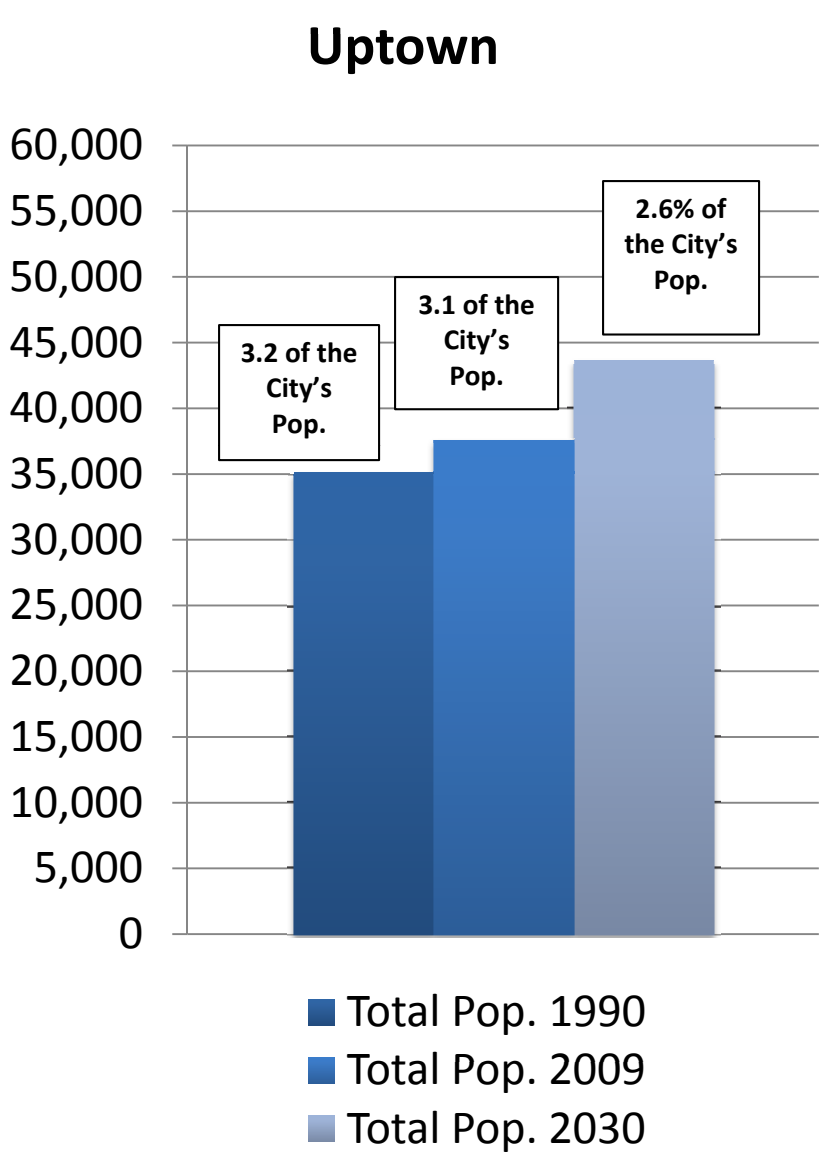
Socioeconomic Presentation to Uptown Community Plan Update Advisory Committee

