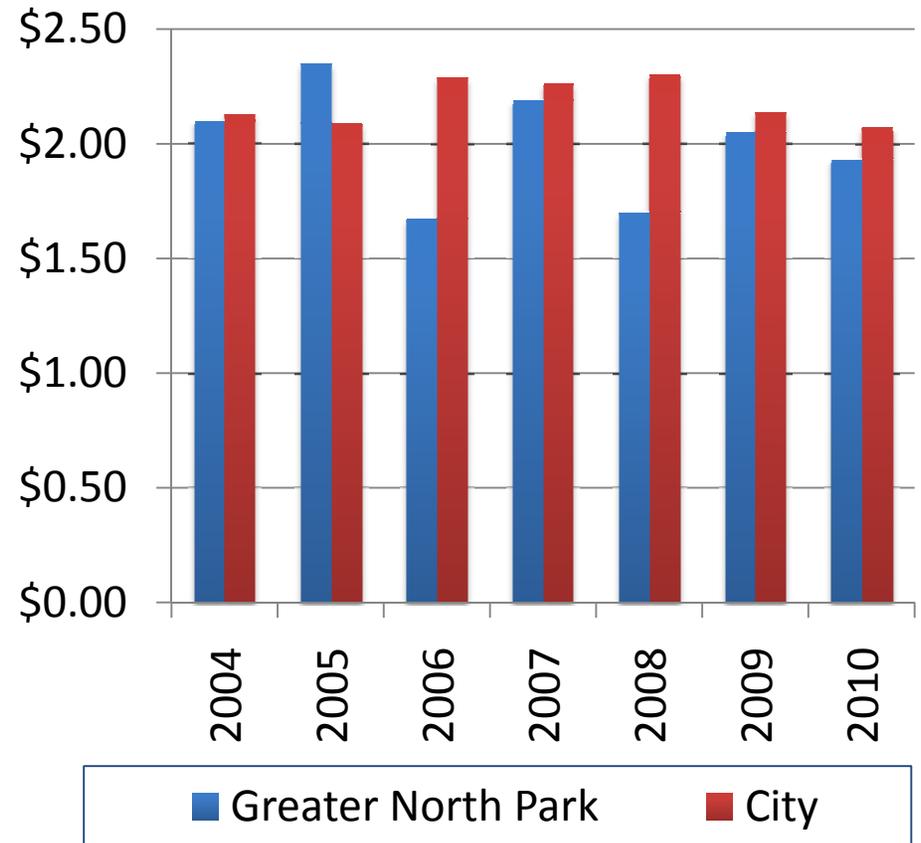


# Retail Property

## Retail Vacancy Rates



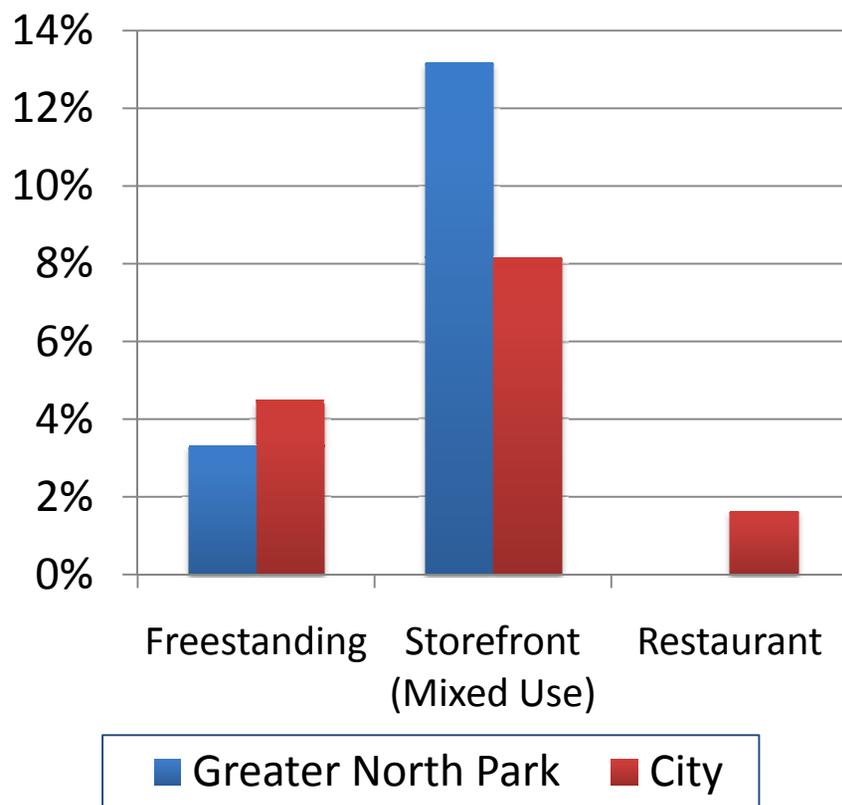
## Retail Lease Rates Per Square Foot (nnn)



