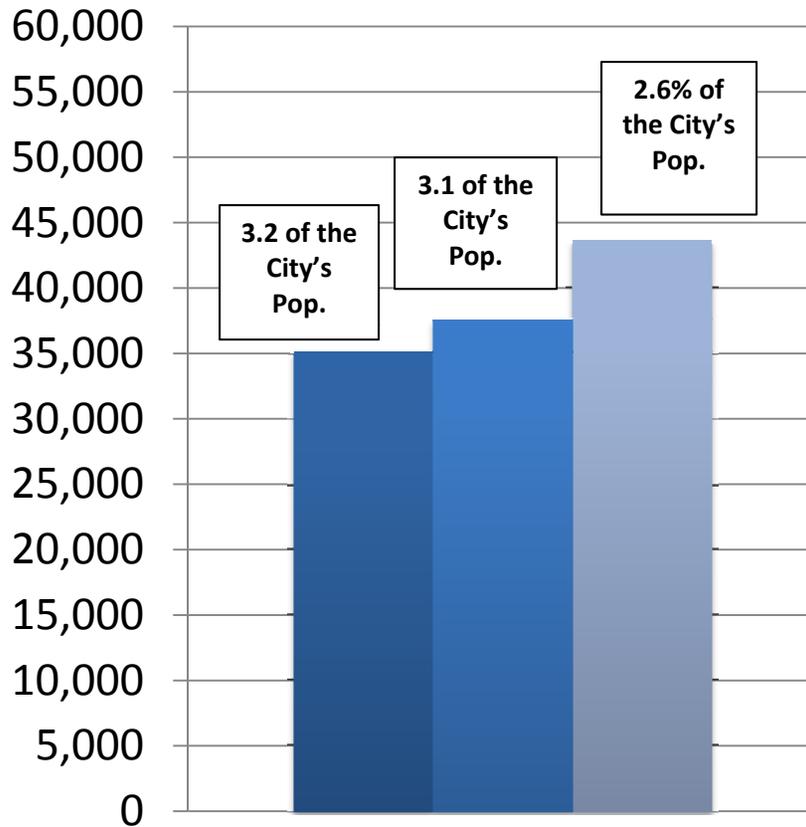


Socioeconomic Presentation to  
Uptown Community Plan Update  
Advisory Committee

Wednesday, January 26<sup>th</sup>, 2011  
Balboa Park Club – Santa Fe Room  
6:00 pm-8:00 pm

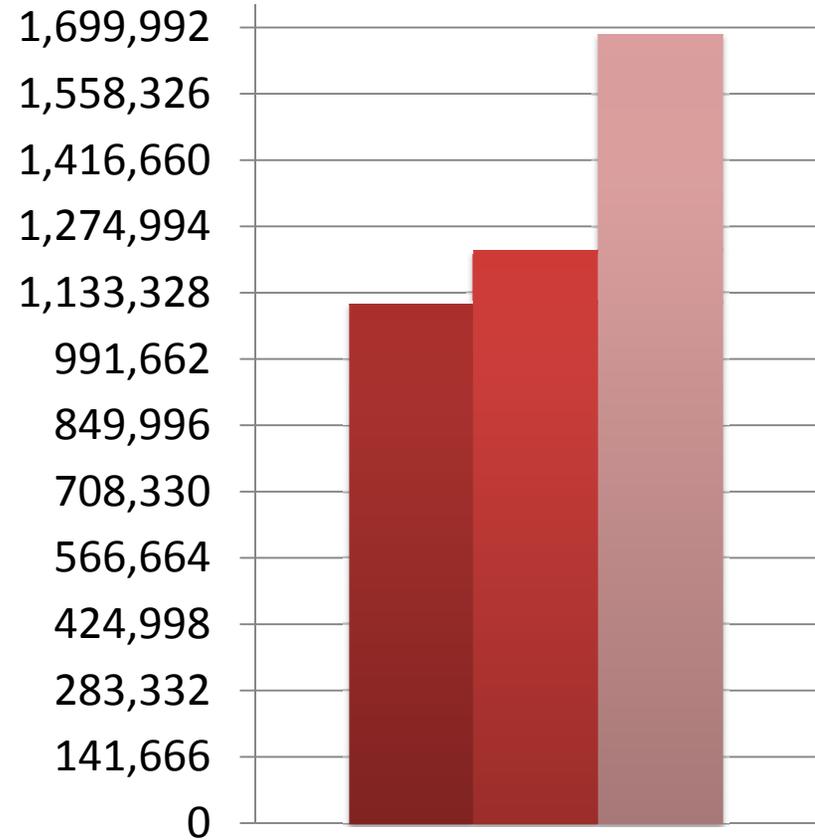
# Estimated Total Population

## Uptown



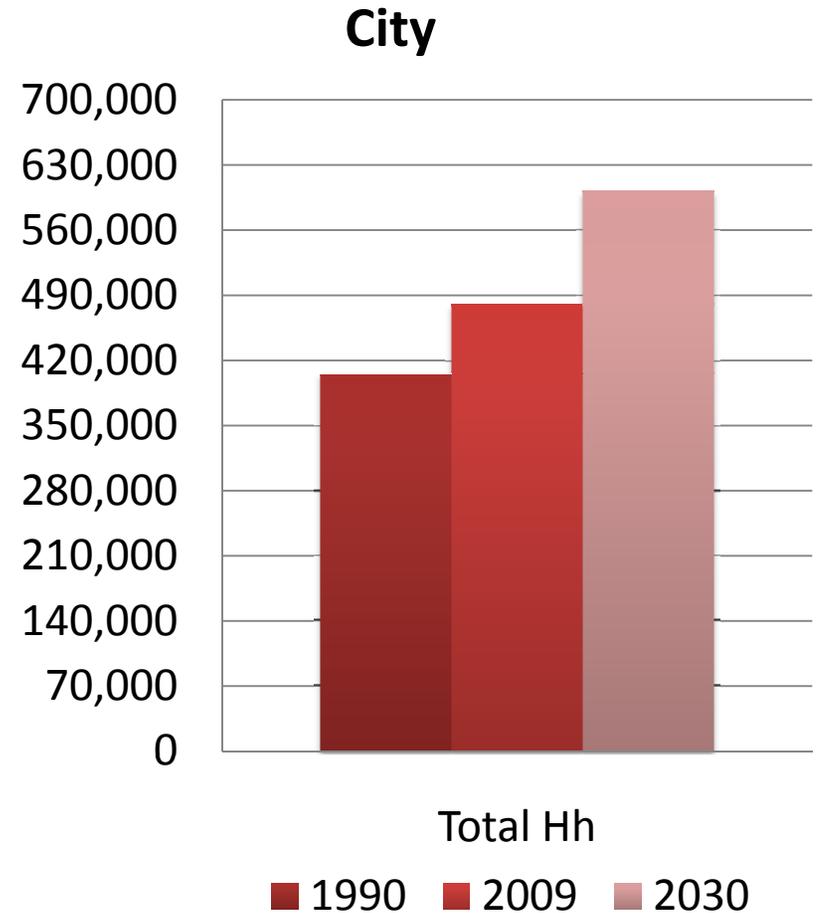
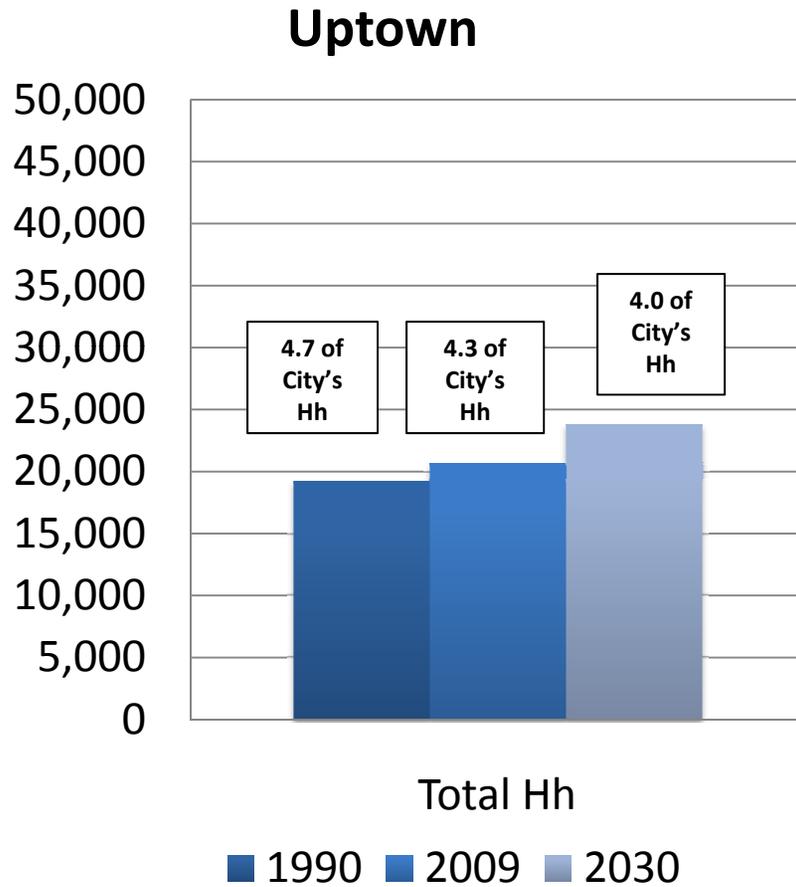
- Total Pop. 1990
- Total Pop. 2009
- Total Pop. 2030

## City



- Total Pop. 1990
- Total Pop. 2009
- Total Pop. 2030

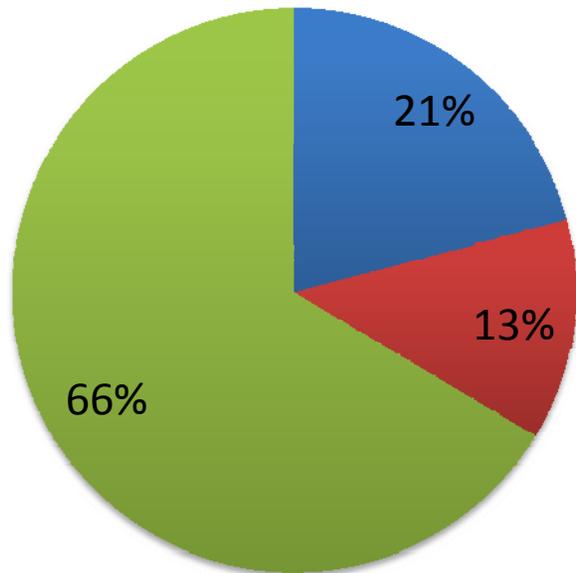
# Estimated Number of Households (Hh)



Total Persons per Household			
Area	1990	2009	2030
Uptown	1.77	1.75	1.74
City	2.61	2.74	2.70

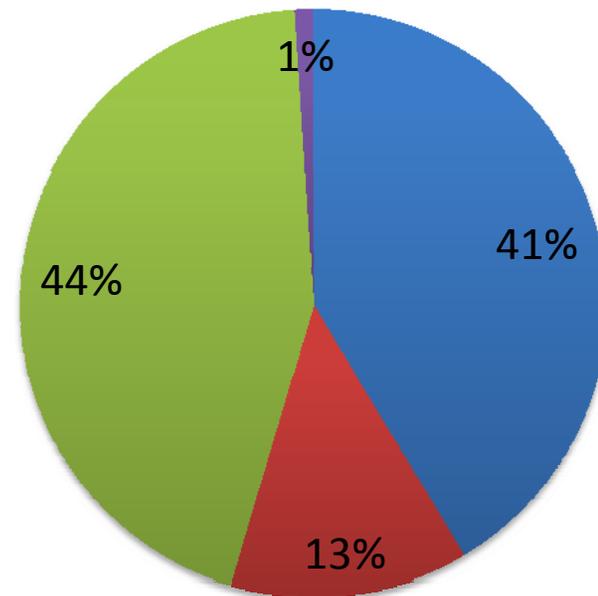
# 2009 Estimated Housing Units by Structure Type

## Uptown



- Single Family Detached
- Single Family Multiple Units
- Multifamily

## City

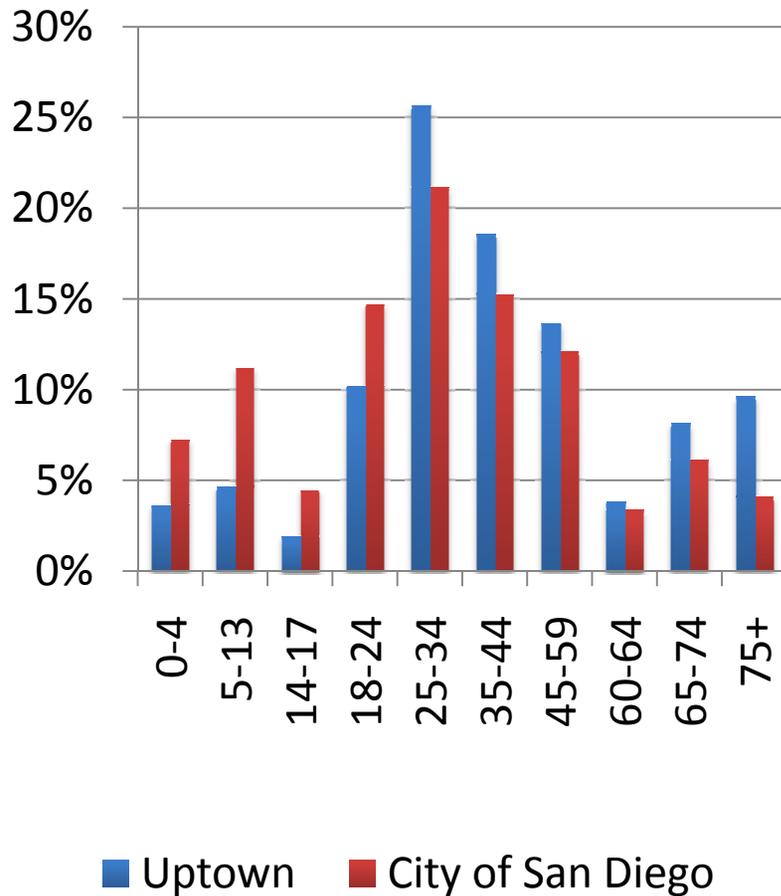


- Single Family Detached
- Single Family Multiple Units
- Multifamily
- Mobile Homes