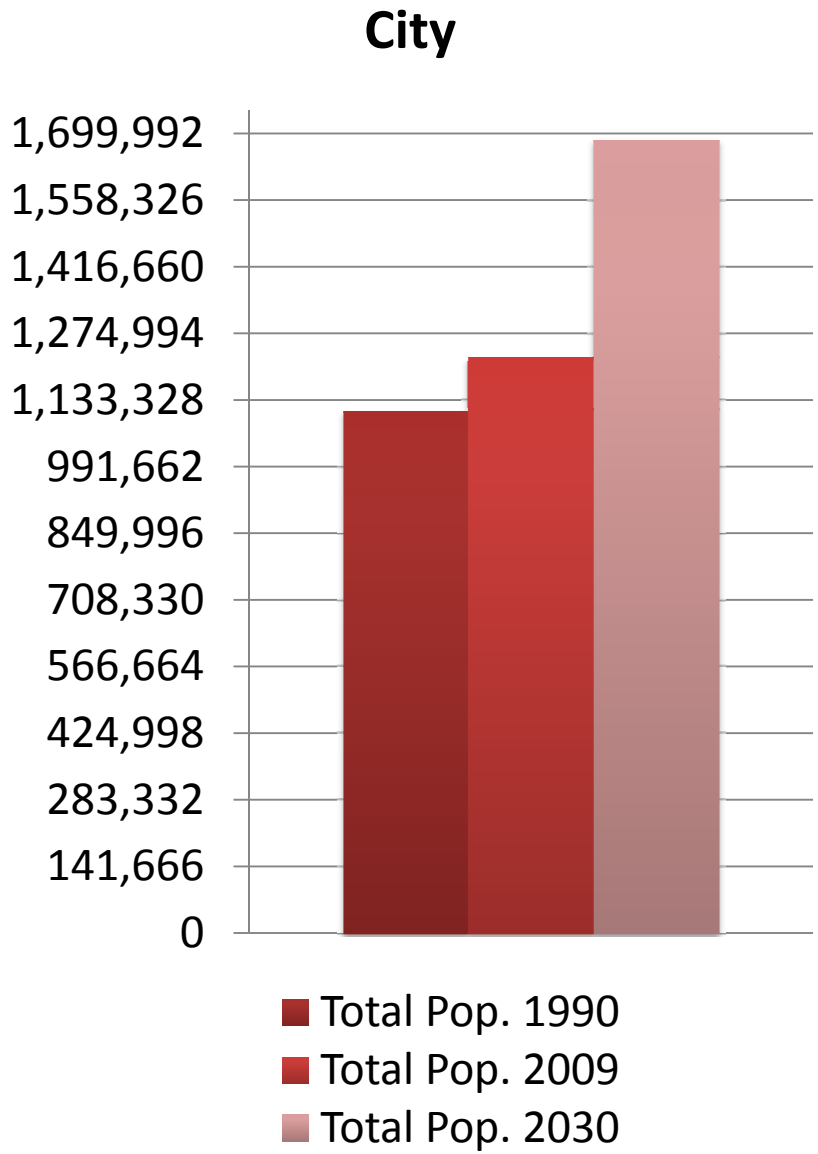
Wednesday, January 26th, 2011

Balboa Park Club – Santa Fe Room

6:00 pm-8:00 pm

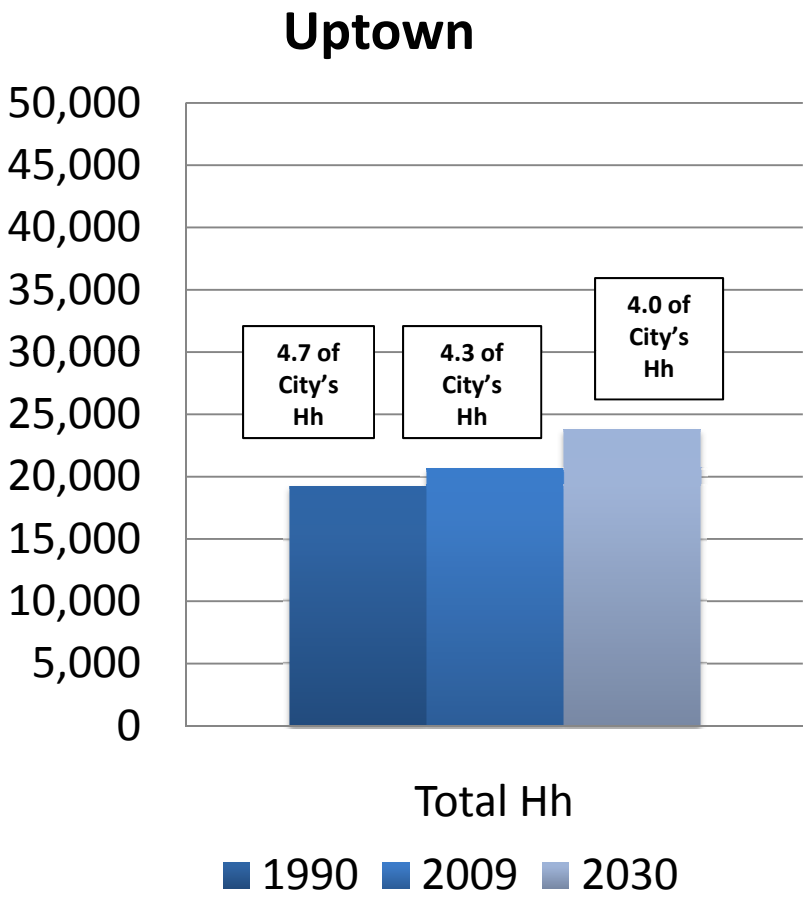
Estimated Total Population

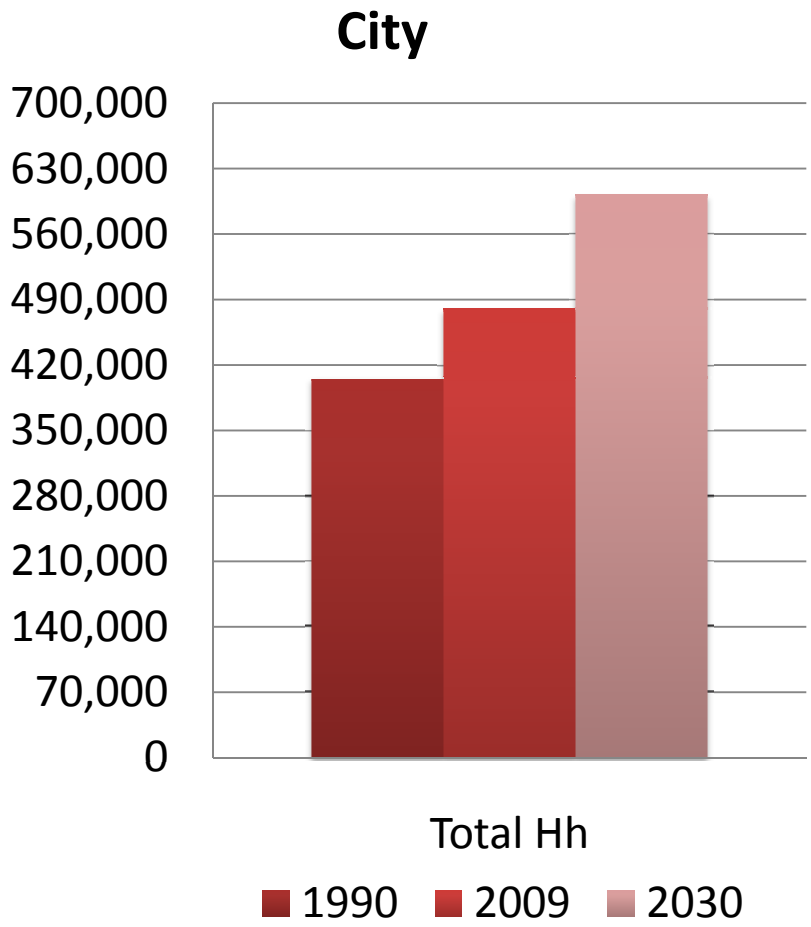




Sources: U.S. Census; San Diego Association of Governments

Estimated Number of Households (Hh)