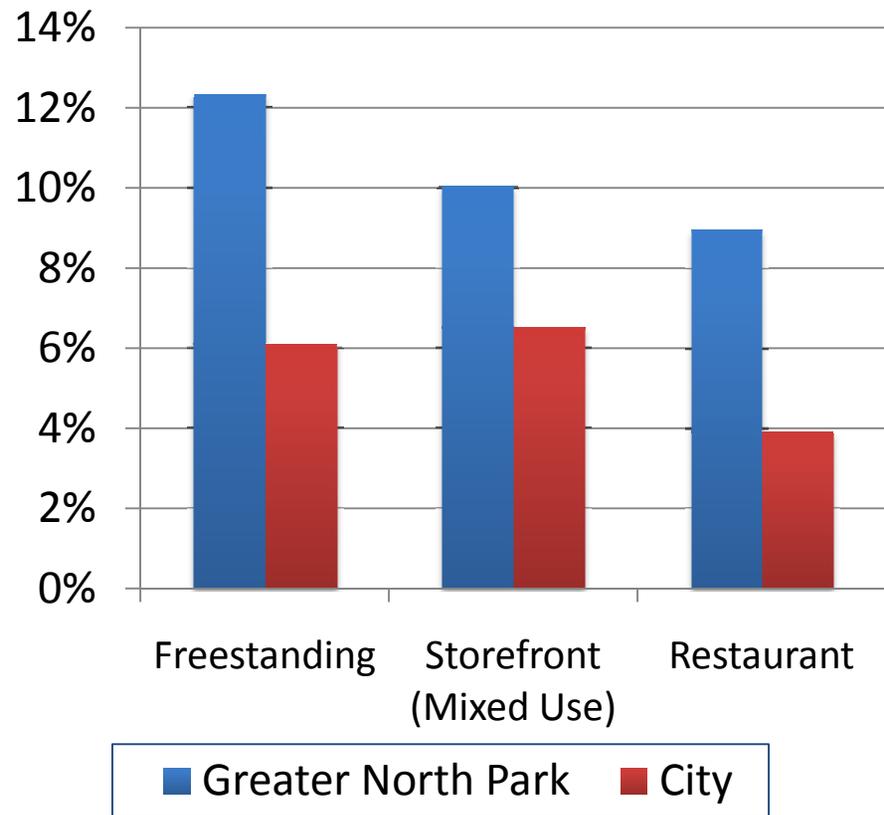
Source: CoStar

# Retail Property

Vacancy Rates for specific Retail Property Types, 2006

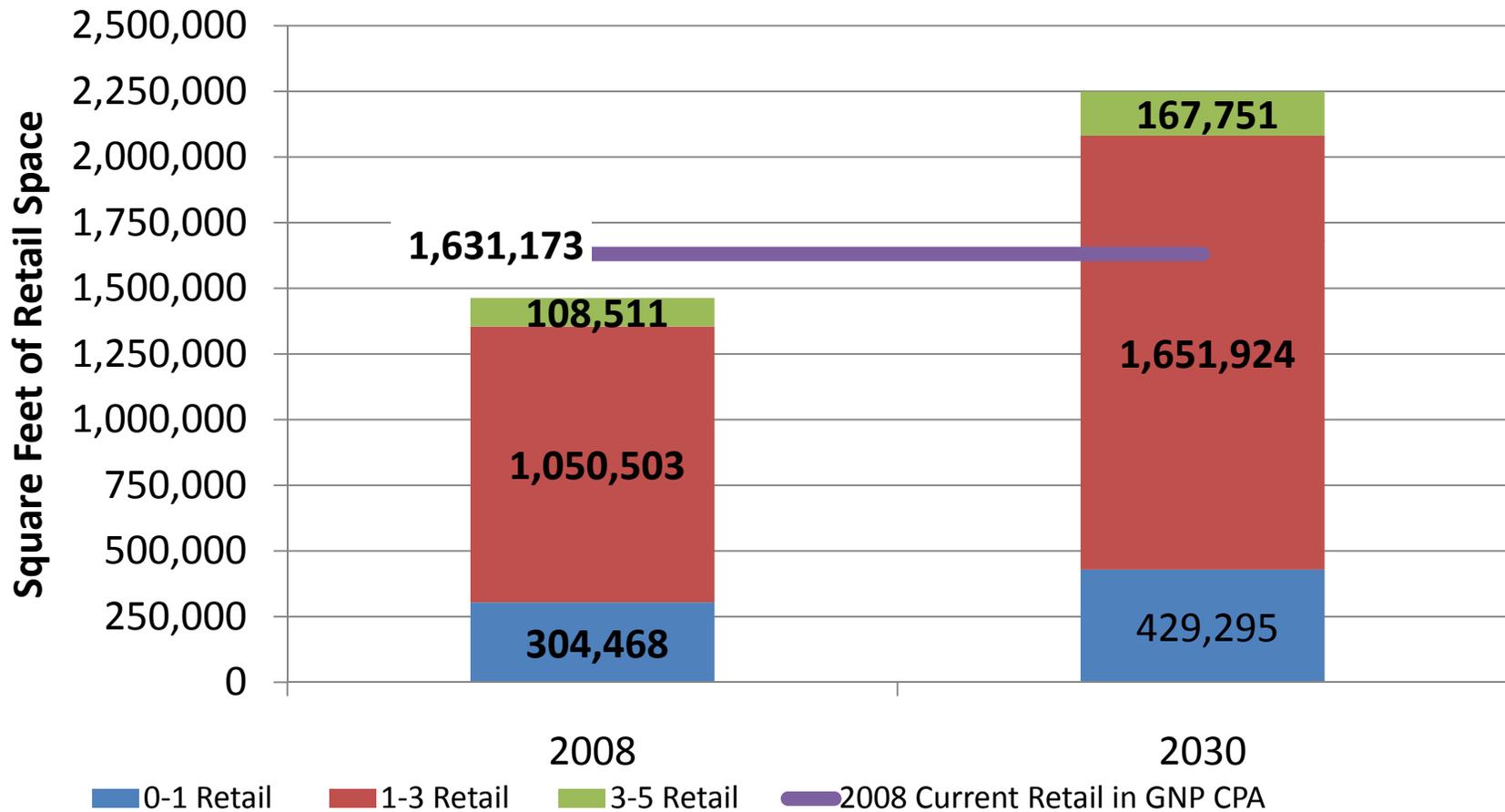