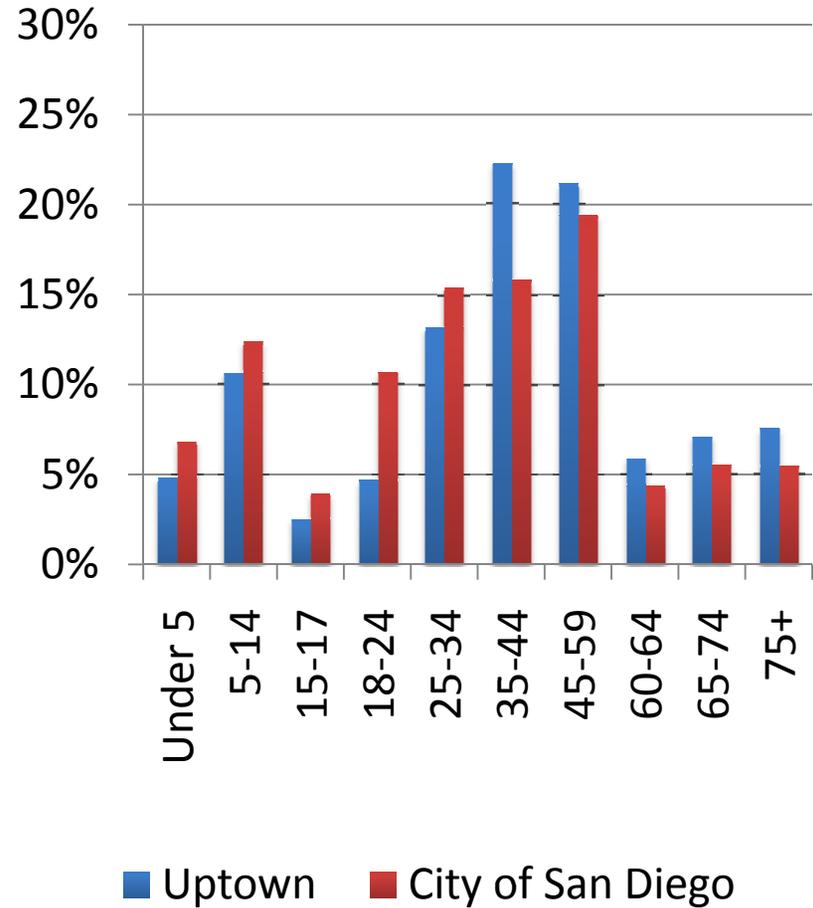
# Age Cohorts

## Uptown and the City

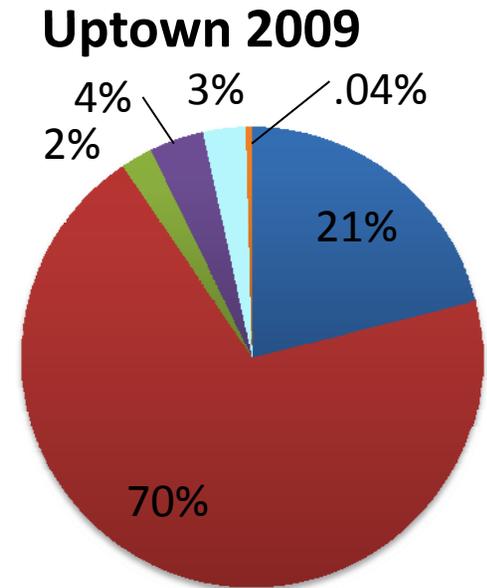
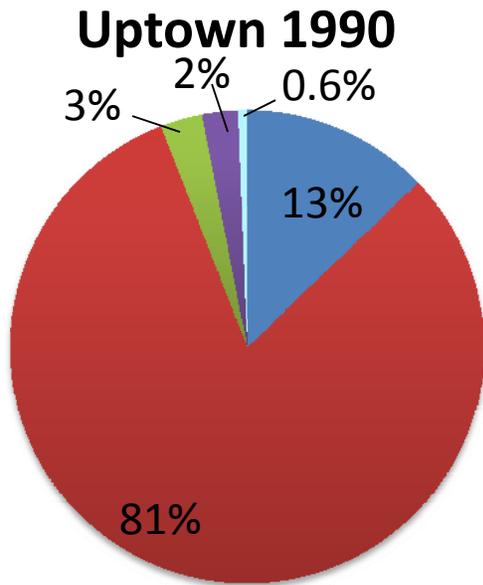
1990



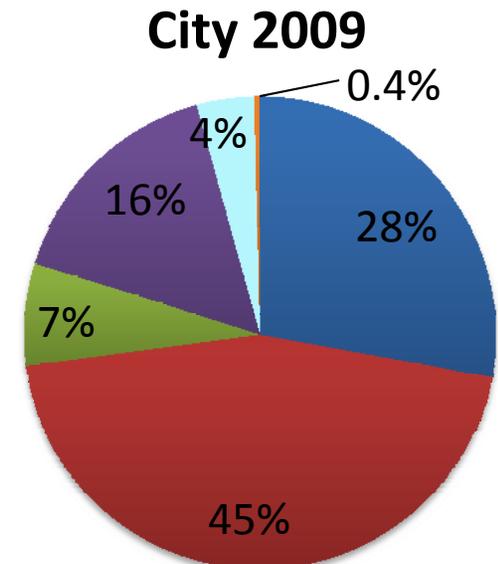
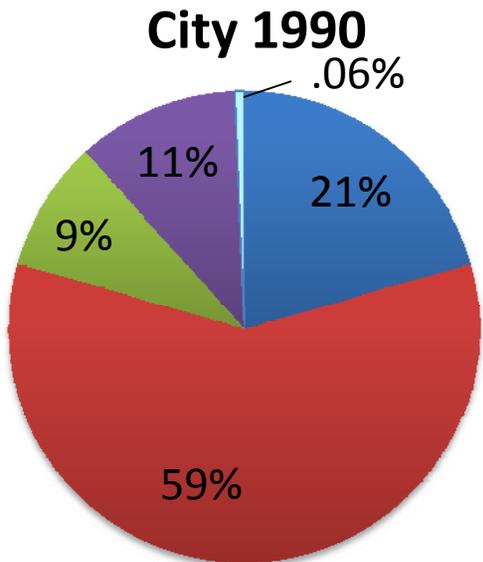
2009



# Population Race and Ethnicity



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

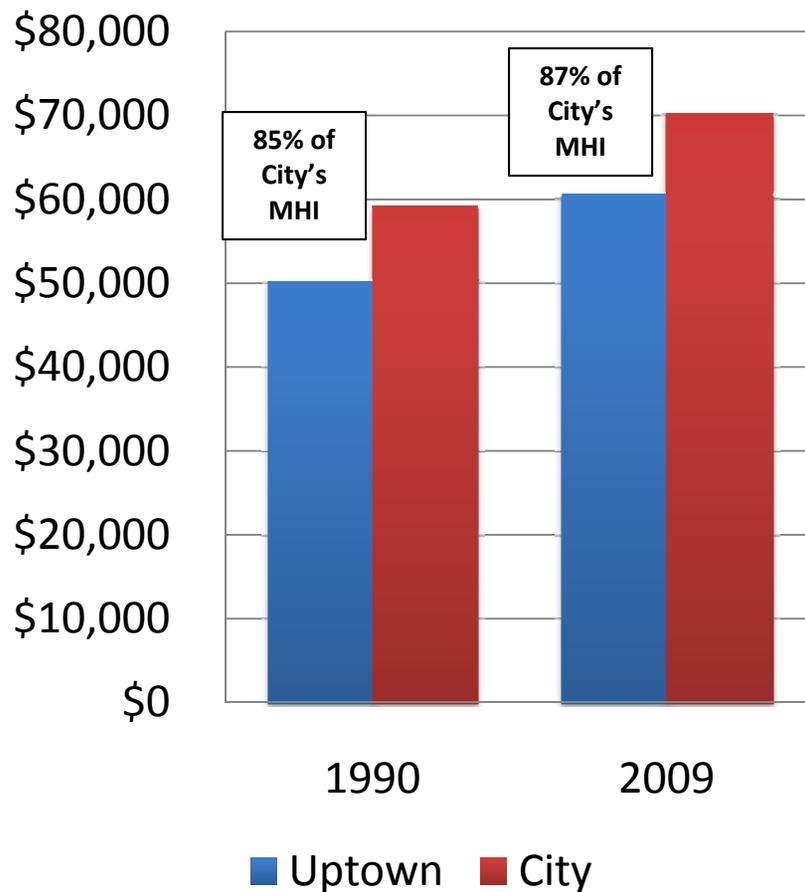


Source: U.S. Census; San Diego Association of Governments

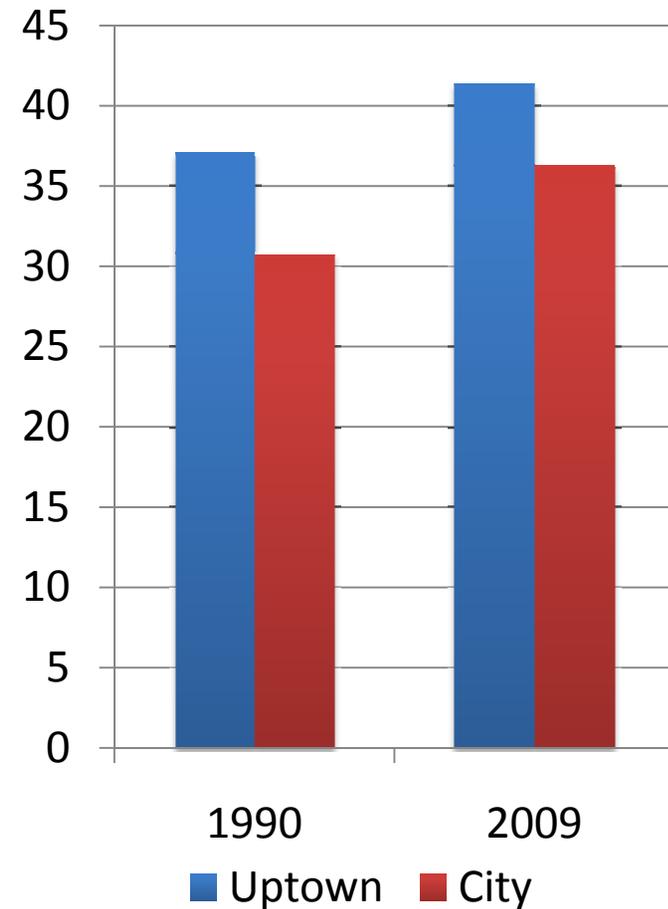


# Estimated Median Household Income (MHI) and Median Age

## Median Household Income In Constant 2009\$

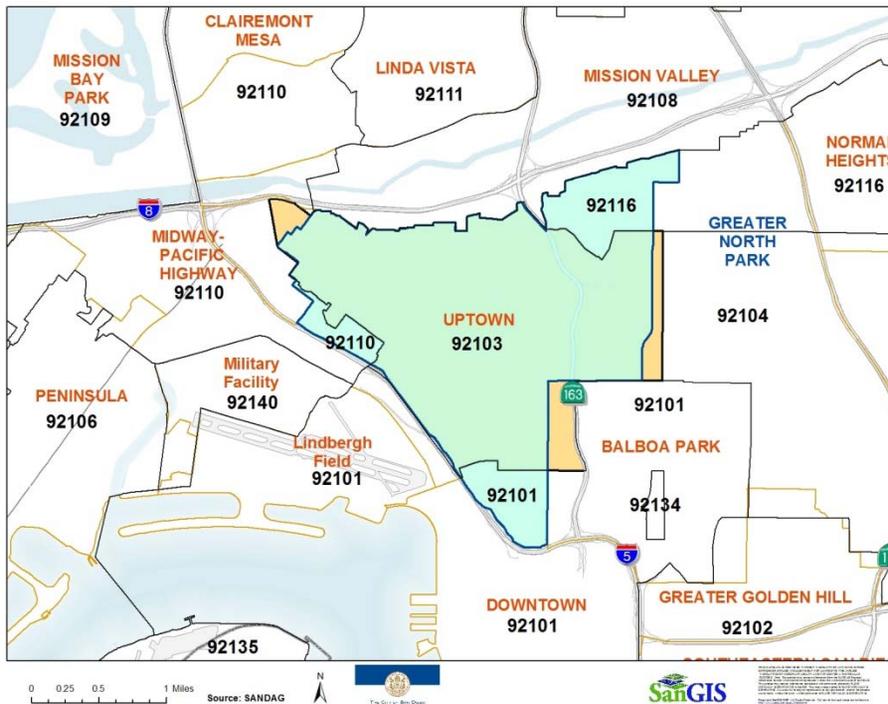


## Median Age



# Apartment (Apt.) Rents

## Zip Code Area 92103



## Average 2- Bedroom Apt. Rents Zip Code 92103 and City



Source: San Diego County Apartment Association

# 2009 Affordable Housing Index (AHI)

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

- **Combined Median priced home (2009)**

- Zip code 92103      \$440,000
- City                      \$355,000

- **The 2009 required annual household income to purchase the median priced home with 20% down payment, 30 year fixed mortgage and 30% of income spent on housing:**