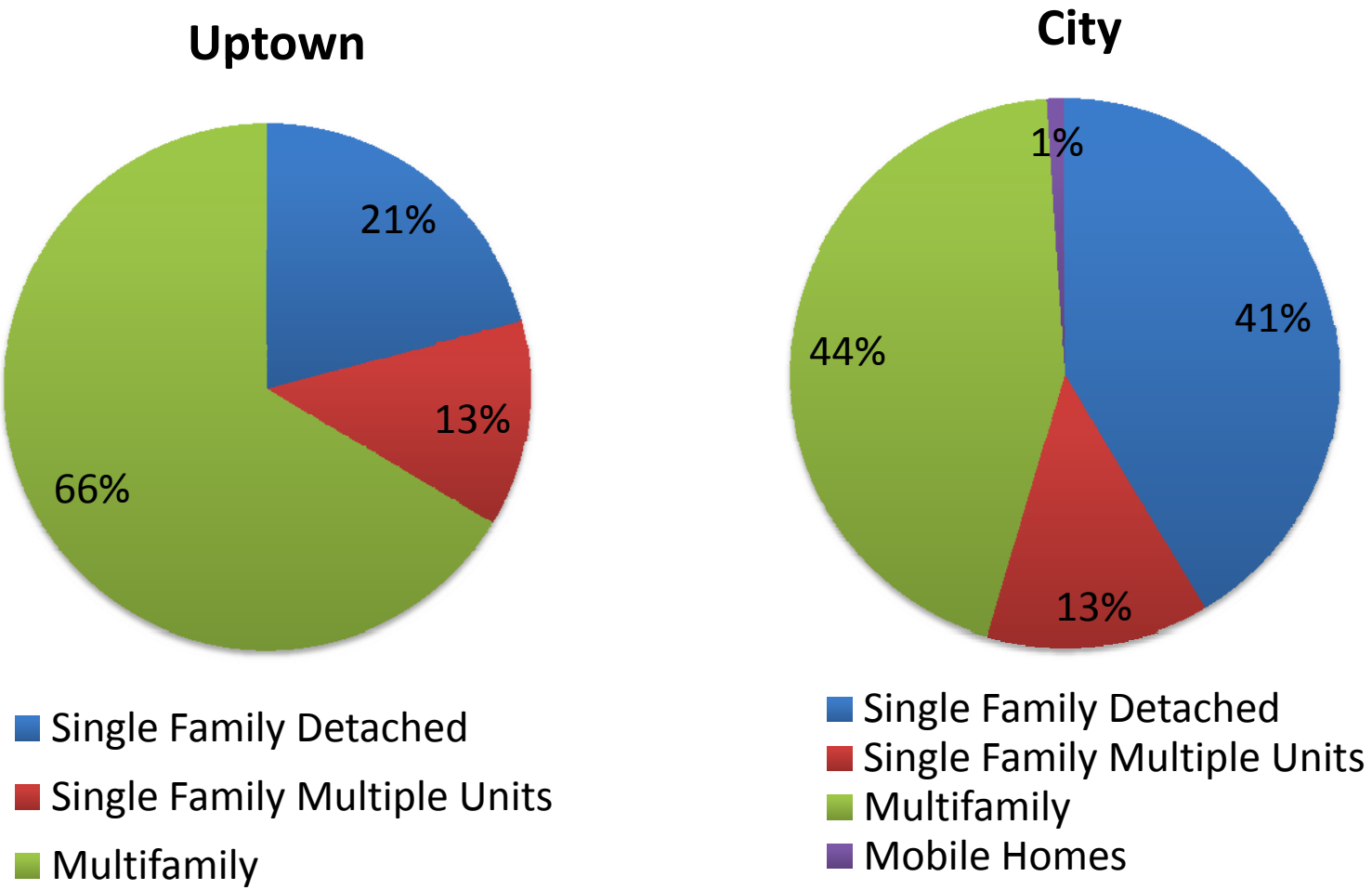




Total Persons per Household			
Area	**1990**	**2009**	**2030**
Uptown	1.77	1.75	1.74
City	2.61	2.74	2.70

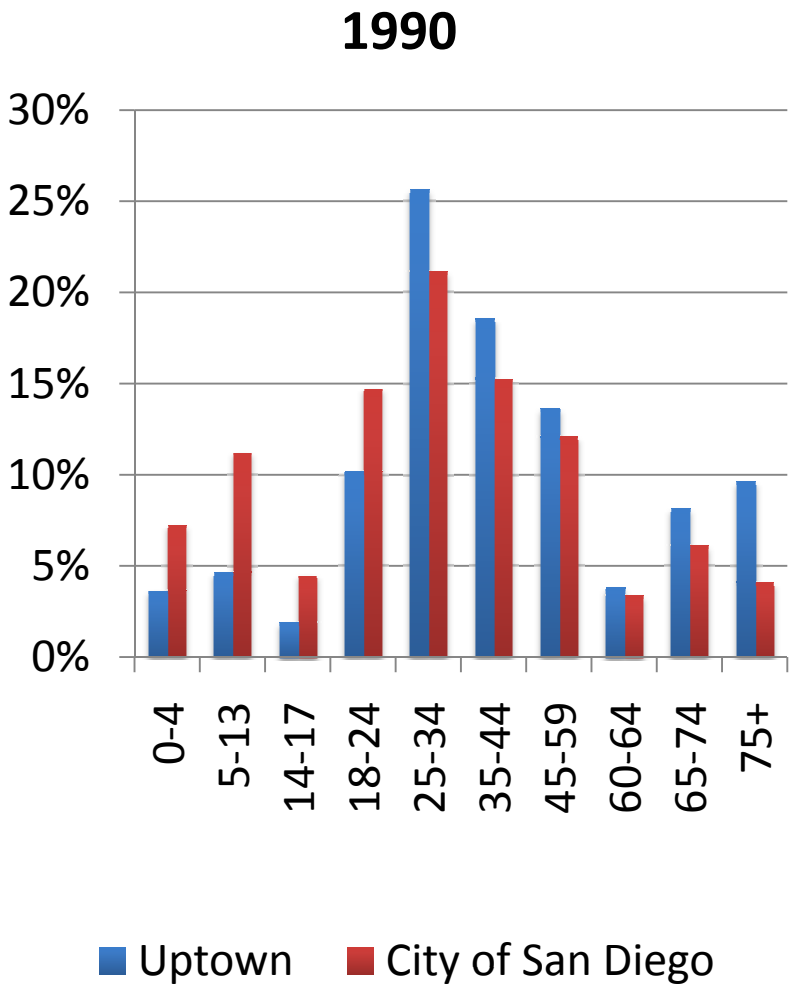
Sources: U.S. Census; San Diego Association of Governments