Vacancy Rates for specific Retail Property Types, 2009



Source: CoStar

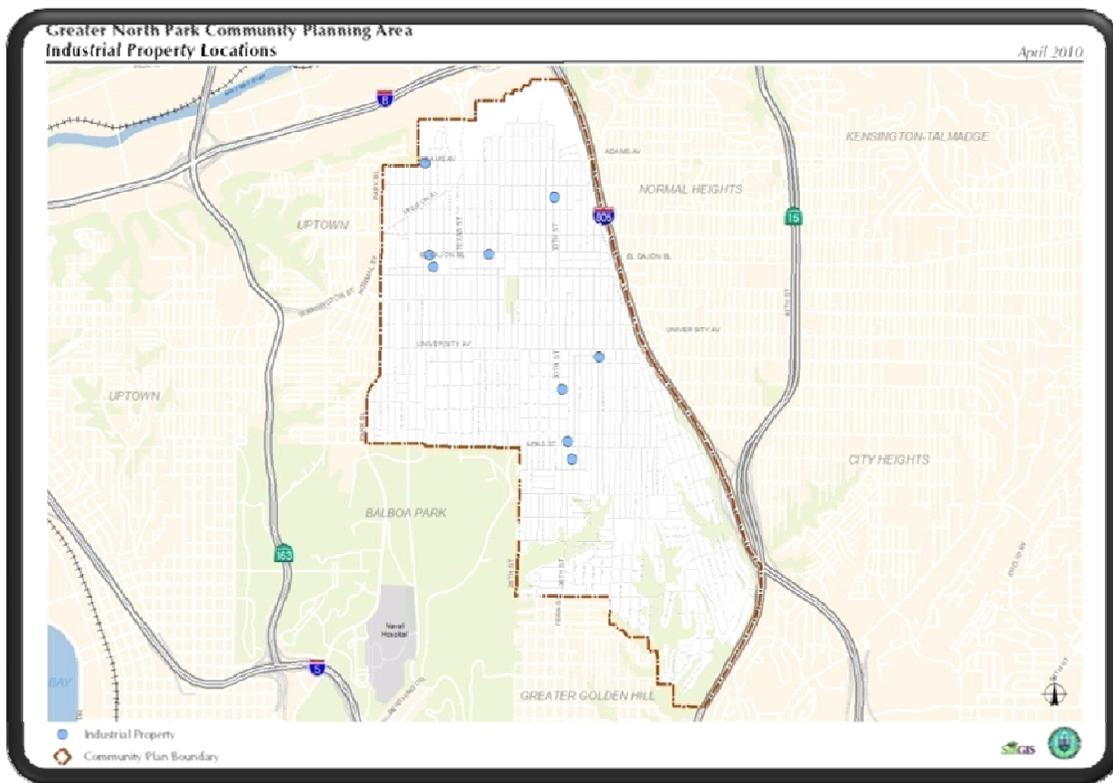
# Estimated Retail Market Demand<sup>1</sup> Using Population, Household Income and Other Market Assumptions