- Zip code 92103      \$92,121
- City                      \$74,325

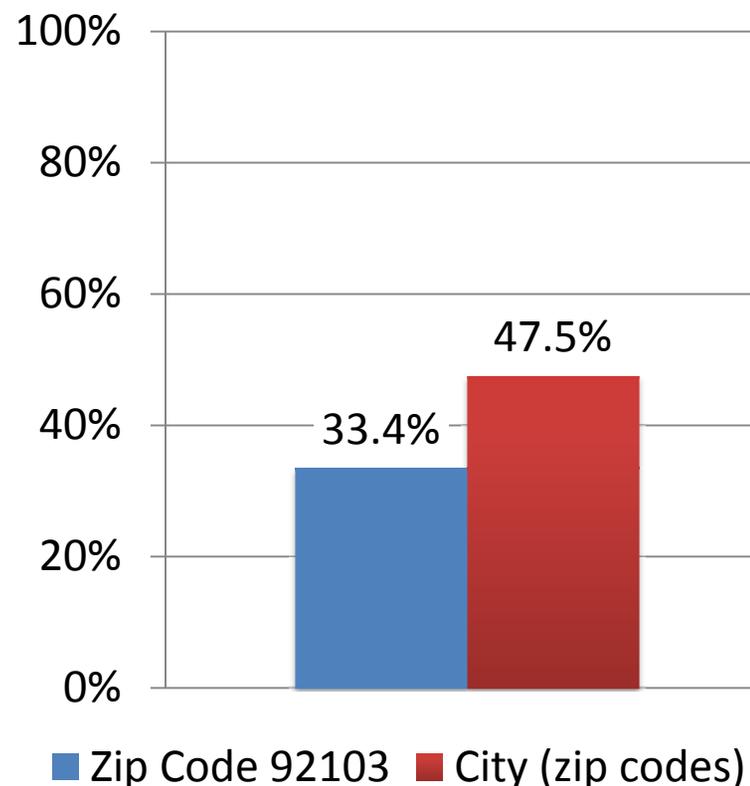
- **Median Household Income**

- Zip code 92103      \$64,271
- City (zip codes)      \$74,325

- **Change in the combined median home price 2006 to 2009**

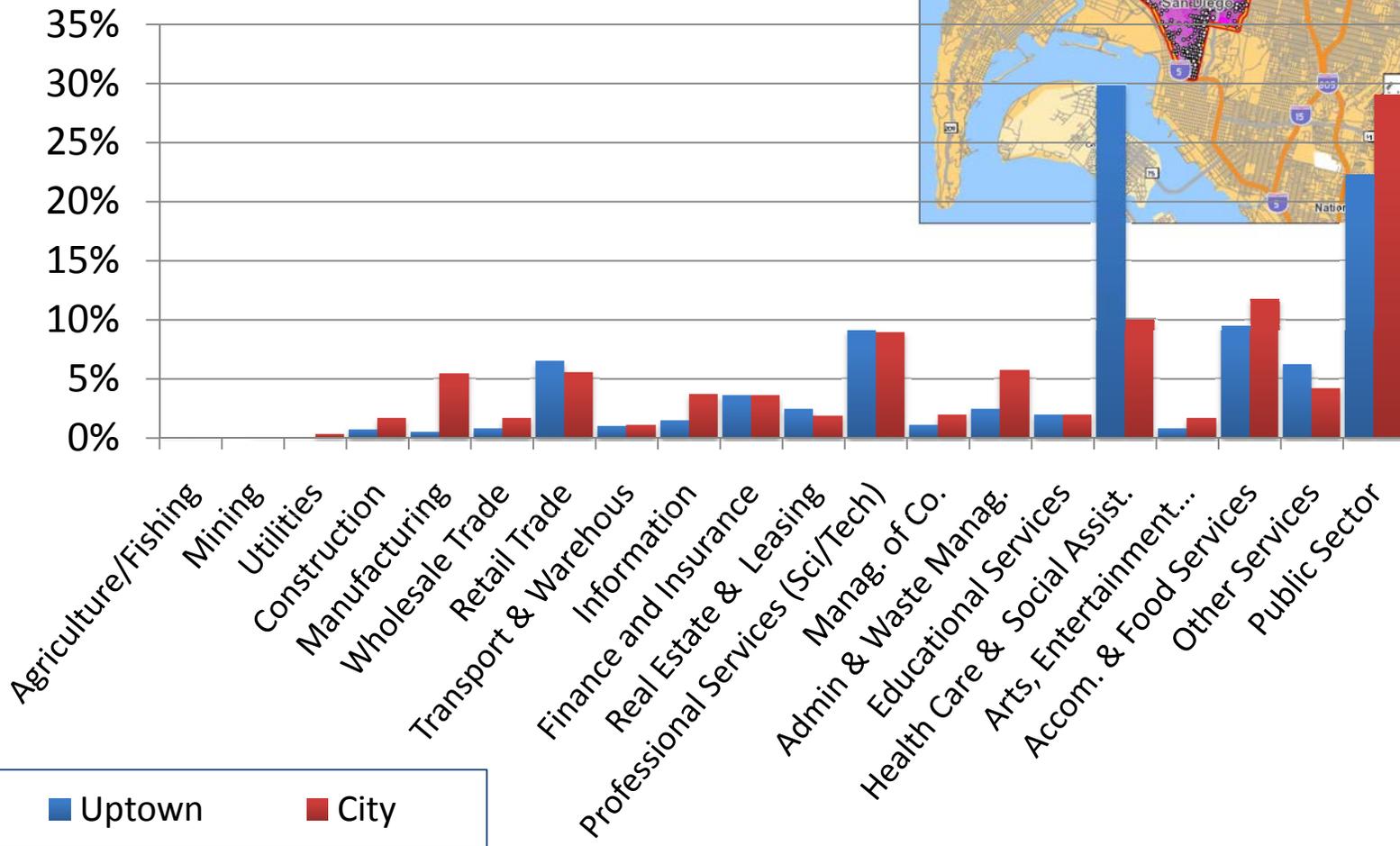
- Zip Code 92103      -26%
- City (zip codes)      -31%

The percentage of the population that can afford to purchase the geography's reported median priced home sold in 2009 is the AHI



# Employment, 2003

## Employment Share Comparison

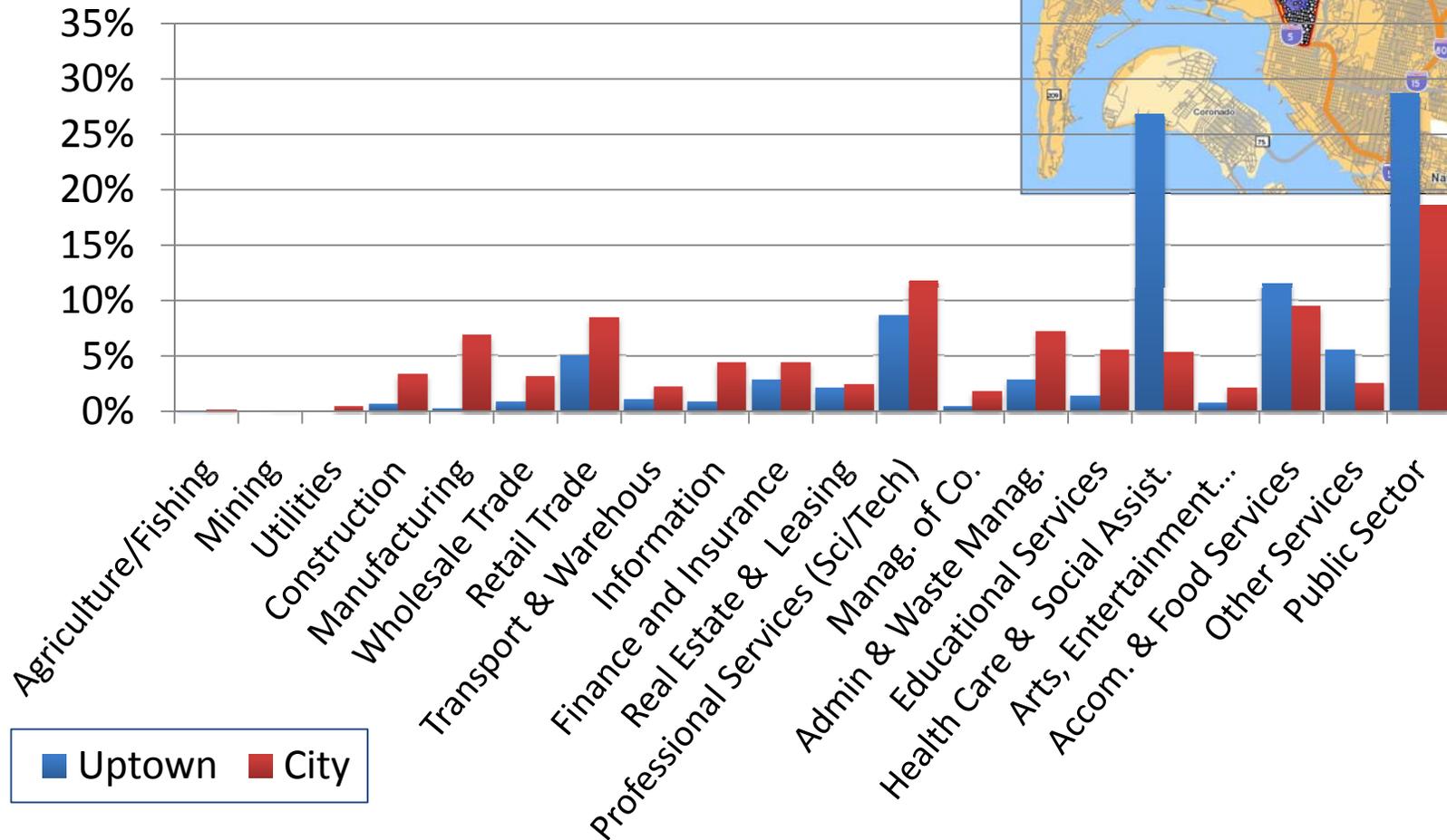


Note:  
 Employment information does not include those employed that are not included in the State's Unemployment Insurance Fund.

Source: US Census Bureau; CA Employment Development Department; San Diego Association of Governments; City of San Diego

# Employment, 2008

## Employment Share Comparison

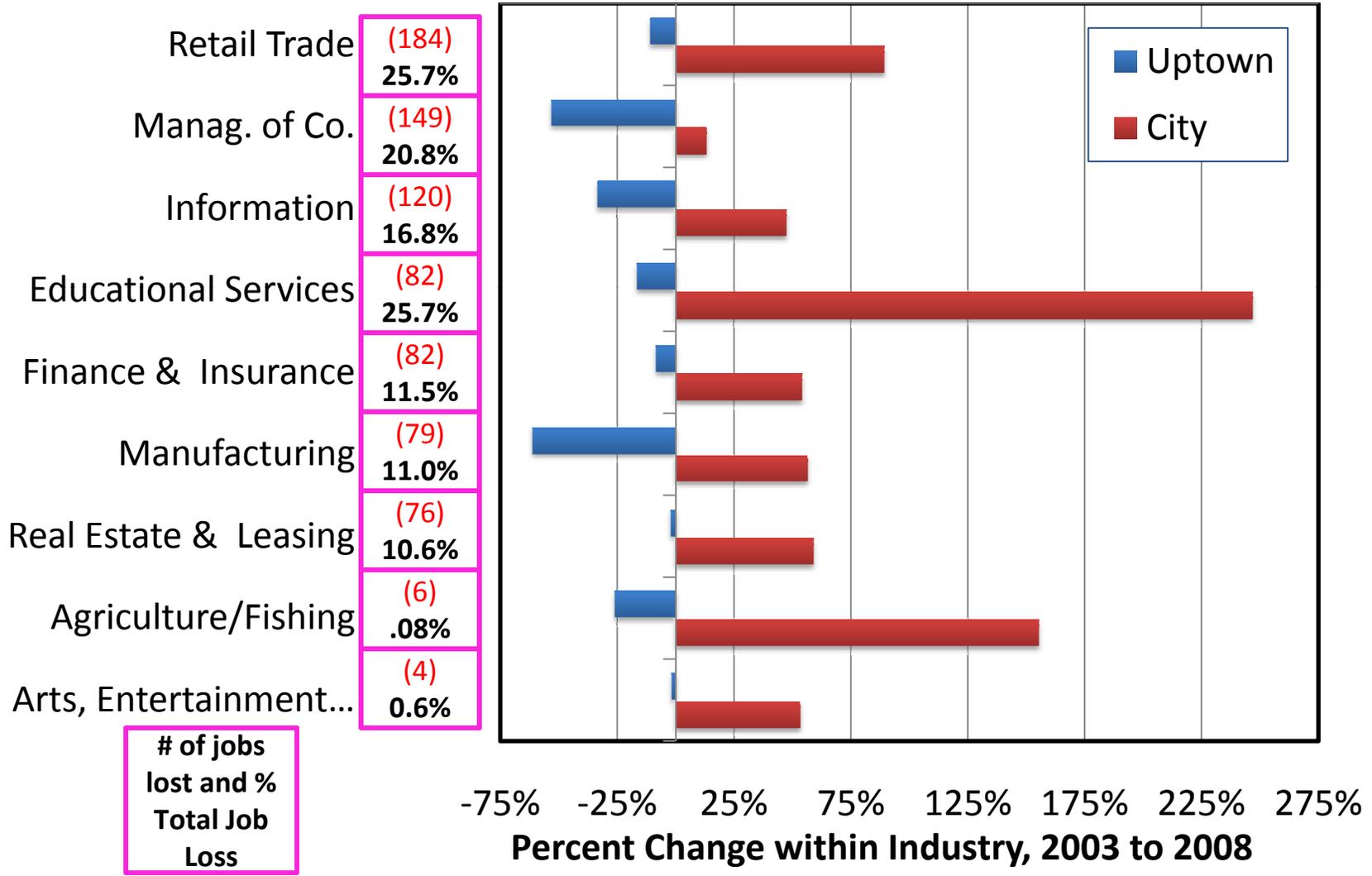


Note:  
 Employment information does not include those employed that are not included in the State's Unemployment Insurance Fund.