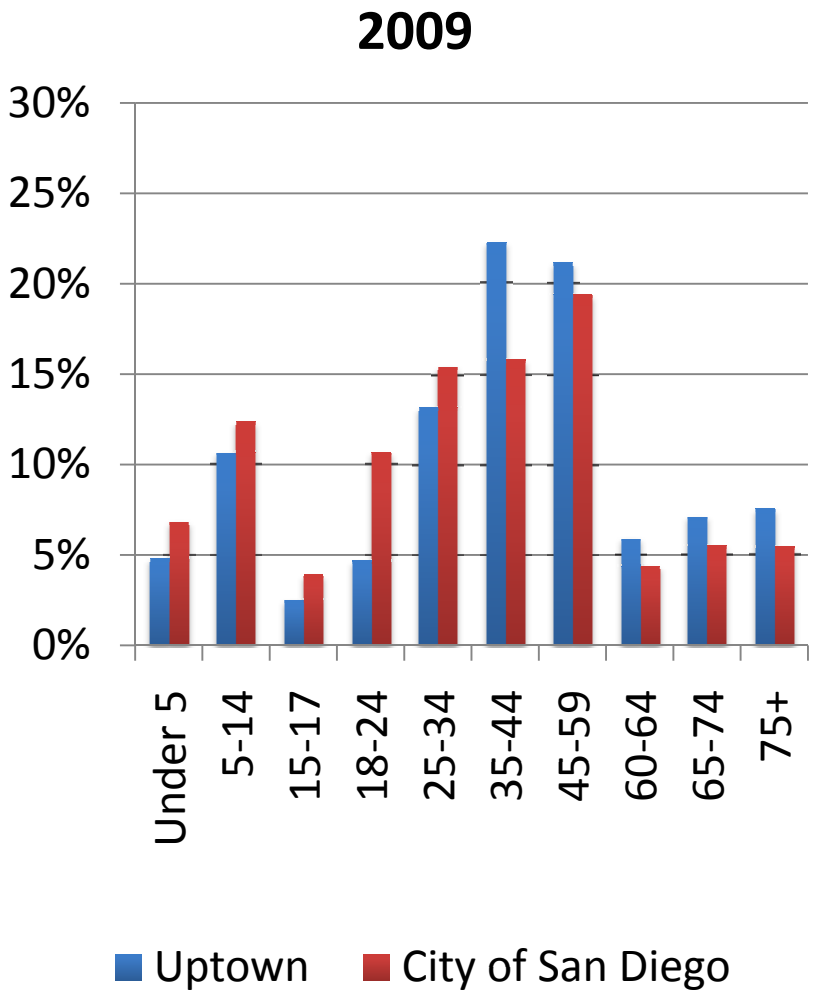
2009 Estimated Housing Units by Structure Type