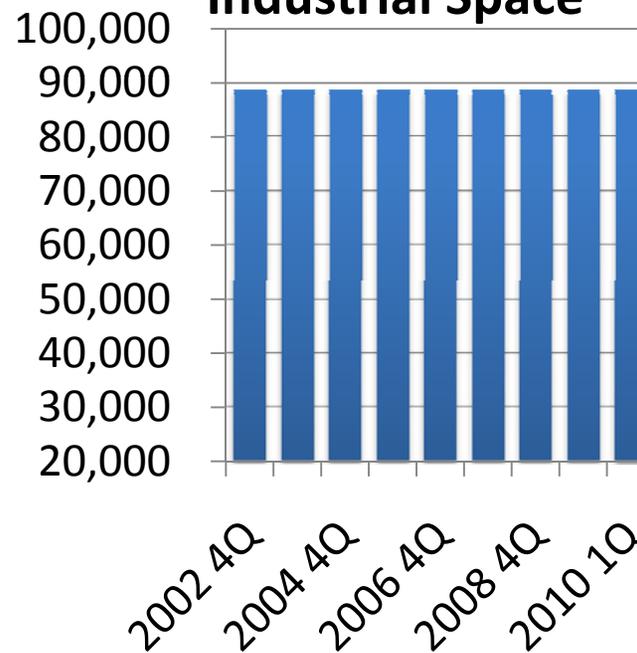
Note:

<sup>1</sup>Geographic center point for radii data used for analysis in Greater North Park is 2963 Gunn Street. Data provided by SANDAG.

# Industrial Properties Greater North Park Location and Total Space



## Total Square Feet of Industrial Space



1<sup>st</sup> quarter 2010 CoStar data includes a total of 10 industrial buildings and 88,789 square feet of industrial space tracked in the Greater North Park community plan area.