Source: US Census Bureau; CA Employment Development Department; San Diego Association of Governments; City of San Diego

# Uptown Community Plan Area

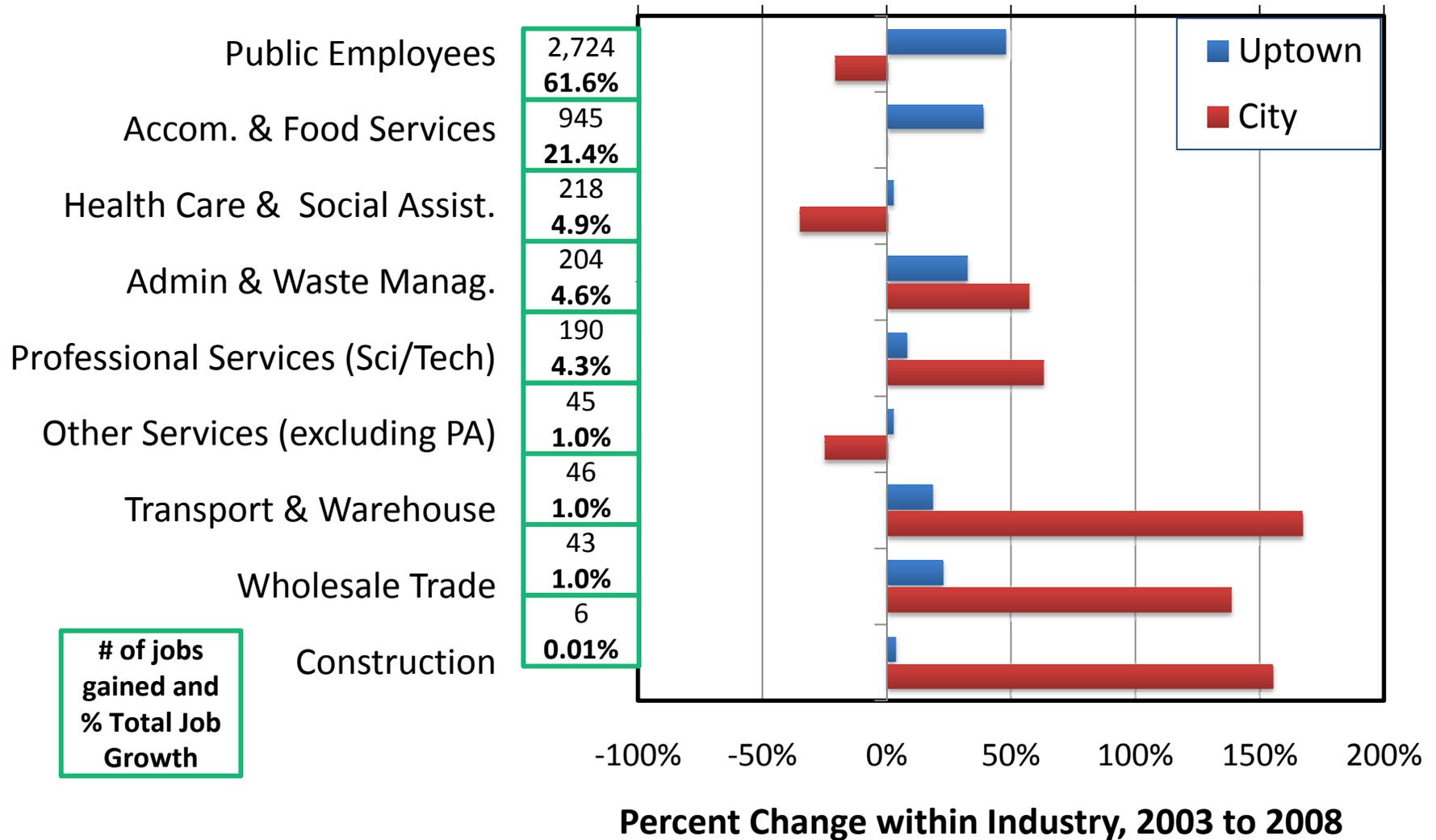
## Industry Sectors that Lost Jobs from 2003 to 2008



Sources: US Census; City of San Diego

# Uptown Community Plan Area

## Industry Sectors that Gained Jobs from 2003 to 2008

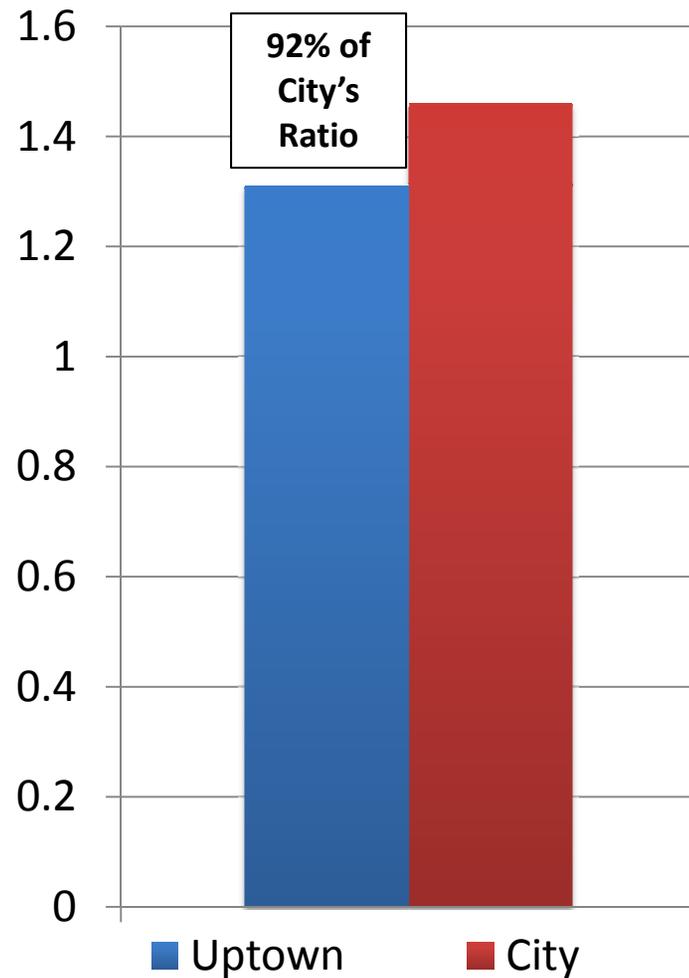


# Jobs to Housing Ratio 2008

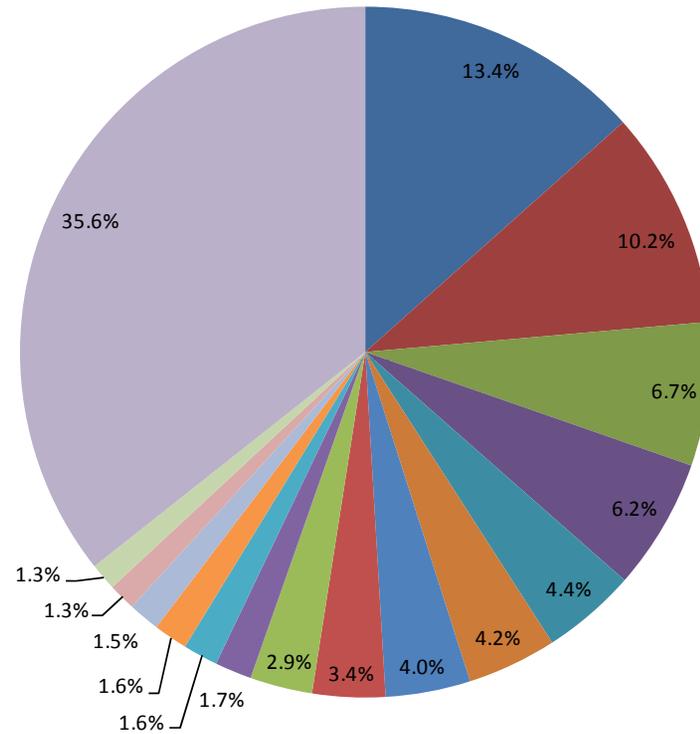
## Uptown and the City

### Employment All Jobs, 2008

- **Total Jobs**
  - Uptown 29,431
  - City 722,998
- **Jobs to Housing Ratio**
  - Uptown 1.31
  - City 1.42



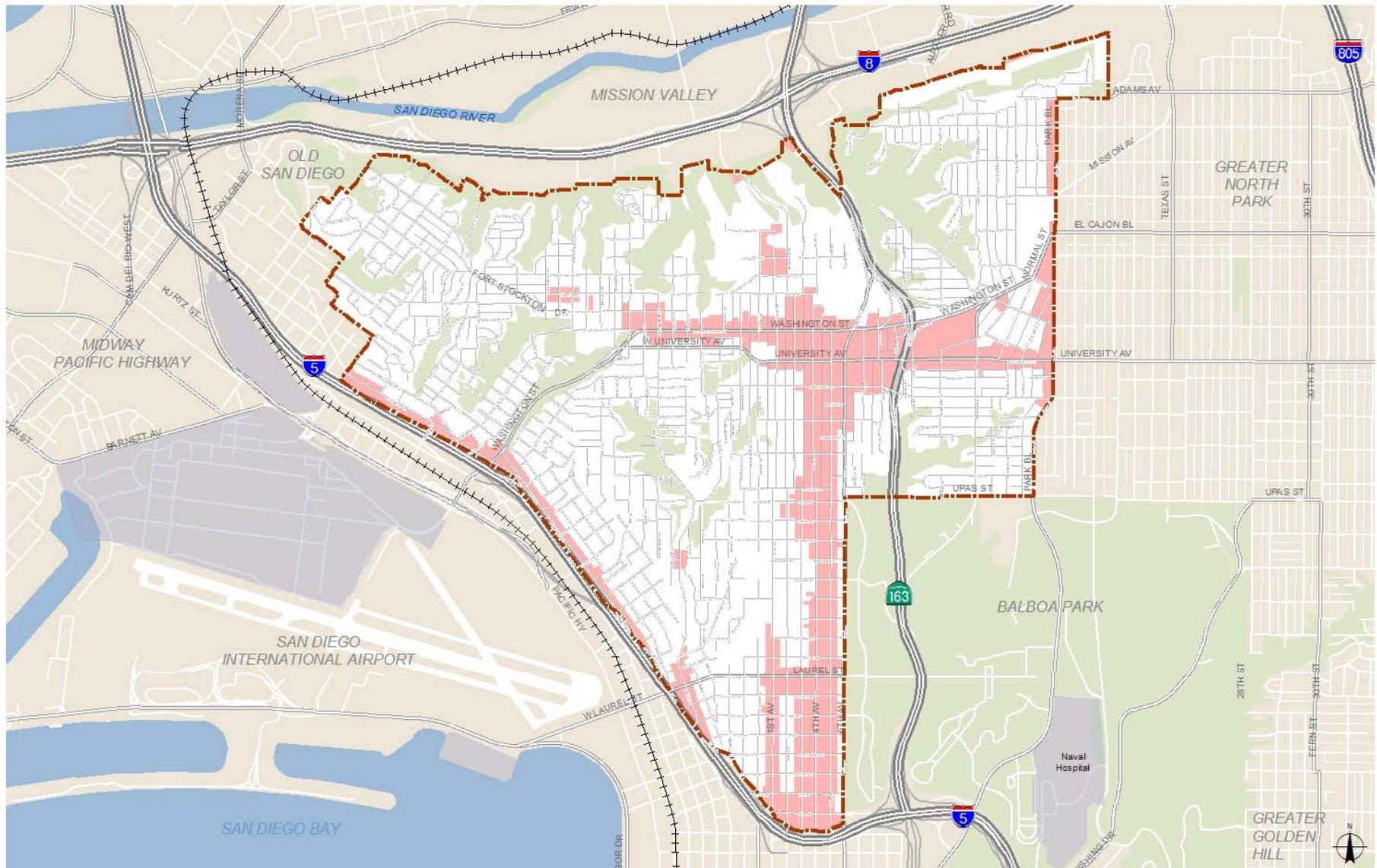
# Uptown Work Destination Report- Job Share by Zip Code, 2009



- |  |  |
|--|--|
| ■ 92101 Downtown - 13.4%               | ■ 92103 Mission Hills - 10.2%                |
| ■ 92121 Sorrento Valley - 6.7%         | ■ 92093 UCSD - 6.2%                          |
| ■ 92123 Serra Mesa, Kearny Mesa - 4.4% | ■ 92037 La Jolla - 4.2%                      |
| ■ 92110 Morena - 4.0%                  | ■ 92108 Mission Valley - 3.4%                |
| ■ 92111 Linda Vista - 2.9%             | ■ 92109 Pacific Beach, Mission Beach - 1.75% |
| ■ 92122 University City - 1.6%         | ■ 92115 College - 1.6%                       |
| ■ 92130 Carmel Valley - 1.5%           | ■ 91910 Chula Vista N - 1.3%                 |
| ■ 92126 Mira Mesa - 1.3%               | ■ All Other                                  |

# Uptown Community Planning Area Employment Land Areas

April 2010



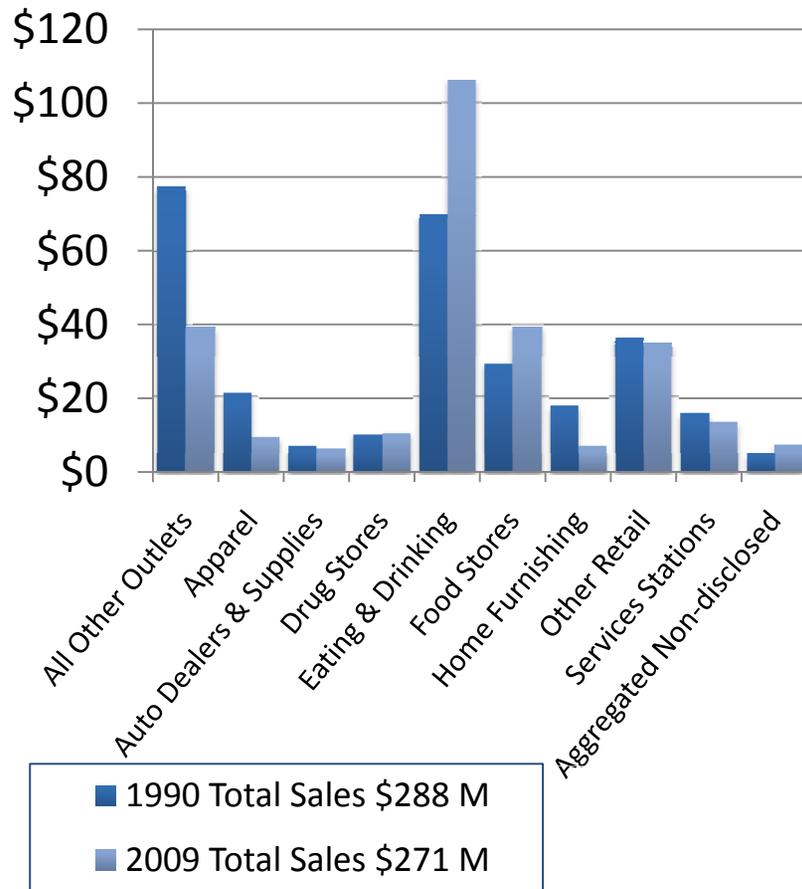
- ◆ Employment Lands
- Community Plan Boundary