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

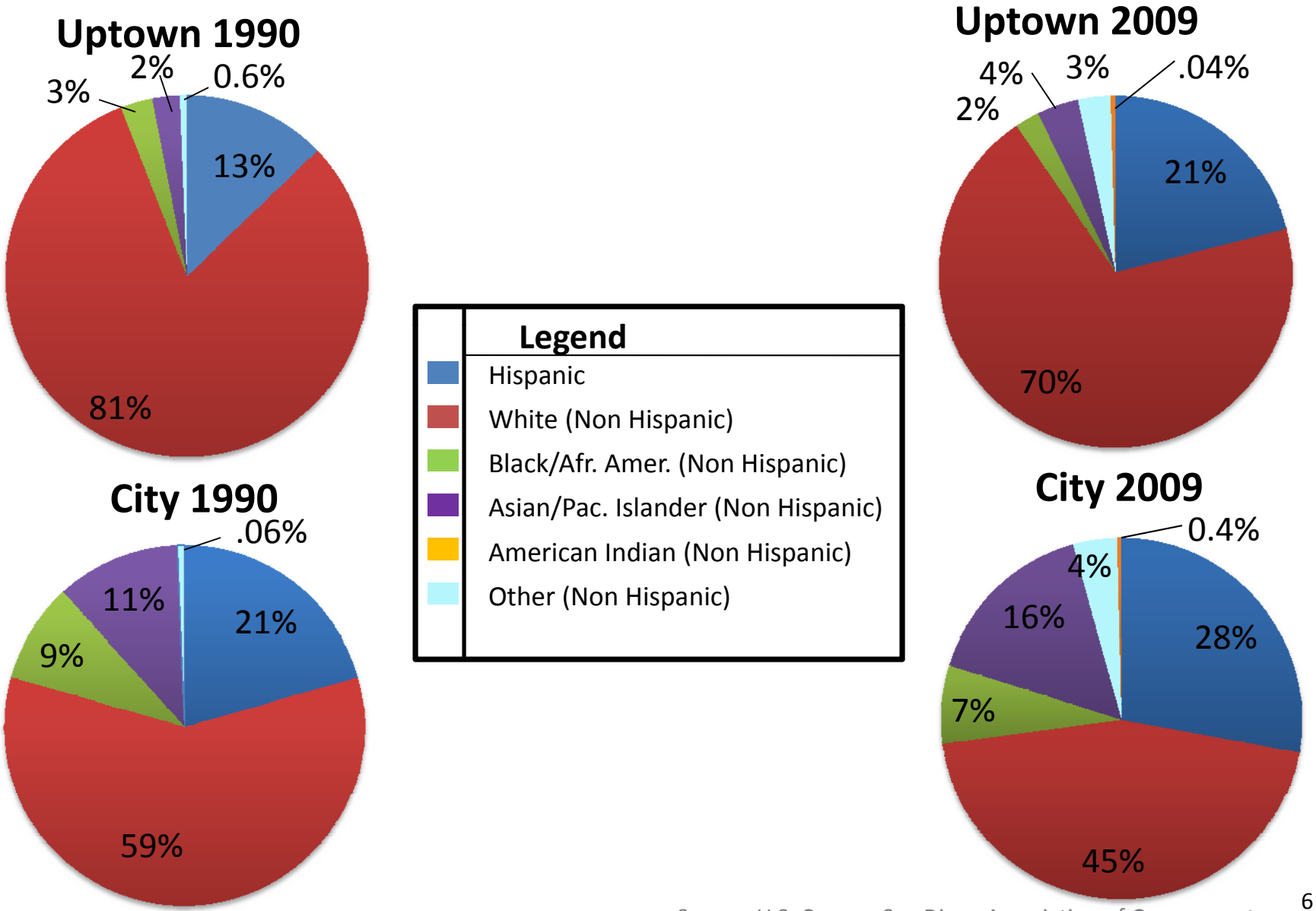
Age Cohorts
Uptown and the City





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

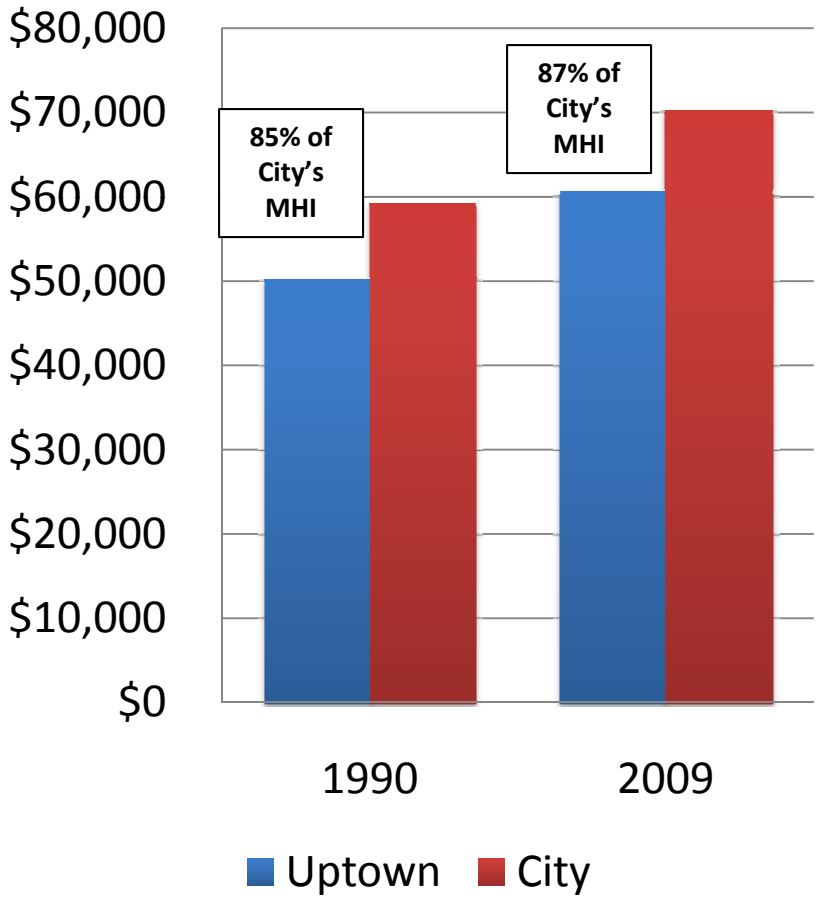
Population Race and Ethnicity



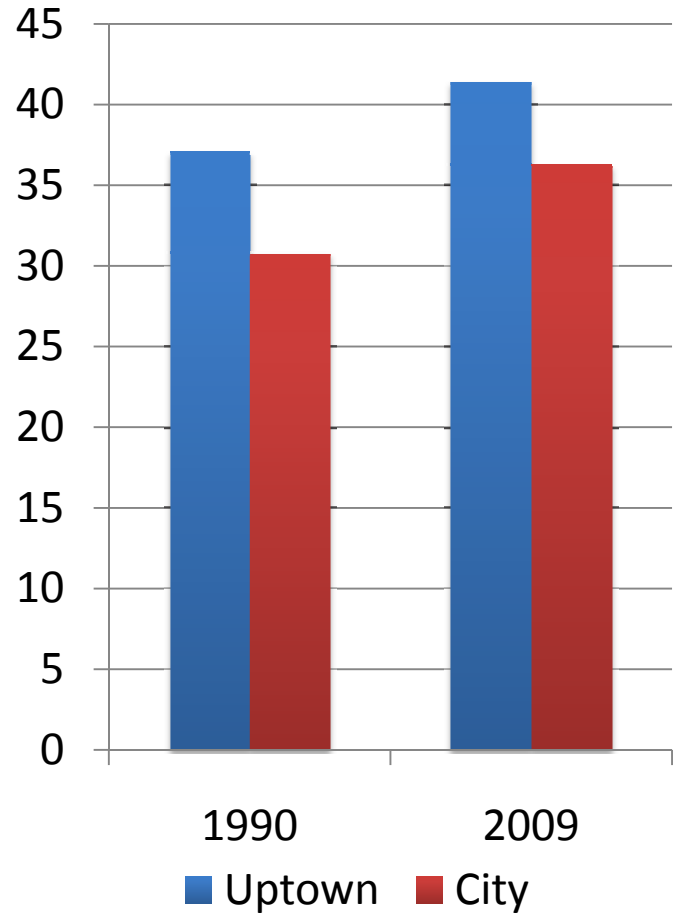
Source: U.S. Census; San Diego Association of Governments

