



Economic Prosperity

- 5.1 COMMERCIAL DISTRICTS
- 5.2 COMMERCIAL AREA REVITALIZATION

Introduction

Economic development within the Golden Hill community is an important activity to provide goods, services and jobs geared toward local needs while contributing to the City's overall economy. Economic development activities can maintain the vibrancy of the community's commercial districts and promote revitalization where it is needed. Economic development activities should be coordinated and sustained over time to be most effective.

Golden Hill is predominantly a residential community with commercial districts situated to provide services that support the community as well as individual neighborhoods (refer to Land Use Element Figure 2-2, Commercial Districts). There are also a several traditional corner stores in other locations.

More recently, business draws from a broader area due to the popularity of local establishments and the appeal of traditional walkable commercial districts.

The community's estimated workforce includes approximately 2,300 total jobs in 2012. Of these:

- 960 are within government;
- 720 are within private sector businesses; and
- 620 are held by self-employed persons¹.

From 1990 to 2012, the community experienced a sales increase in the food services and beverage services retail categories. During this same time period, sales in other retail categories declined². This decline indicates that Golden Hill residents are shopping outside the community. Future growth can be expected within the hospitality and leisure sector, composed of lodging, entertainment, food services, and beverage services. Continued growth in the food and beverage categories are expected to contribute most of this sector's growth.

The community's commercial districts are centrally located with convenient pedestrian, bicycle and transit access. They are intended to provide opportunities for businesses that serve community needs for goods and services in a clean and attractive pedestrian-oriented setting. They are also intended to provide opportunities for artistic expression and entertainment as well as small-scale spaces for public gathering. Pedestrian access and comfort should be enhanced by planting street trees where needed and maintaining a clear path for pedestrian travel within sidewalks.

The community's traditional storefronts are also uniquely suited to small and sole-proprietor businesses. Various design elements typical of these commercial spaces, such as generous window area, high ceiling heights and longer storefront depth, contribute to successful retailing and small business development. Existing storefront commercial space has been successfully renovated to accommodate new businesses in various locations throughout the community. It is important to maintain viable existing storefront commercial spaces and for new developments to provide similar design elements.

ECONOMIC PROSPERITY ELEMENT GOALS

- New development that increases the number of small businesses and provides job opportunities within the community.
- Vibrant neighborhood commercial districts where the residents purchase a significant share of their basic needs and services within the community.
- Increased aggregate buying power within the community.

¹ San Diego Association of Governments (SANDAG) employment projections – Series 12 Forecast.

² MuniServices, LLC, the City of San Diego's sales tax consultant's data research.

COMMUNITY BUSINESS DATA

- Nearly 240,000 square feet of existing retail space
- Retail lease rates 28% higher than the city-wide average
- A low 0.4% retail vacancy rate compared to 4.3% city-wide
- Higher lease rates and low vacancy rates indicate support for additional retail space
- Nearly 139,000 square feet of existing office.
- Office lease rates 60% lower than the citywide average
- Nearly 103,000 square feet of existing light industrial space.
- A 0% vacancy rate in industrial/ flex space compared to a 10.5% vacancy rate citywide.
- The light industrial businesses are engaged in warehousing, manufacturing and providing services.

Source: The CoStar Group (2012)



The community's traditional storefronts are uniquely suited to small and sole-proprietor businesses.



The community has several distinct commercial districts. A small business along 25th Street is shown here.



5.1 Commercial Districts

Commercial development within Golden Hill is concentrated along former historic streetcar routes, especially along 30th and Fern Street between Beech and Juniper Streets in South Park. A small cluster of commercial development has occurred along 28th Street at B Street. A small commercial corridor exists along 25th Street at Broadway. Businesses along the 25th Street corridor are also considering organizing for commercial revitalization efforts.

Golden Hill's South Park business district begins at Kalmia Street and extends to Beech Street along 30th and Fern Streets. The portion of the district north or Juniper Street is within the North Park community. Golden Hill also does not have a City-established Business Improvement District. However, the

South Park Business Group successfully works with independently owned small businesses in the area to brand, market and revitalize this neighborhood commercial district.

EP

Golden Hill and South Park businesses provided unique retail experiences in a main street type atmosphere. While providing goods and services that serve the community, they are also expected to attract business from outside the community due to their appeal. With proximity to Downtown and Balboa Park, Golden Hill may also be able to capture more of San Diego's visitors from these nearby tourist destinations if transportation links are enhanced.

POLICIES

- EP-1.1 Support programs that provide funding to enhance the physical attractiveness of the community's Commercial Districts.
- EP-1.2 Organize South Park and North Park businesses on 30th Street as a multi-district dining, arts, and entertainment commercial corridor.

COMMUNITY BUSINESS DATA

- The health services sector is projected to remain the area's largest private sector employer.
- The greatest job gains are assumed to occur in the leisure and hospitality sectors. The leisure and hospitality sector includes hotels, entertainment, food services and beverage services.
- Job gains are assumed also to occur in the professional and business service sector.
- Job losses are projected to occur in all other industry sectors including: government, manufacturing, wholesale trade, retail trade, information services, personal services, finance and real estate, construction, and transportation sectors.
- The greatest job loss is expected in the government sector.
- The employment projections show insignificant growth in the sectors which are associated with office jobs.
- Projections demonstrate jobs associated with industrial sectors will experience losses.

Source: SANDAG-Series 12 Forecast

- EP-1.3 Recapture a greater share of local Golden Hill residents' expenditures with improved basic retail and personal services, as well as through coordinated promotional efforts.
- EP-1.4 Market to the Downtown and Balboa Park visitor trade and improve existing transit service and bicycle connectivity from those destinations, including consideration of a future street car line.

5.2 Commercial Area Revitalization

Revitalization focused within the community's commercial areas can ensure the economic vitality of small businesses, provide local job opportunities and contribute to the economic health of the community. The City has provided services and incentives to assist new and existing businesses for over twenty years (see list below). Small business-based services and assistance programs must be continued to ensure the continued revitalization within the community's Commercial Districts. A revitalization effort is also needed for most of the small-scale corner stores interspersed throughout the community. Commercial areas in a community do not reach a point where all revitalization is complete and no further effort is needed to support small businesses. The City will continue to partner with community groups and business organizations in Golden Hill to serve and assist small businesses and enhance the attractiveness of the community's commercial areas.

Small Business Assistance

Public/private partnerships to facilitate access to small business financial assistance programs and other support resources.

Storefront Improvement Program

Storefront Improvement Program (SIP) assists small business owners in revitalizing building facades through design assistance and financial incentives.

Micro Assessment District

A business improvement district that contains less than 300 members formed to promote and improve the business environment.

Capital improvements

Improvements to public facilities and infrastructure.

Public Art

The inclusion of art or cultural uses in private and public development projects within the community.

Urban Forestry

The planting, care and management of tree populations in the community's urban setting for the purpose of improving the environment.

Historic Districts

A group of buildings, properties, or sites that have been designated as historically or architecturally significant. A historic district can also promote the character of a business district.

Clean & Safe

Provides services such as trash and debris removal, sidewalk sweeping and power washing, graffiti removal, landscape maintenance, and public safety services.

Event Programs

Special events such as restaurant tours, block parties, farmers' markets and holiday festivals are often efforts of an active business improvement district, business association or community development corporation.

POLICIES

- EP-2.1** Utilize economic development tools and programs, such as those listed above to attract and retain small businesses.



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