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

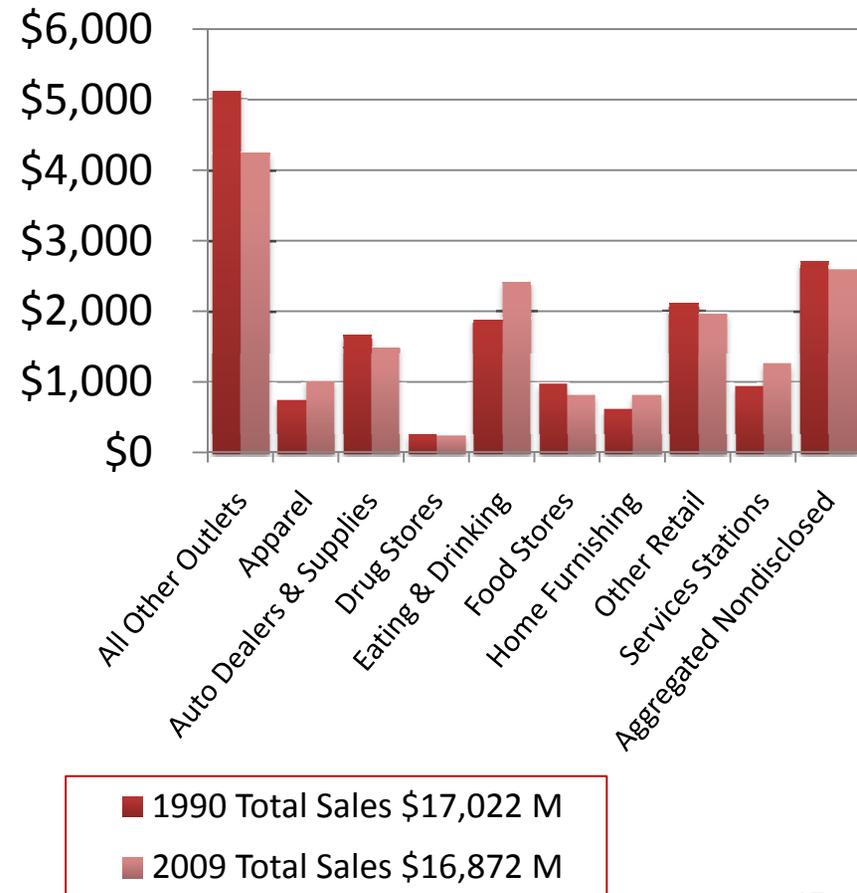


# Estimated Taxable Sales (Sales) in Constant 2009 Dollars \$000,000

## Uptown, 1990 and 2009

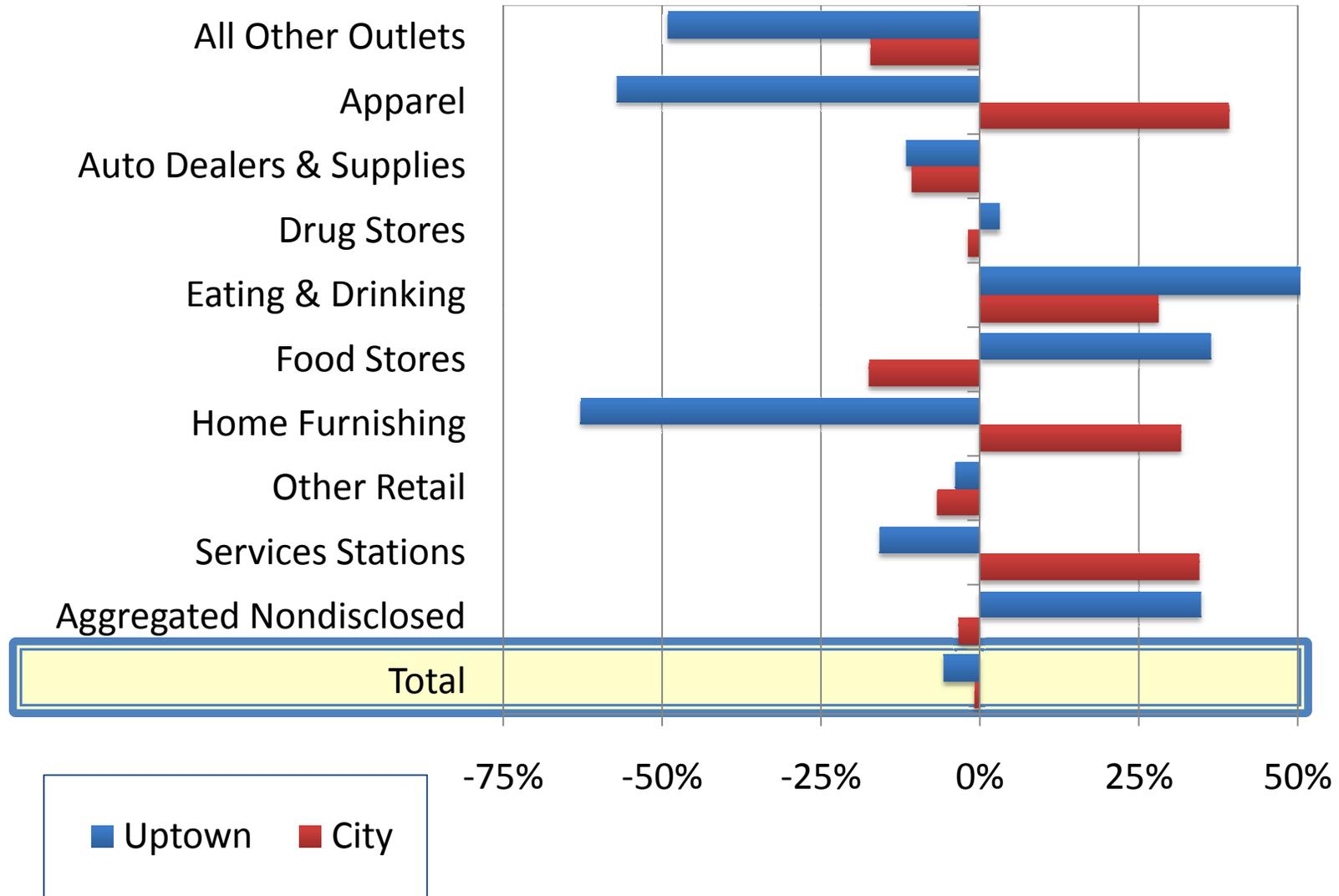


## City, 1990 and 2009



Sources: MuniServices; City of San Diego

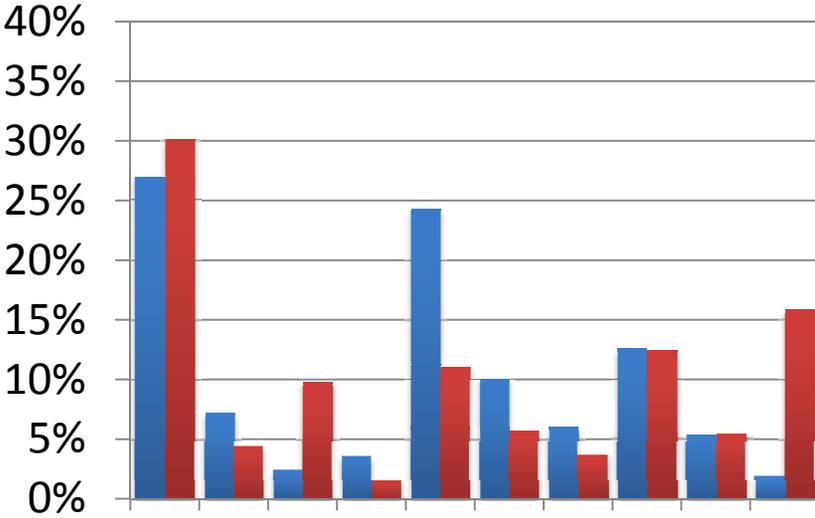
# Percent Change in Estimated Taxable Sales from 1990 to 2009



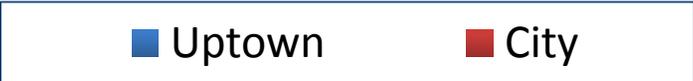
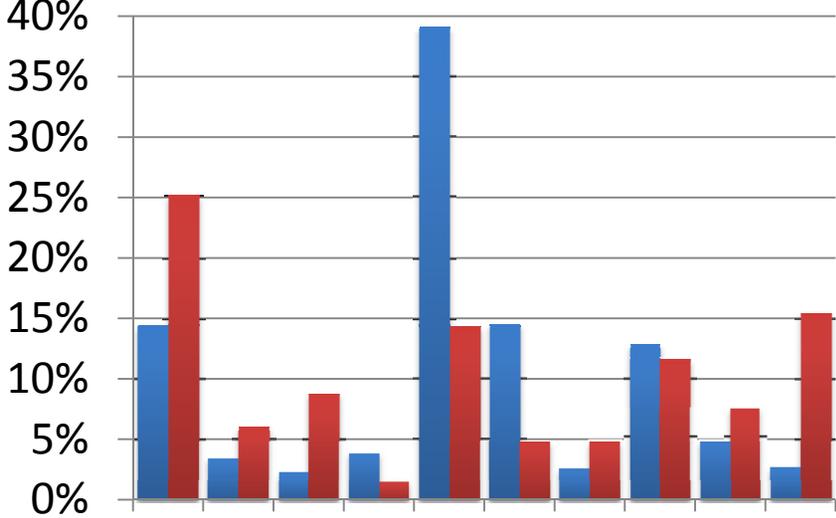
Sources: MuniServices; City of San Diego

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

1990

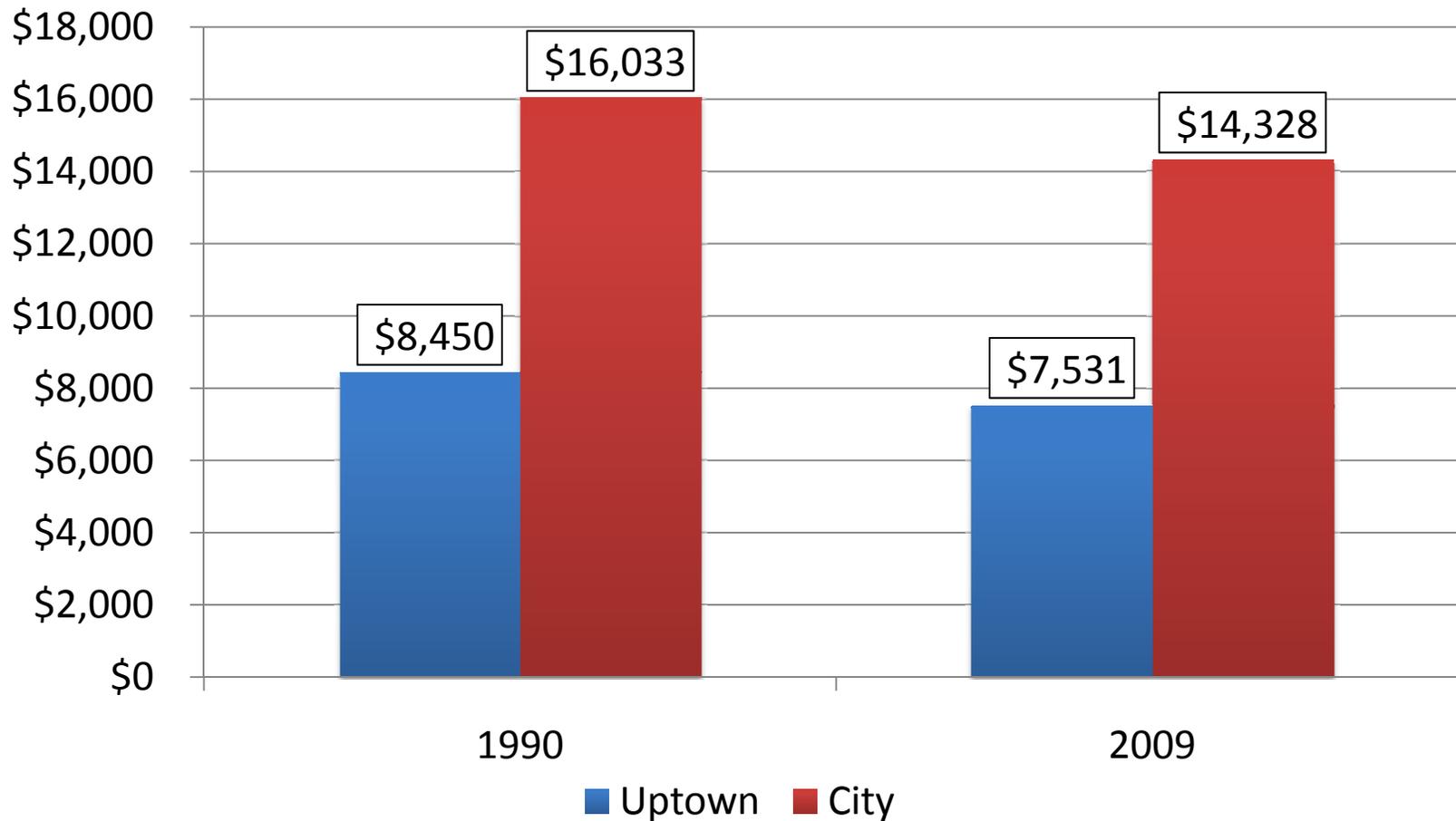


2009



Sources: MuniServices; City of San Diego

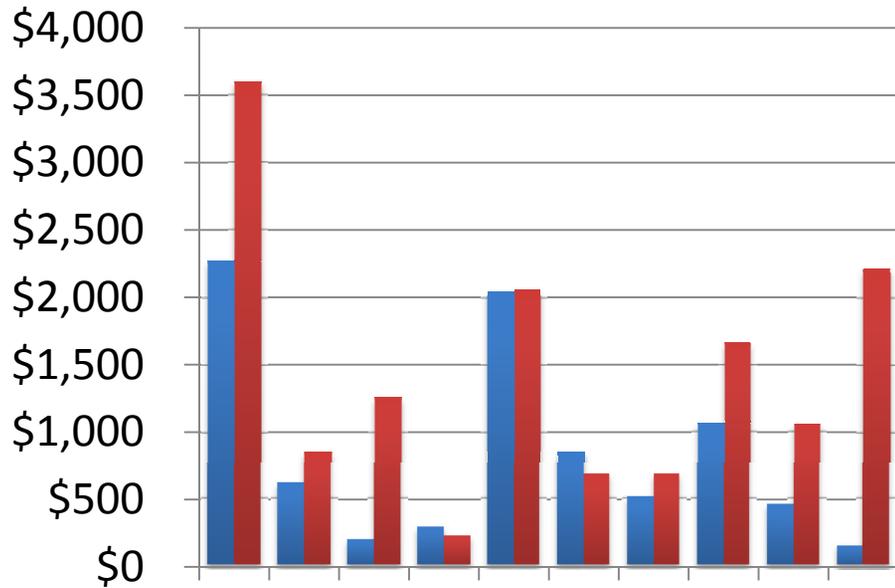
# Estimated Retail Taxable Sales Per Household Population in Constant 2009\$