Estimated Median Household Income (MHI) and Median Age

Median Household Income In Constant 2009$



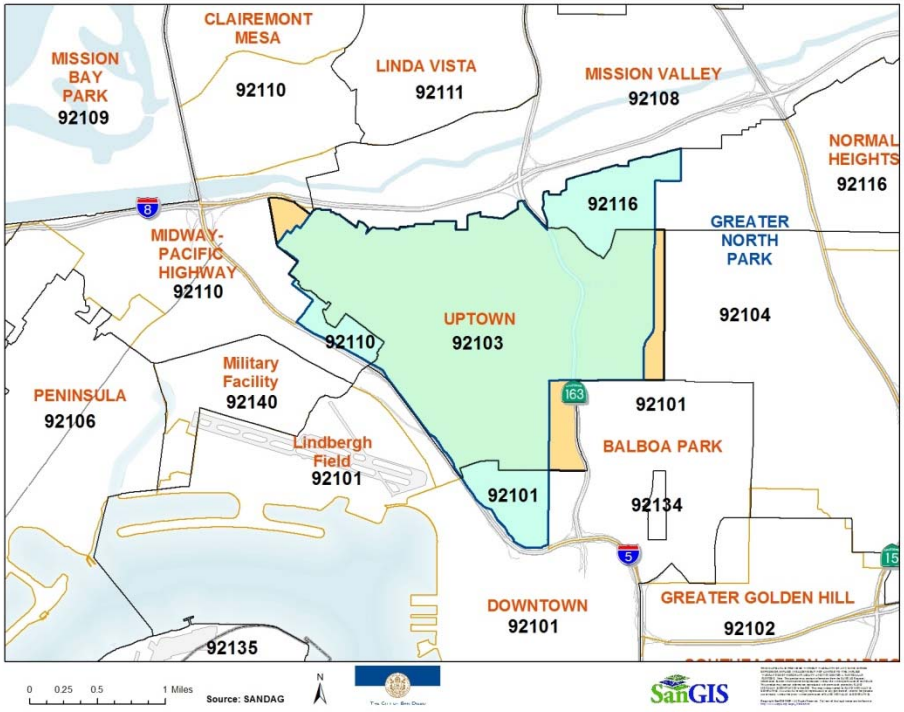
Median Age



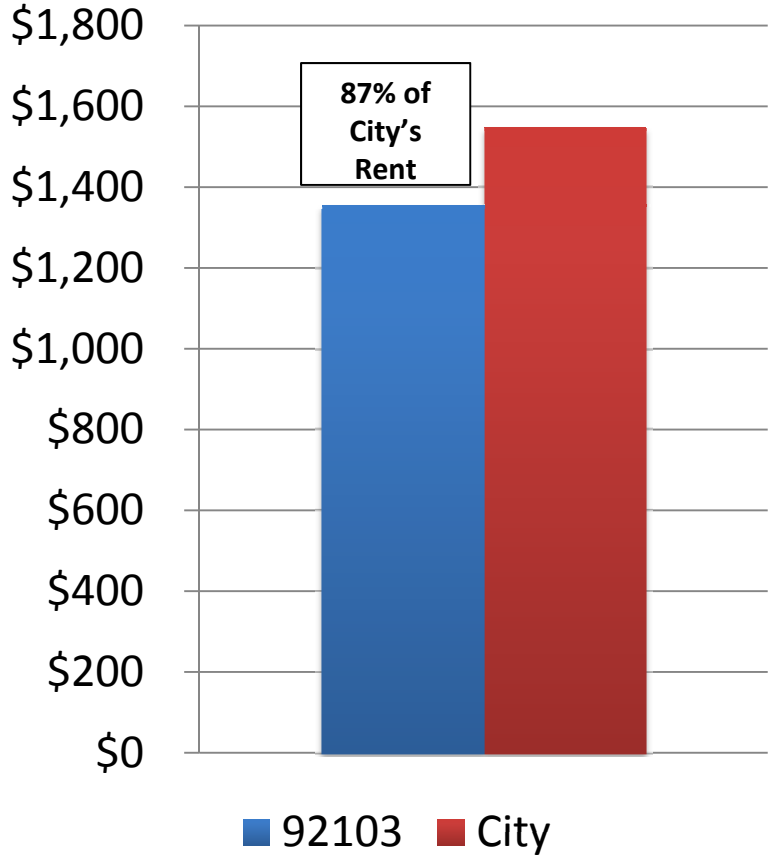
Sources: U.S. Census; San Diego Association of Governments; City of San Diego

Apartment (Apt.) Rents

Zip Code Area 92103



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



Source: San Diego County Apartment Association

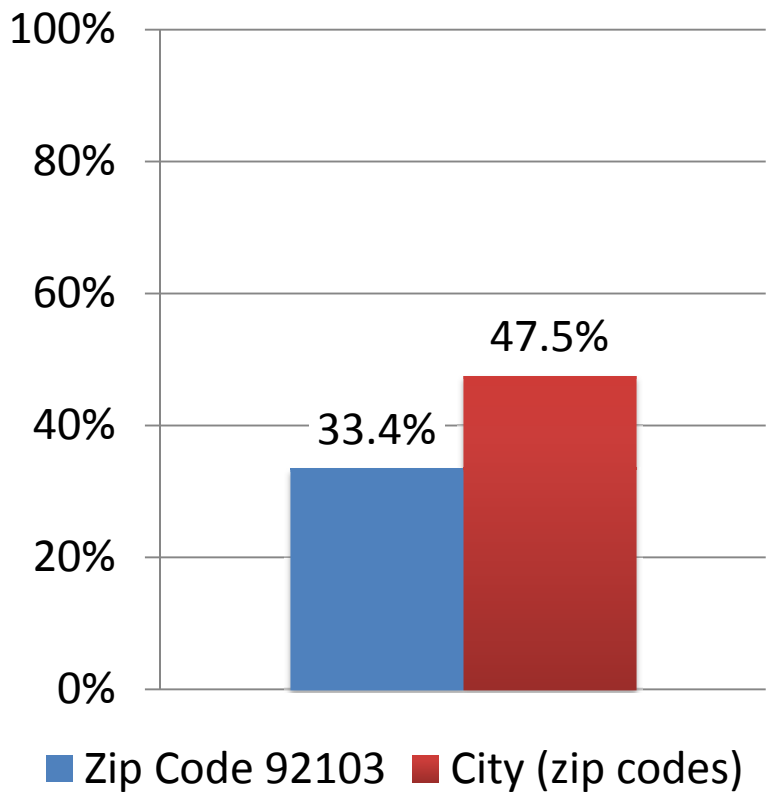
2009 Affordable Housing Index (AHI)