# Industrial Properties Greater North Park



Industrial - Warehouse



Industrial – Self Storage



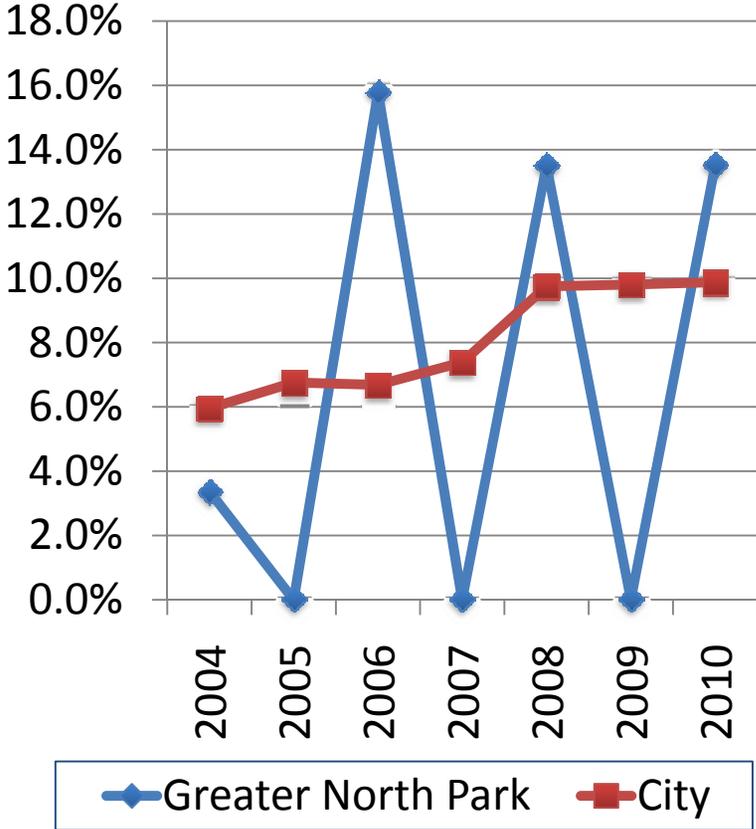
Industrial- General



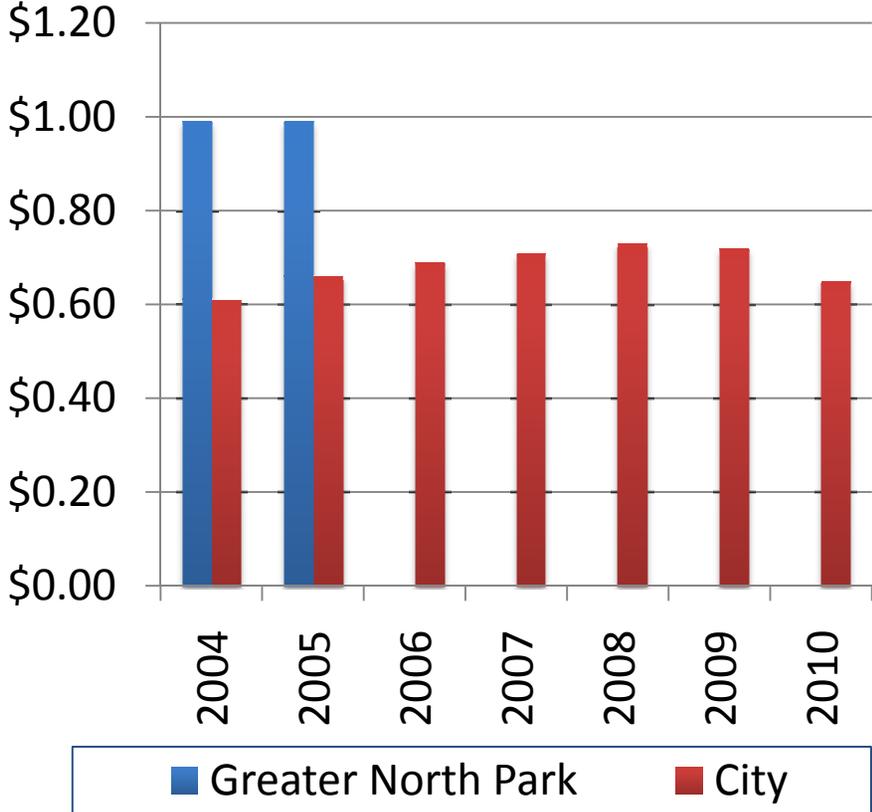
Industrial - Service

# Industrial Property

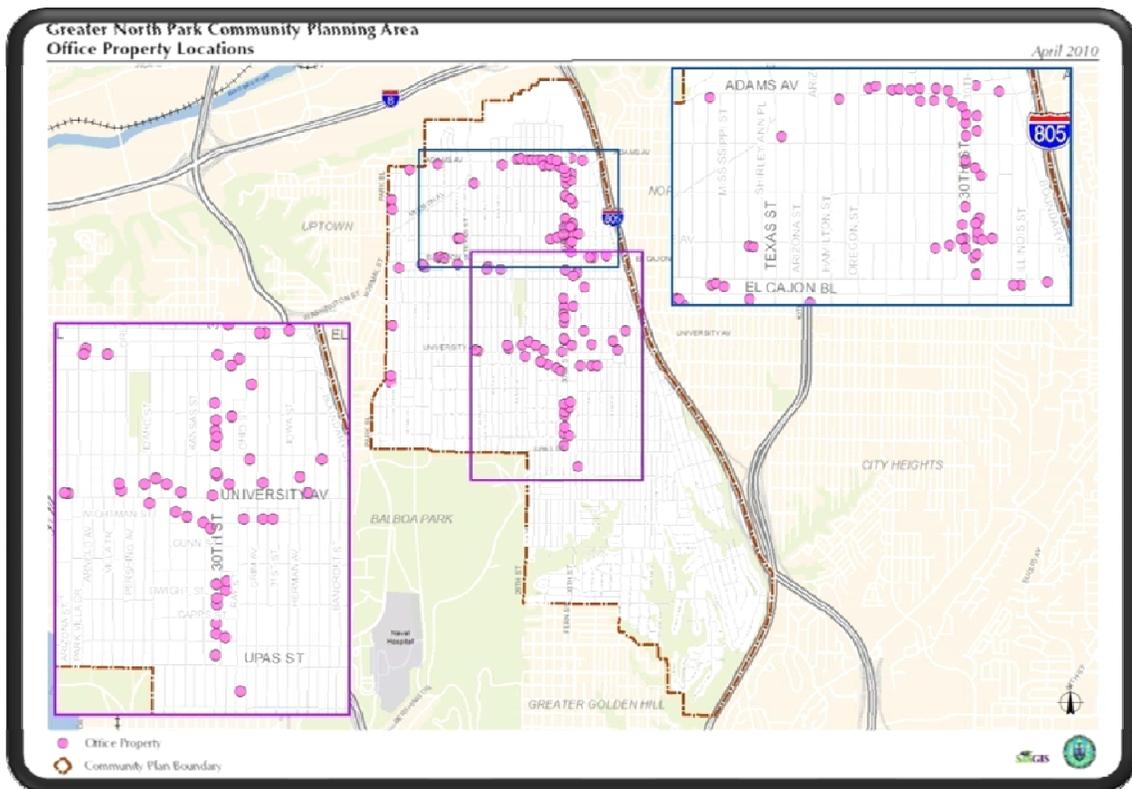
### Vacancy Rates



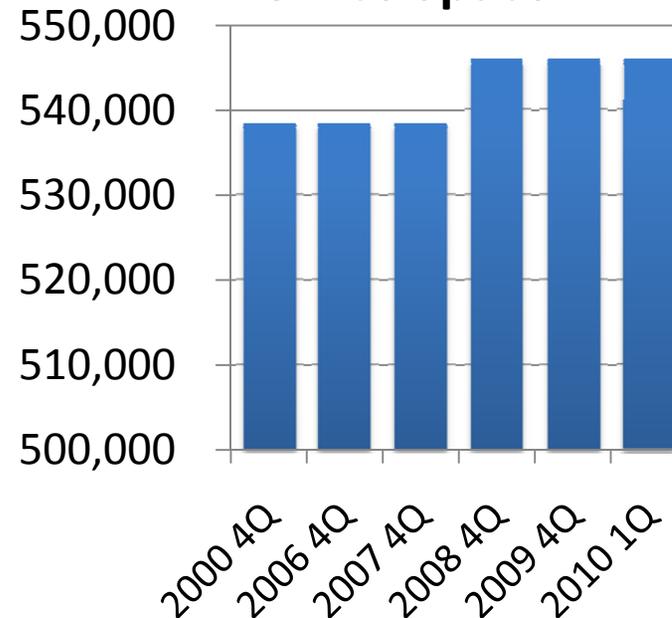
### Industrial Lease Rates Per Square Foot (nnn)



# Office Properties Greater North Park Location and Total Space



## Total Square Feet of Office Space



1<sup>st</sup> quarter 2010 CoStar data includes a total of 109 office buildings and 545,970 square feet of office space tracked in the Greater North Park community plan area.