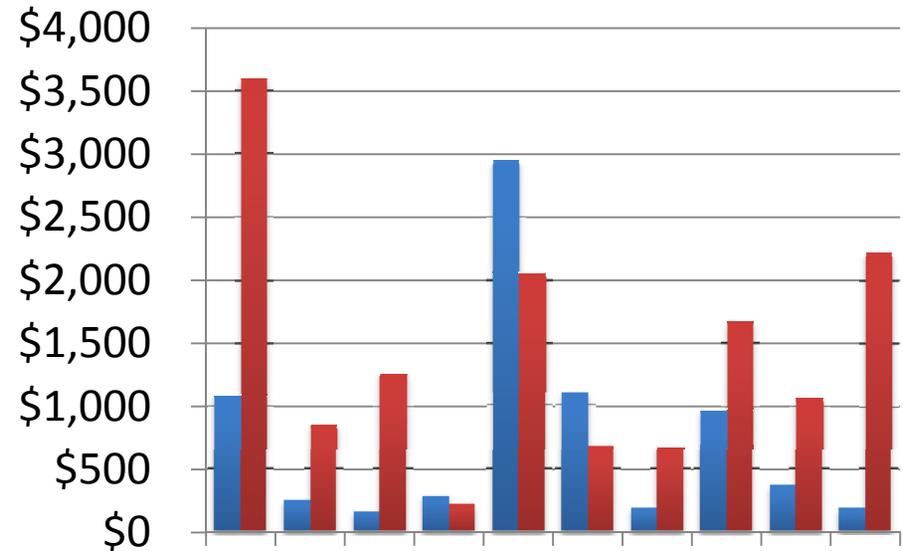
Sources: U.S. Census; San Diego Association of Governments; City of San Diego

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

1990



2009



■ Uptown     ■ City

■ Uptown     ■ City

# Uptown Retail Properties



Strip Retail



Mixed Use (Retail/Residential)

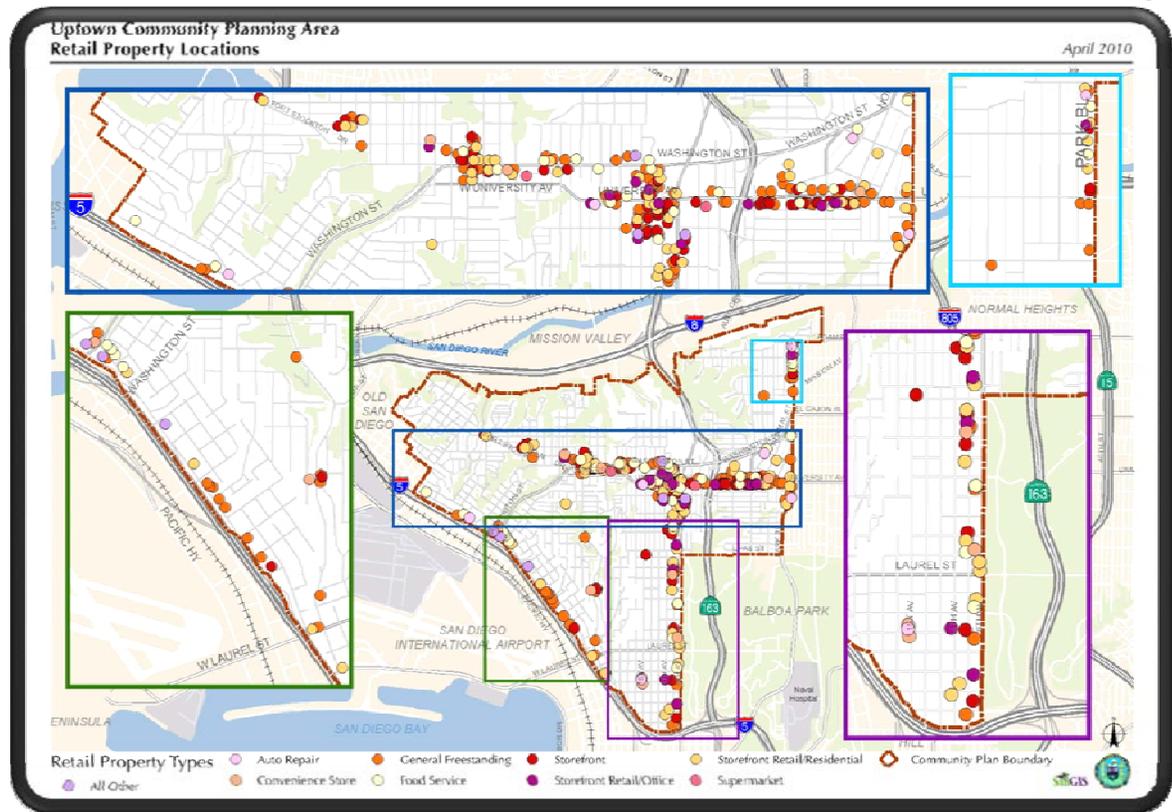


Neighborhood Center  
Retail

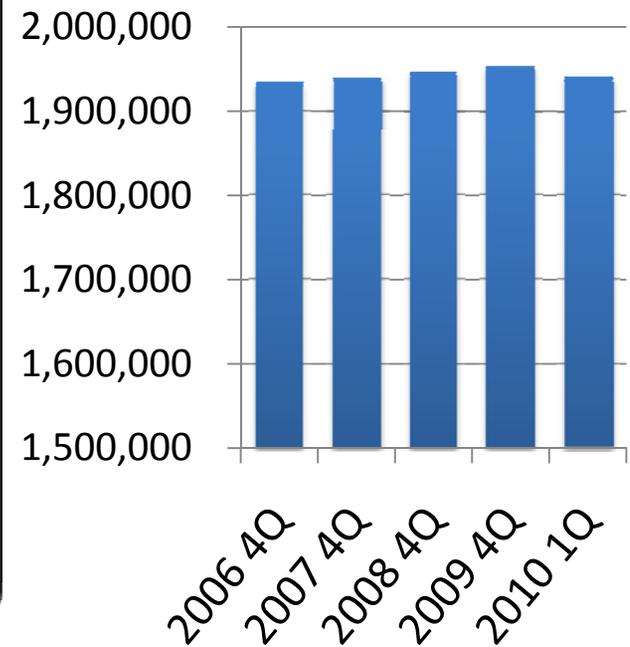


Retail/ Office

# Uptown Retail Properties Location and Total Space

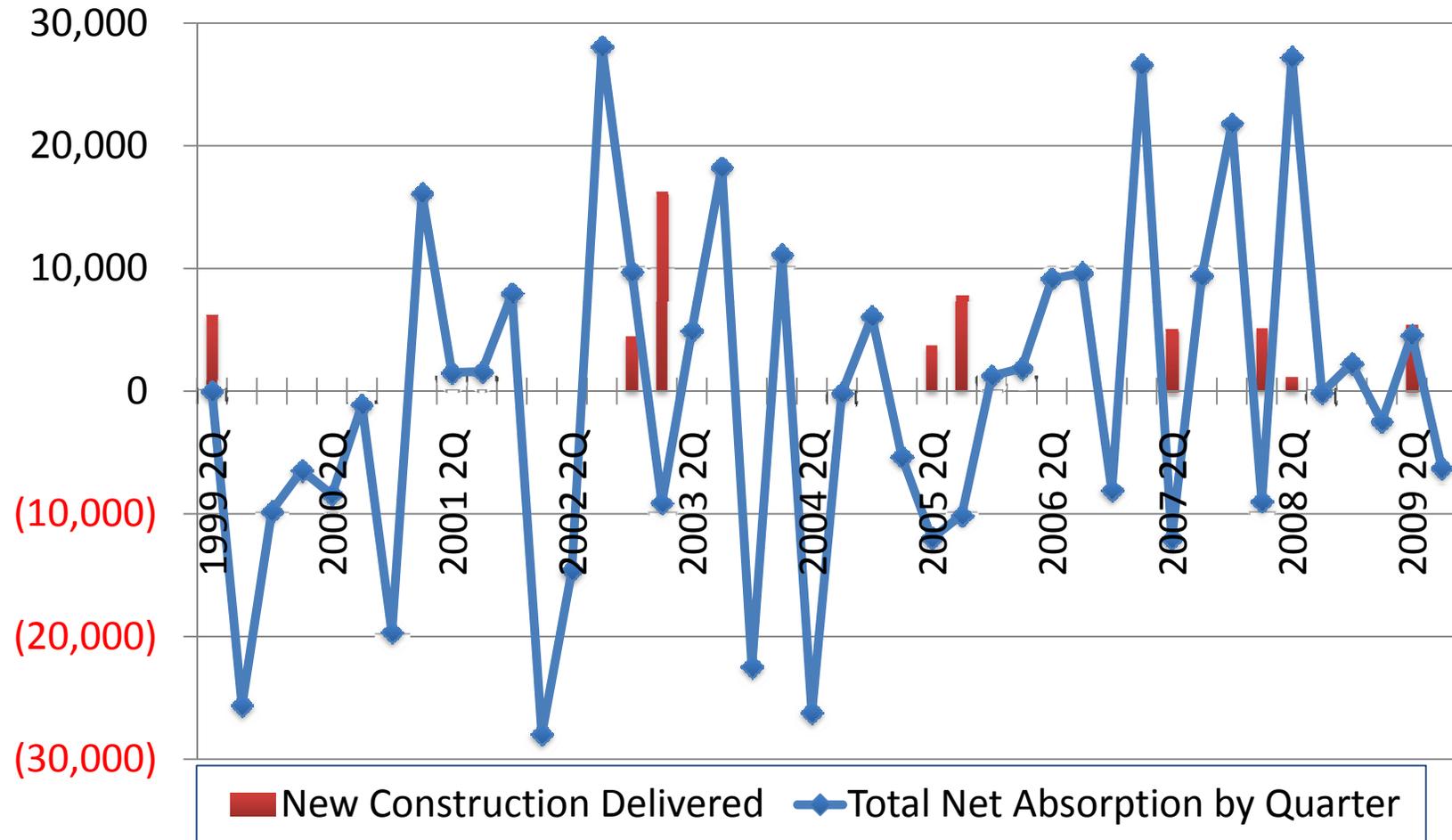


## Total Square Feet of Retail Space



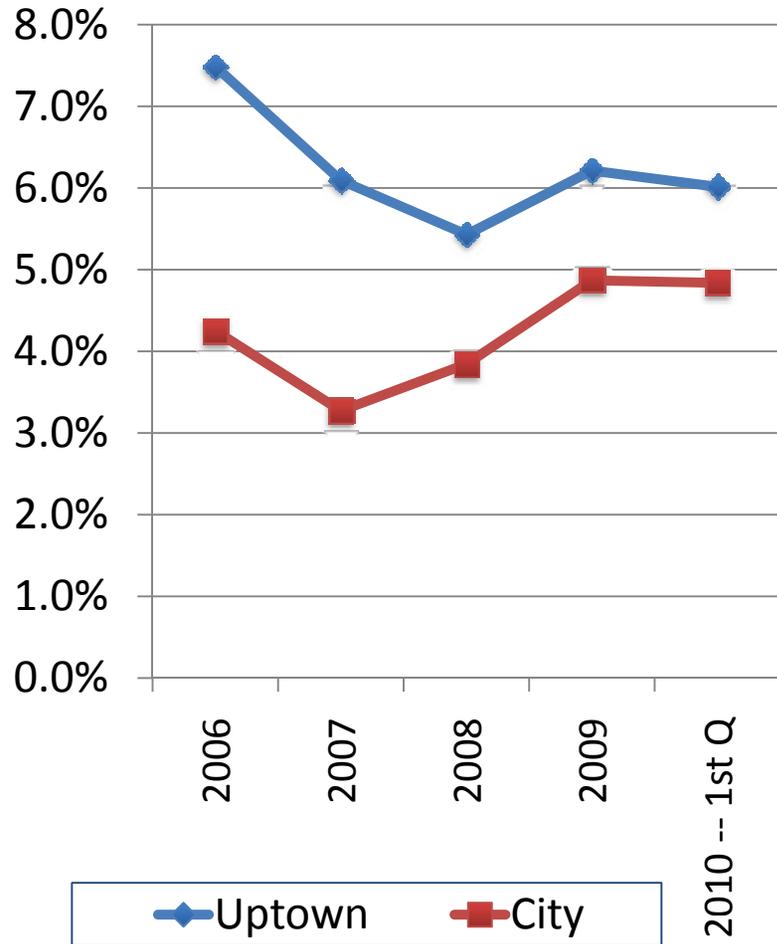
1<sup>st</sup> quarter 2010 CoStar data reported a total of 337 retail buildings and 1,941,163 square feet of retail space tracked in the Uptown community plan area.

# Uptown Retail Property

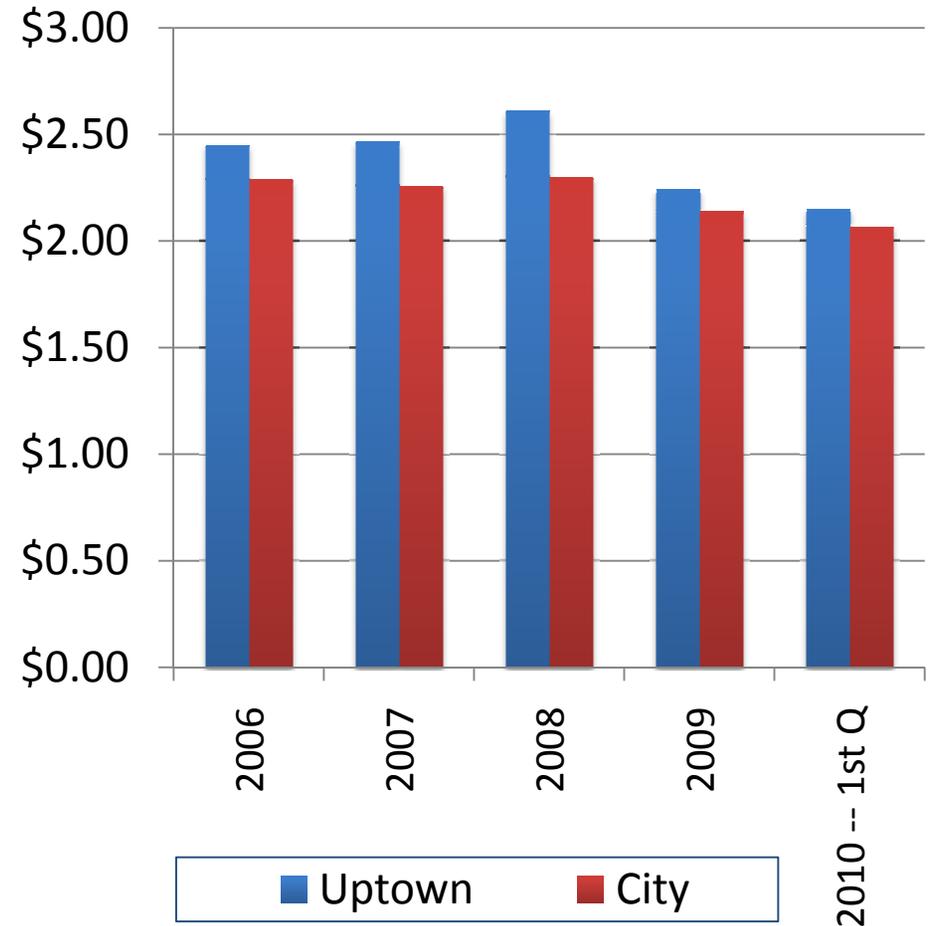


# Retail Property

## Vacancy Rates



## Lease Rates Per Square Foot (nnn)



# Mixed Use (Retail/Residential) Built 2002 to 2009



The Egyptian, Built 2005, 80 units  
7,850 s.f. of retail space



Park Laurel on the Prado, Built 2005, 99 units  
approximately 6,668 s.f. of retail space