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

- **Combined Median priced home (2009)**
  - o Zip code 92103 $440,000
  - o 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:**
  - o Zip code 92103 $92,121
  - o City $74,325
- **Median Household Income**
  - o Zip code 92103 $64,271
  - o City (zip codes) $74,325
- **Change in the combined median home price 2006 to 2009**
  - o Zip Code 92103 -26%
  - o City (zip codes) -31%

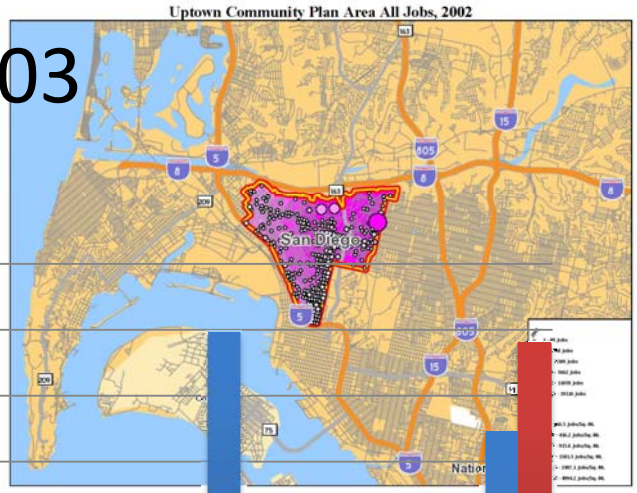
The percentage of the population that can afford to purchase the geography's reported median priced home sold in 2009 is the AHI