# Office Properties Greater North Park



Medical Office



Office – no secondary property type



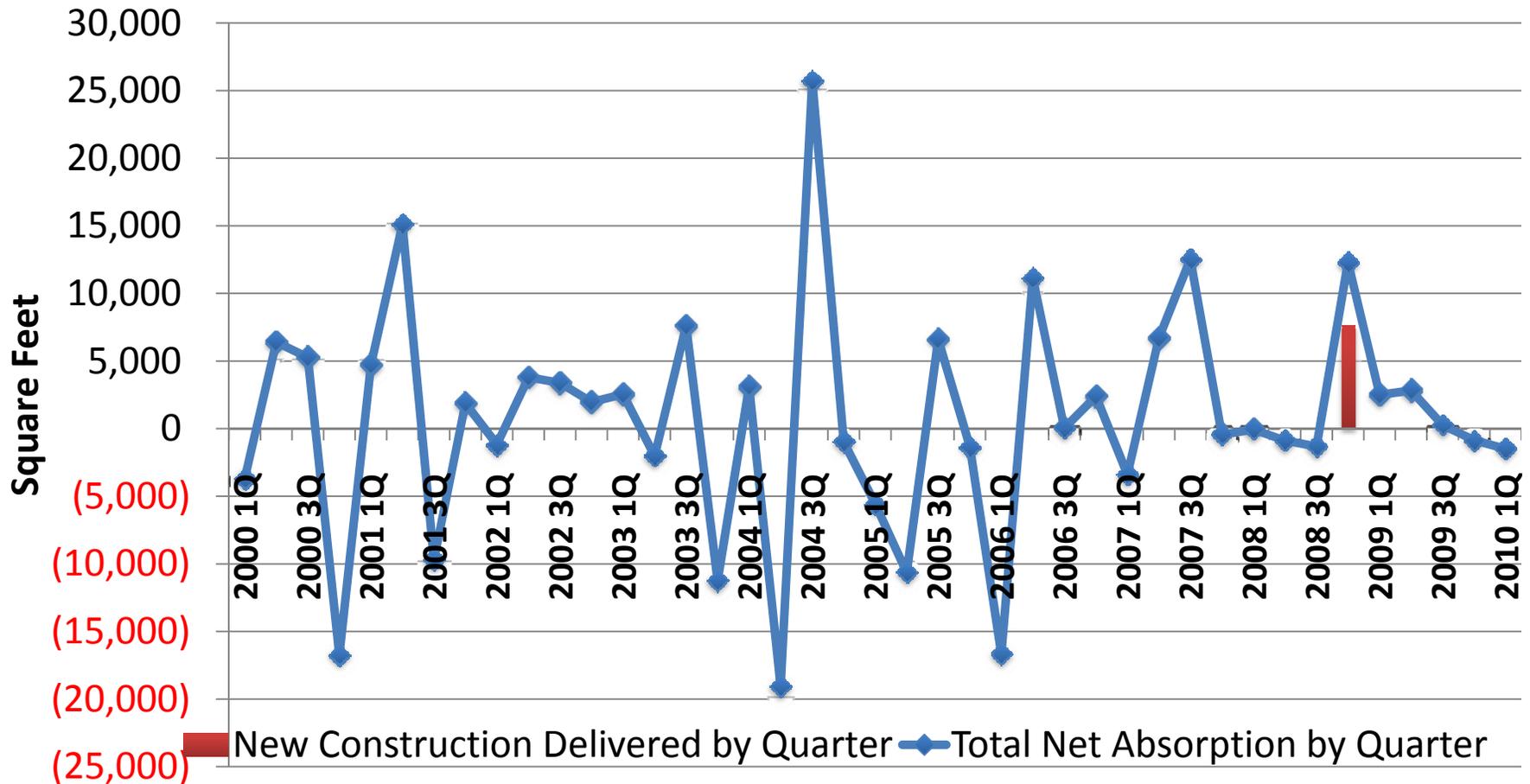
Office – no secondary property type



Office – high rise

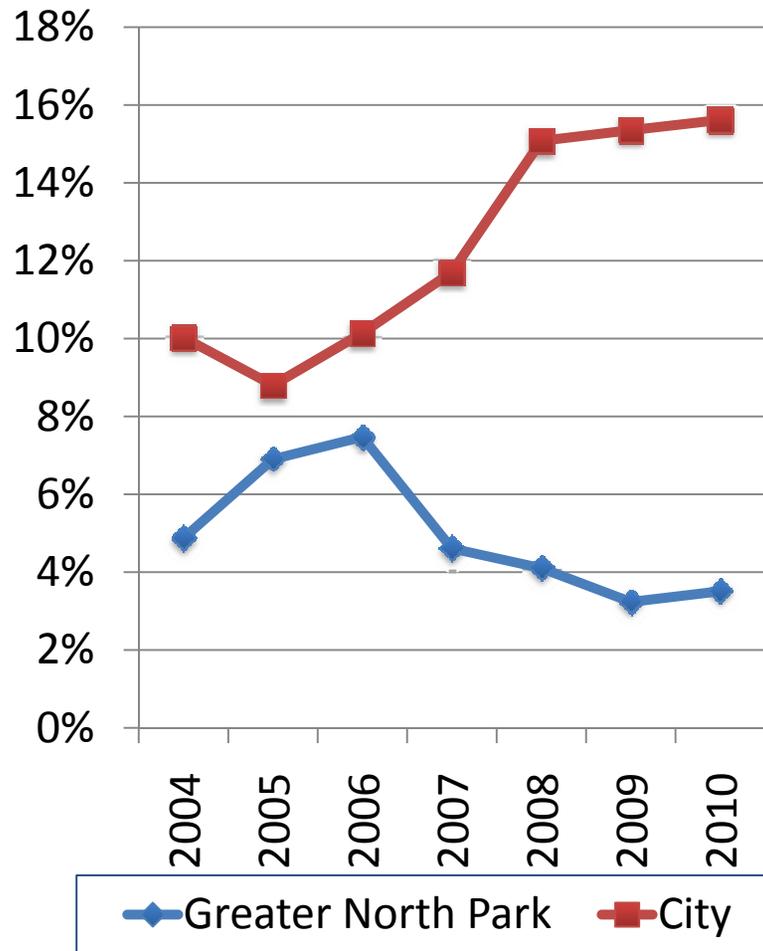
# Office Property Greater North Park

## Construction Delivered and Net Total Absorption

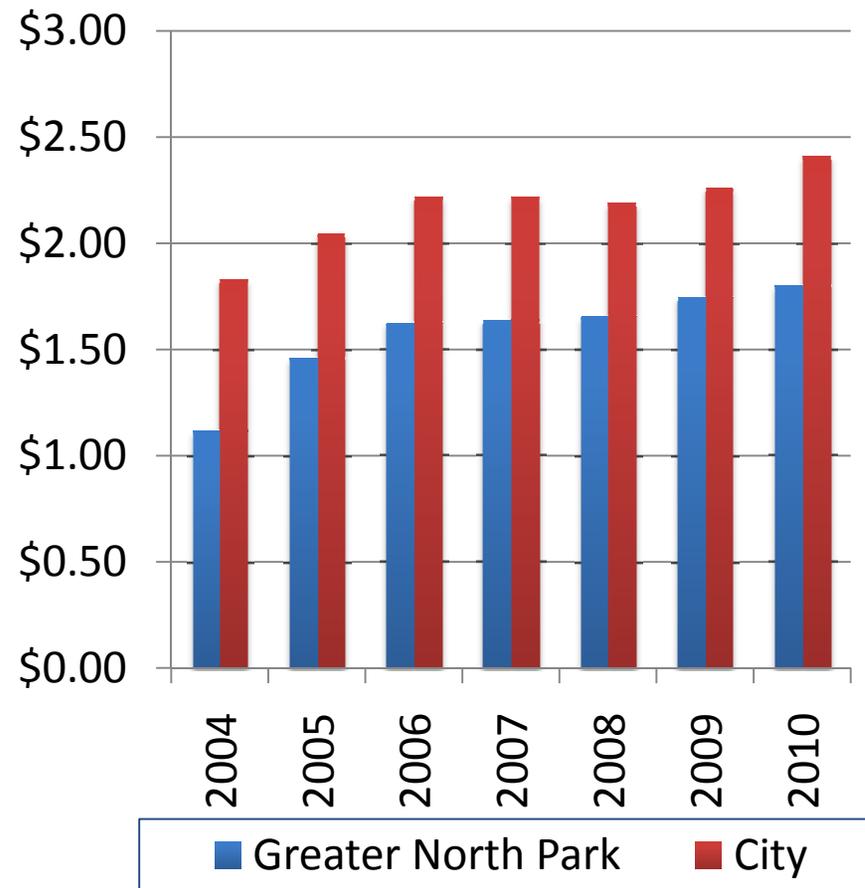


# Office Property

## Office Vacancy Rates



## Office Lease Rates Per Square Foot (nnn)



Presenter: William Anderson, FAICP, Director  
City Planning and Community Investment

For Questions Contact: Toni Dillon, Economic Research Coordinator  
City Planning and Community Investment  
Email: [tdillon@sandiego.gov](mailto:tdillon@sandiego.gov)  
Phone: 619.533.6339