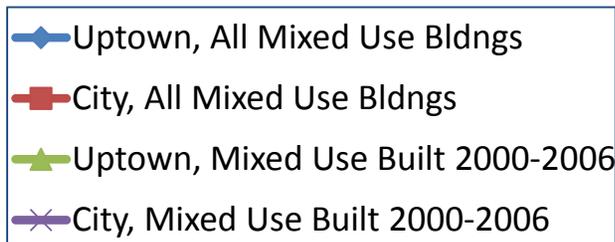
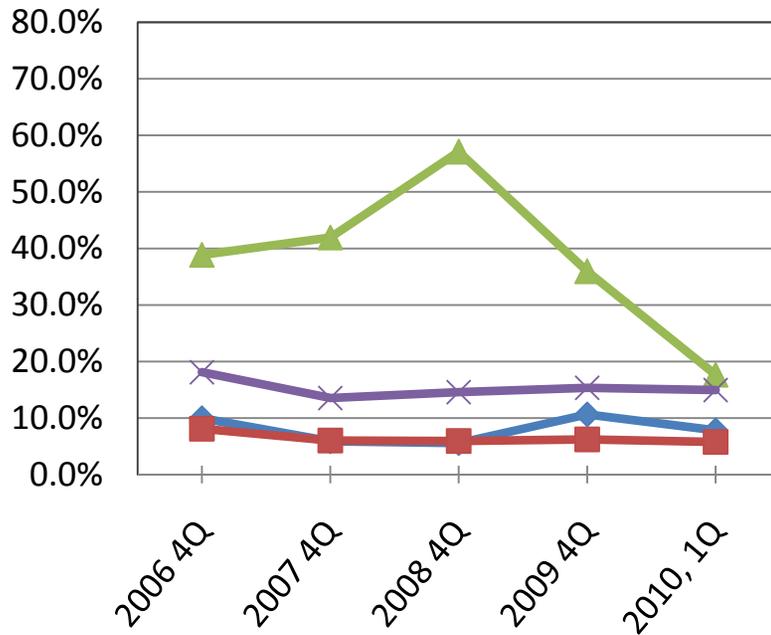
Mission Florence, Built 2007, 18 units  
5,100 s.f. Of retail space



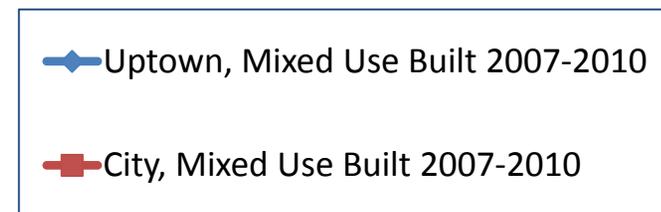
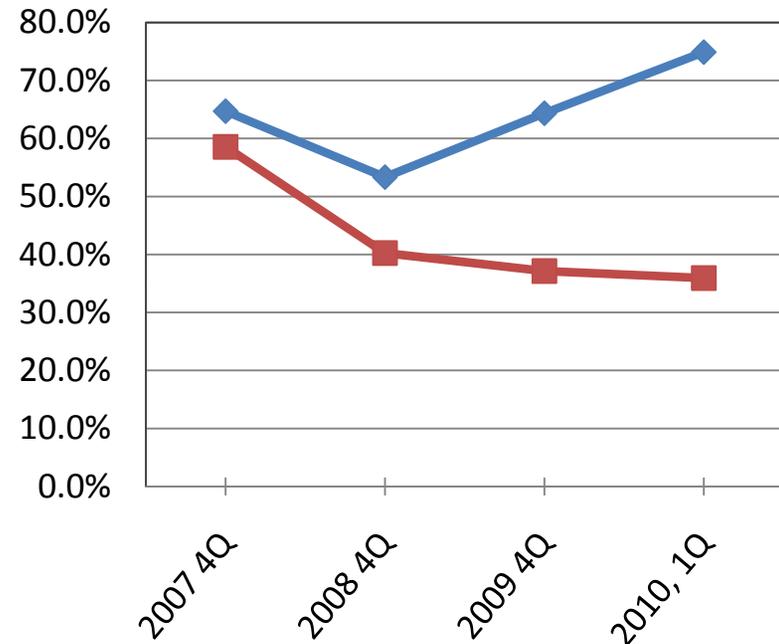
1 Mission, Built, 2009, 61 Units  
5,521 s.f. of retail space

# Mixed Use (Retail/Residential)

## Vacancy Rates <sup>1</sup>



## Vacancy Rates <sup>1</sup>



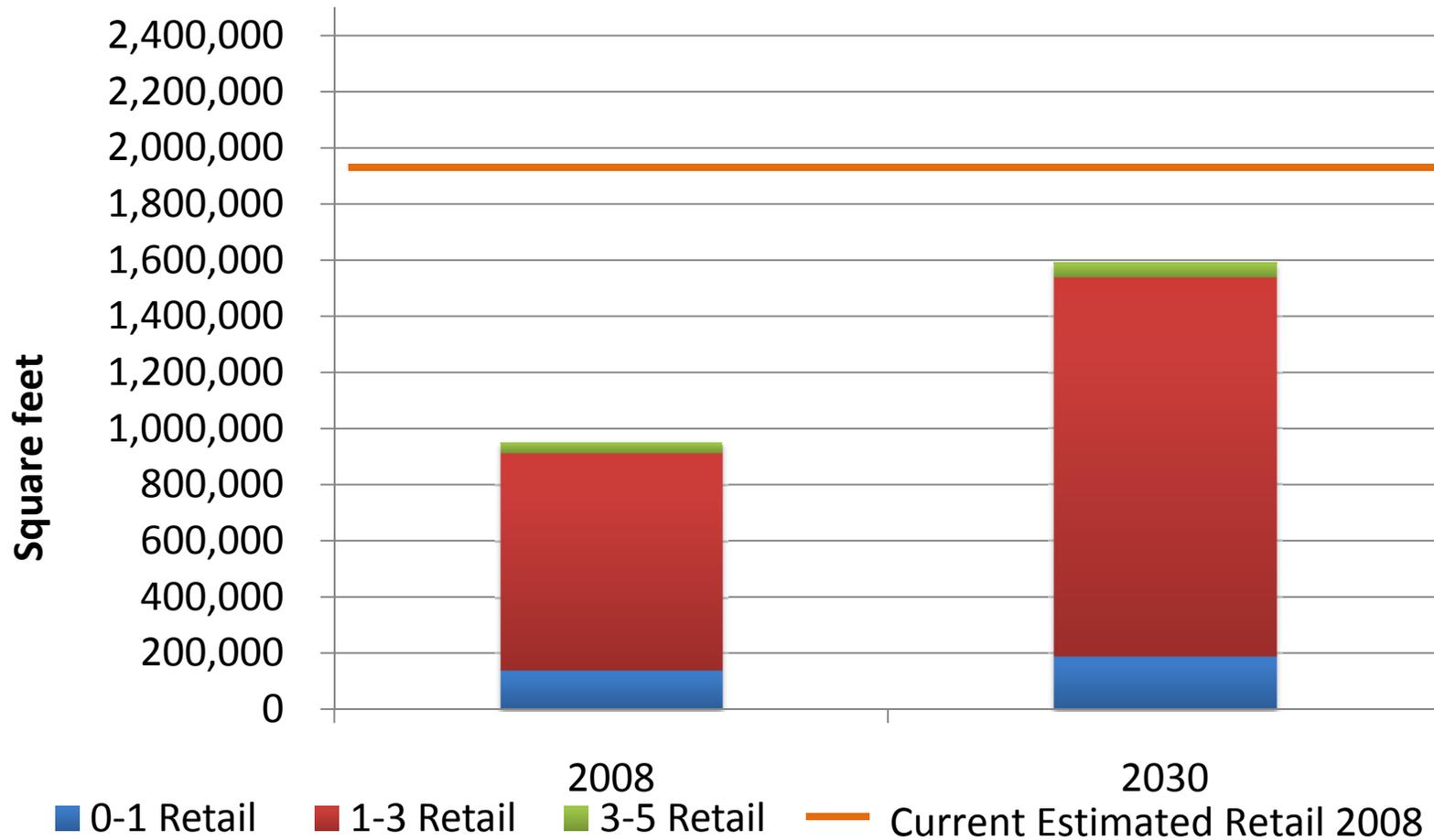
Note:

<sup>1</sup> Vacancy rates for smaller mixed use properties may include vacant residential.

# Five Mile Radius Setting for Uptown

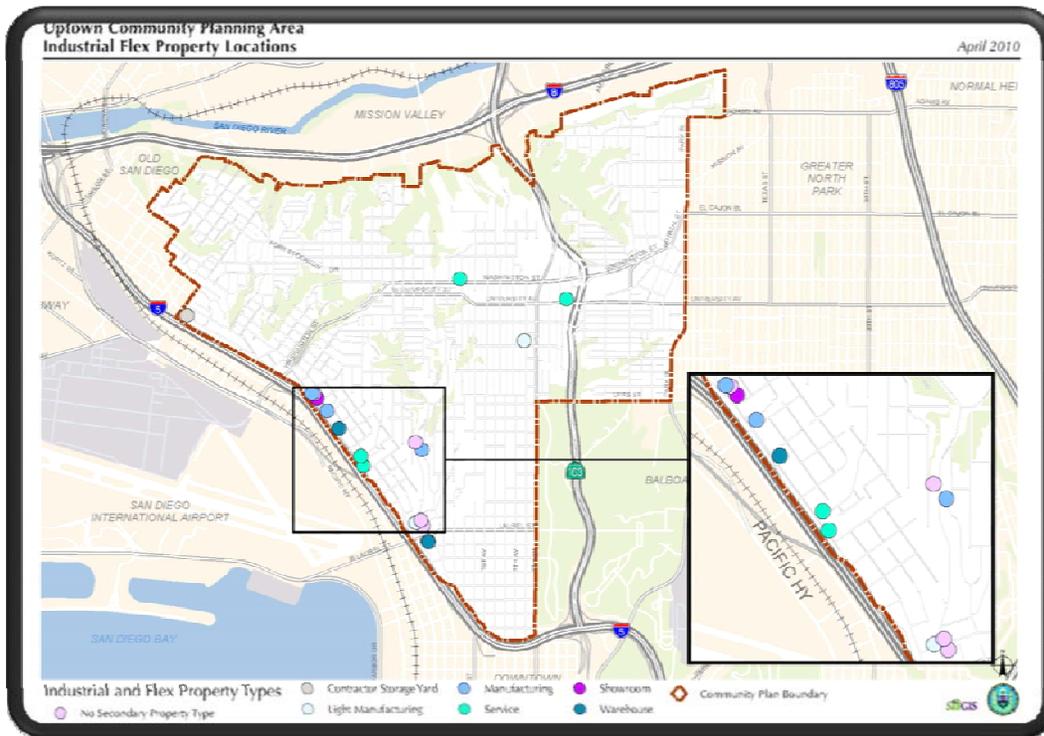


# Estimated Demand for Retail Space in Uptown

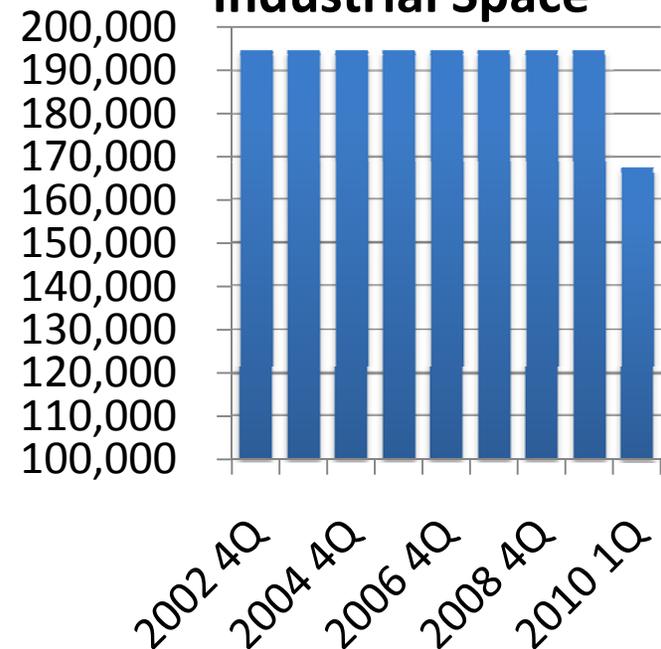


Sources: State Board of Equalization,; San Diego Association of Governments; ESRI; City of San Diego

# Uptown Industrial/Flex Properties Location and Total Space



## Total Square Feet of Industrial Space



1<sup>st</sup> quarter 2010 CoStar data includes a total of 19 industrial buildings and 167,373 square feet of industrial space tracked in the Uptown community plan area.

# Uptown Industrial/Flex Properties



Industrial - Service



Flex-Light Manufacturing



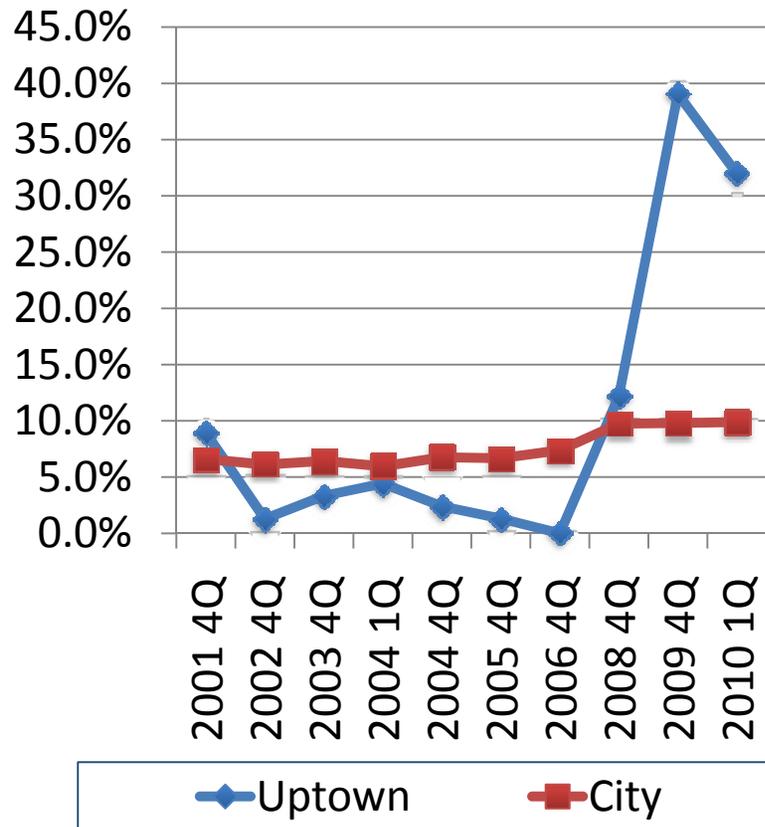
Industrial- no secondary type



Industrial - Service

# Industrial/Flex Property

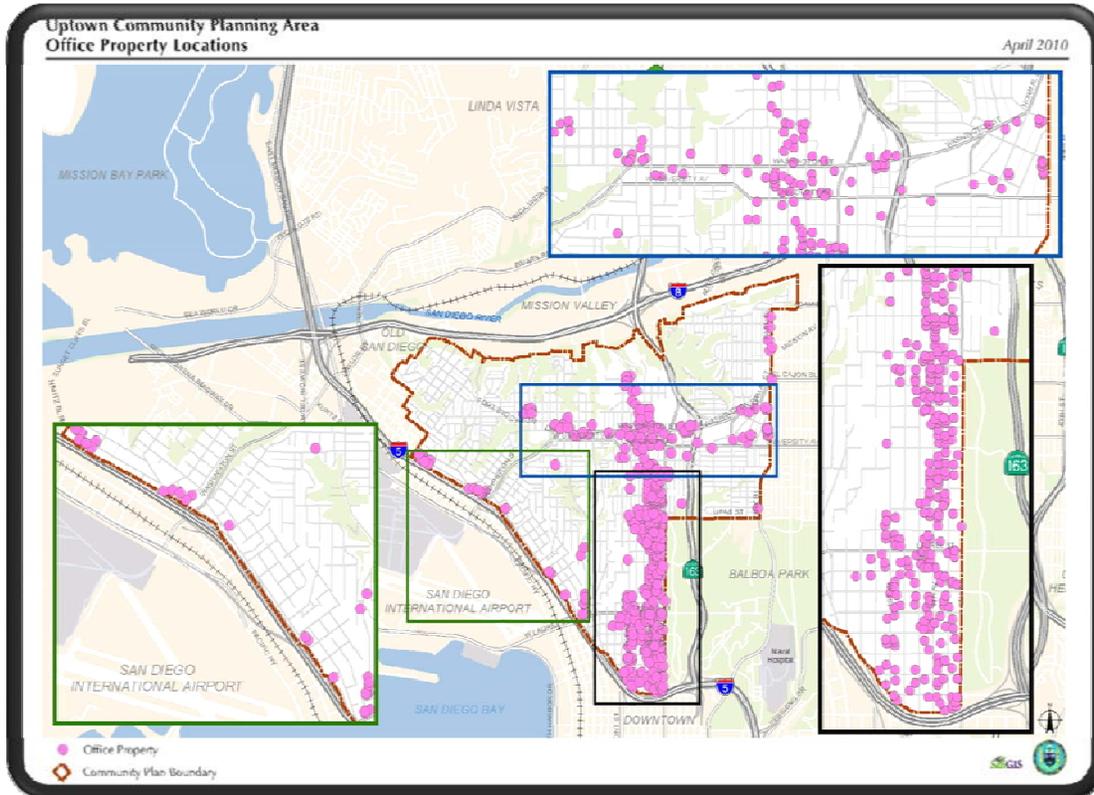
## Vacancy Rates



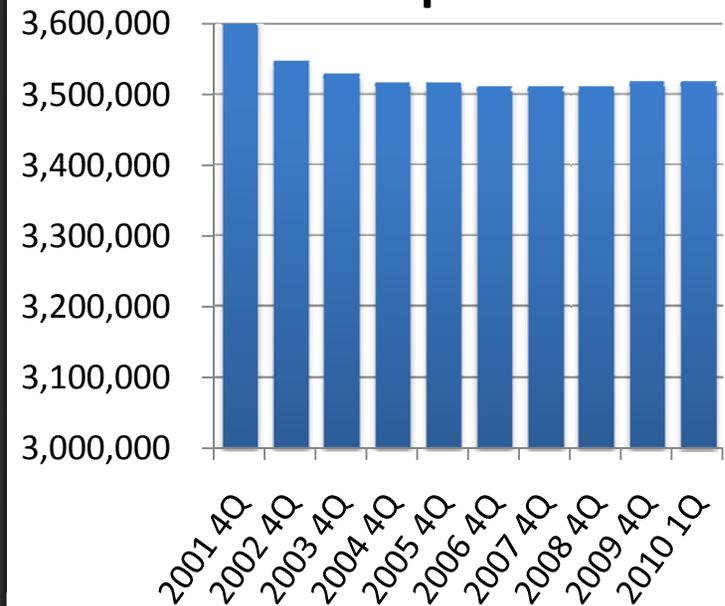
## Lease Rates Per Square Foot (nnn)



# Uptown Office Properties Location & Total Space



## Total Square Feet of Office Space



First quarter 2010 CoStar data includes a total of 422 office buildings and 3,518,104 square feet of office space tracked in the Uptown CPA

# Uptown Office Properties



Medical Office



Office – no secondary property type



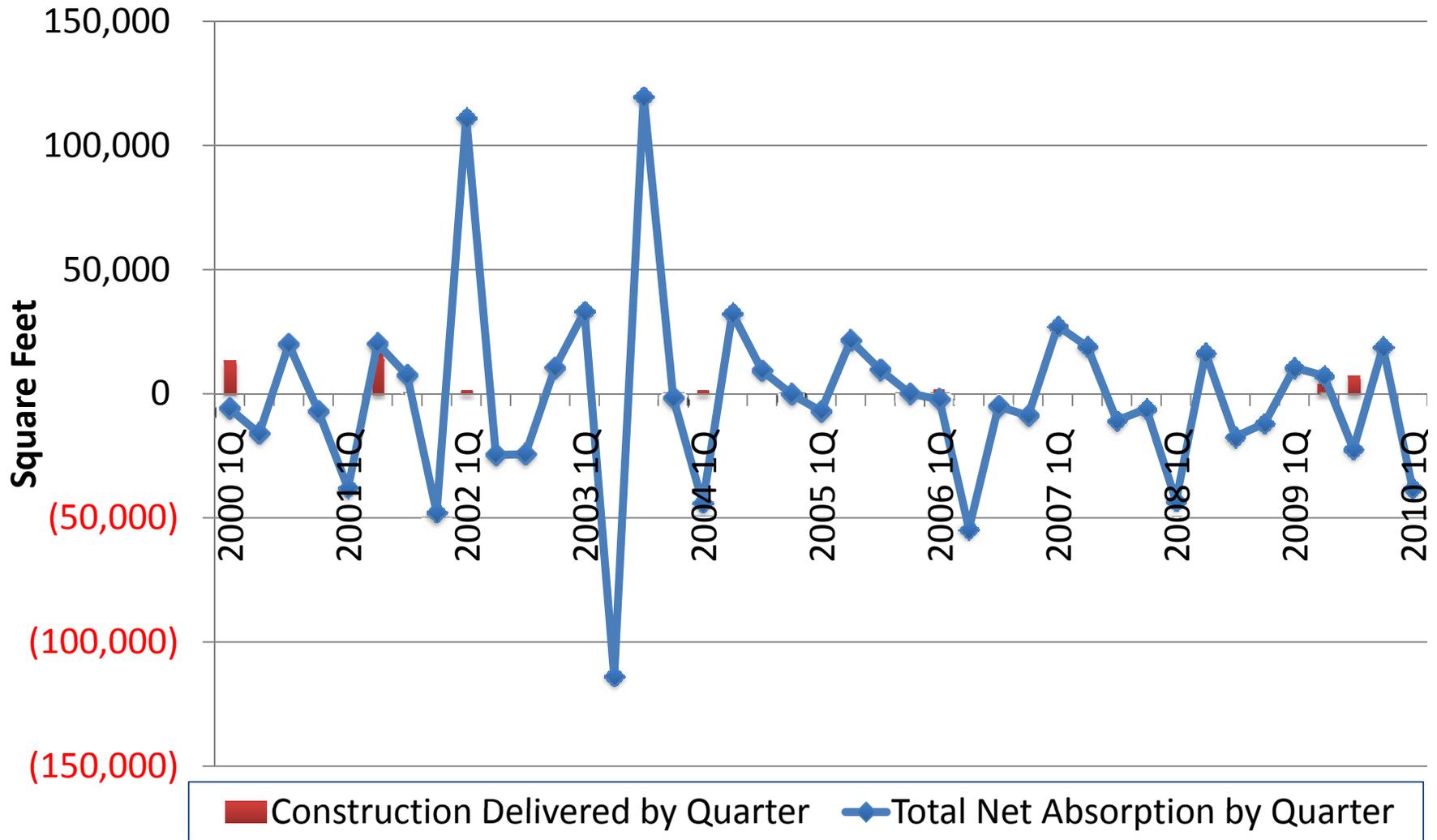
Office – no secondary property type



Office -no secondary property type 34

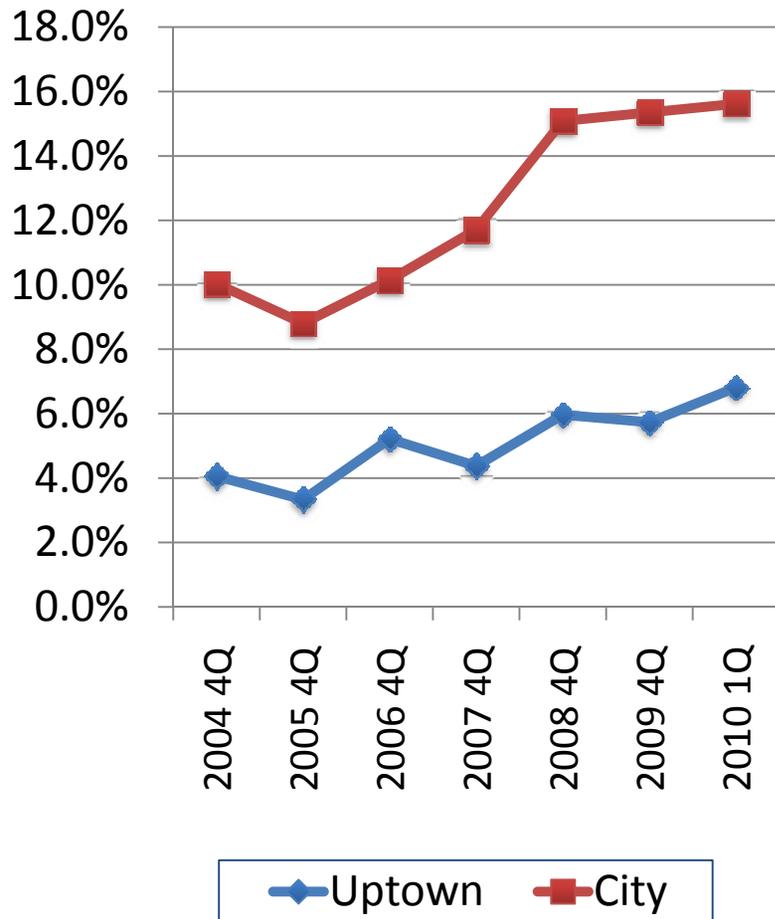
# Office Property Uptown

## Construction Delivered and Net Total Absorption

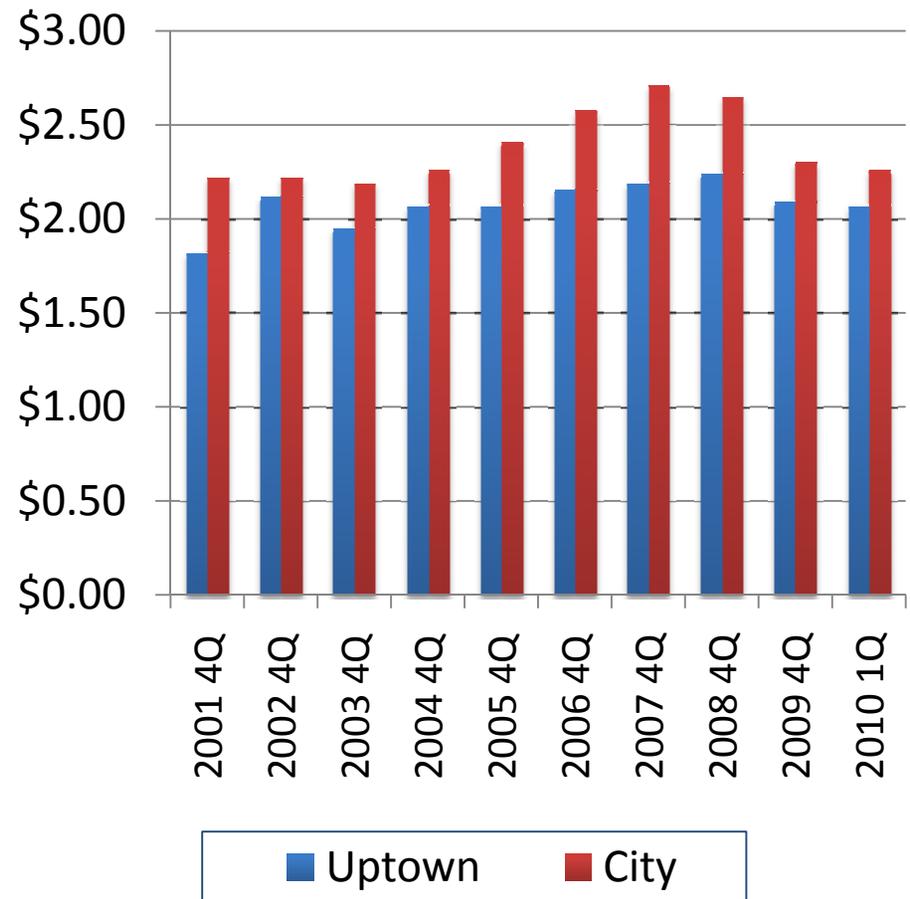


# Office Property Uptown and the City

## Vacancy Rates



## 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