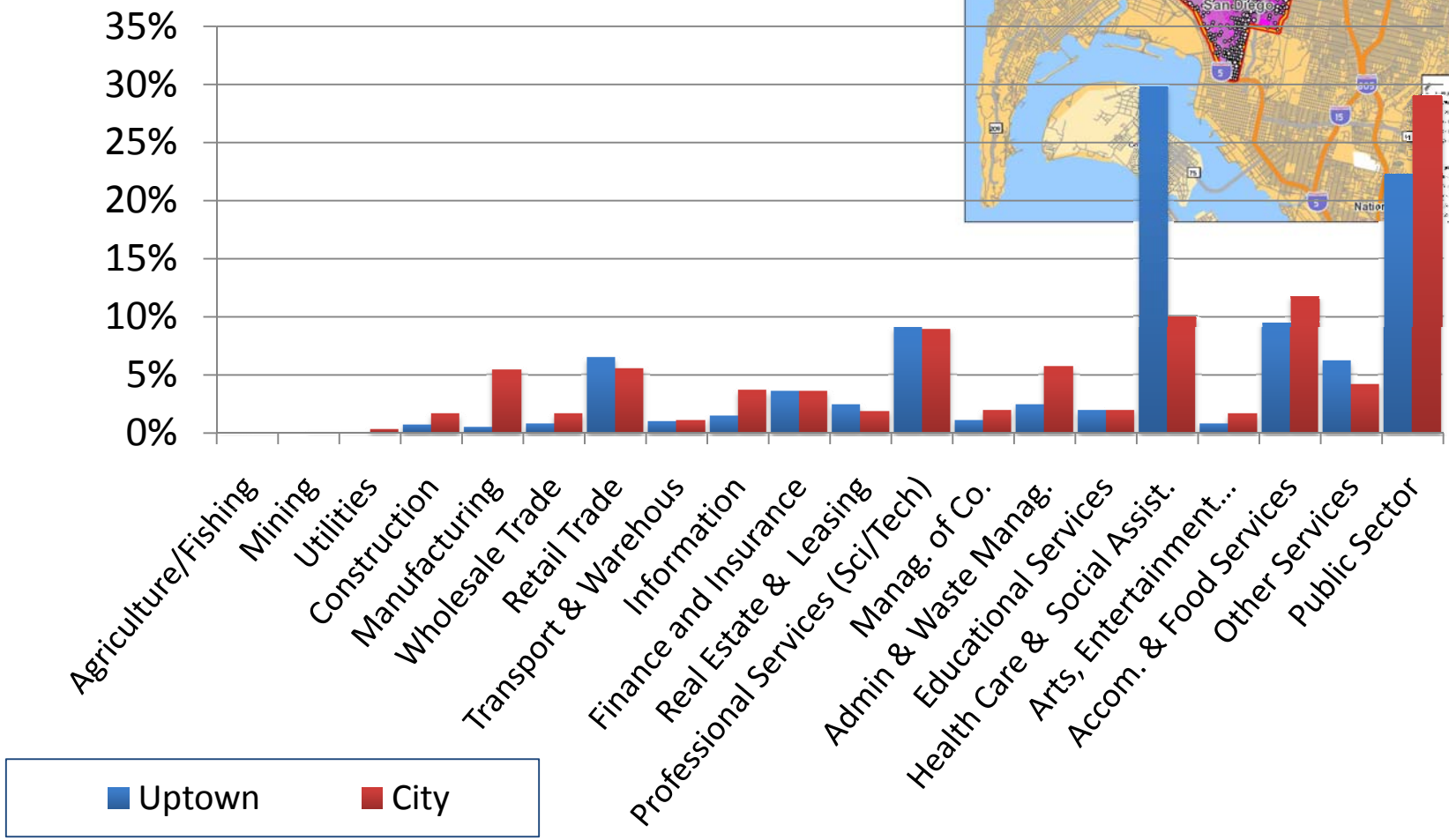


Sources: DataQuick; San Diego Association of Governments; City of San Diego

Employment, 2003

Employment Share Comparison



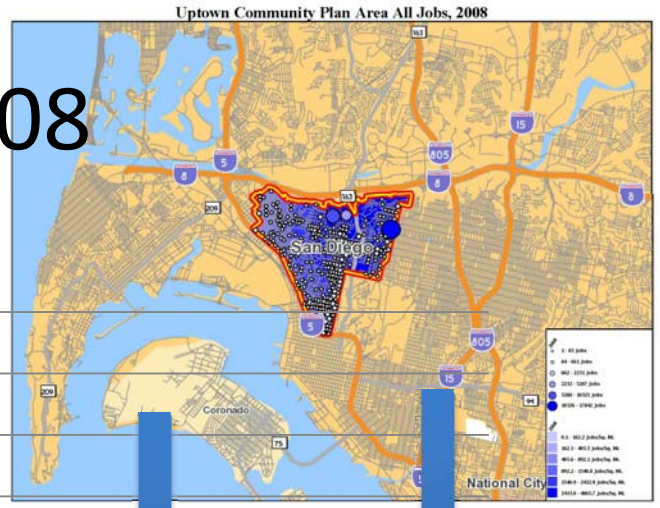


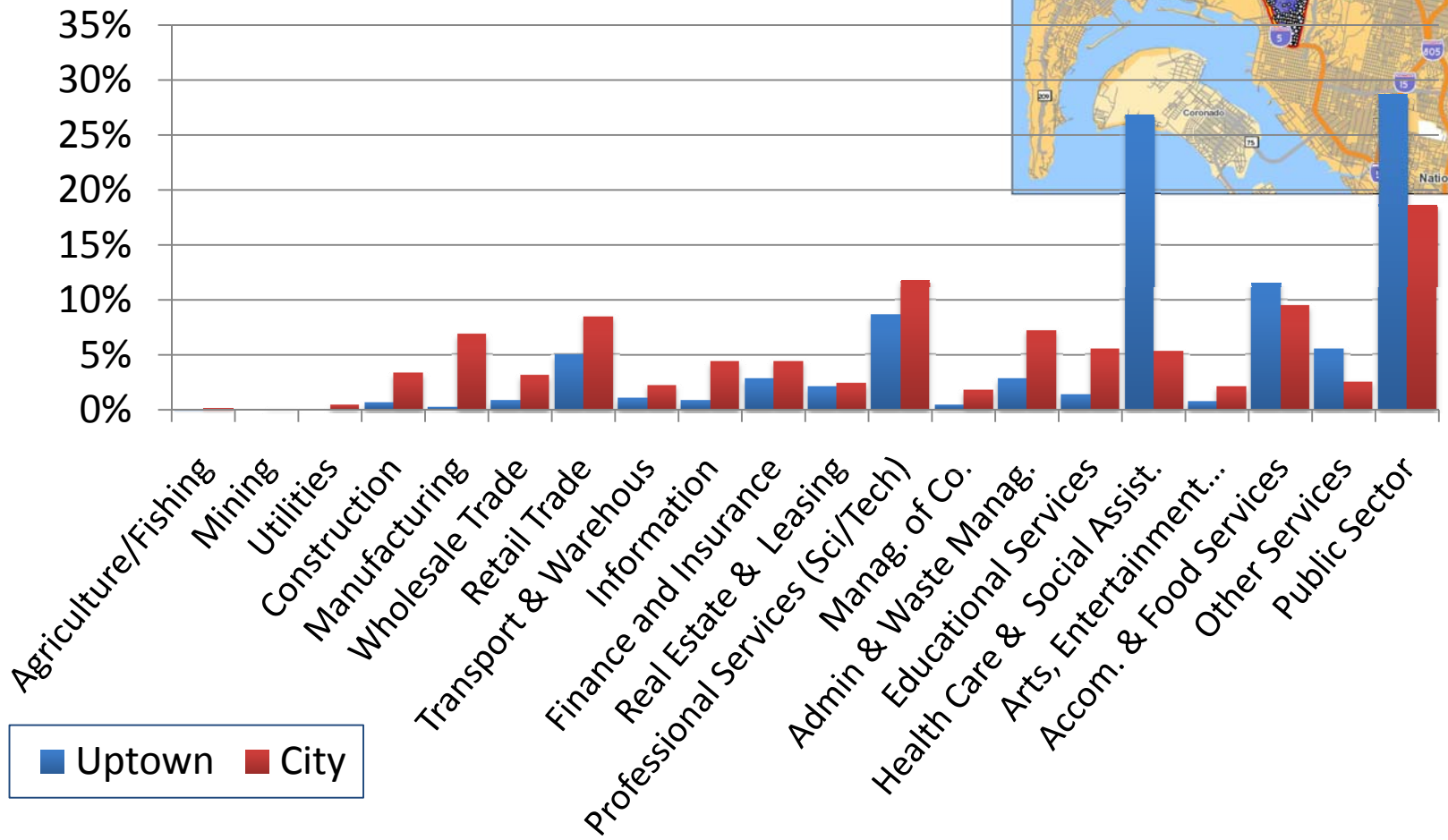
Note:
Employment information does not include those employed that are not included in the State's Unemployment Insurance Fund.

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

Employment, 2008

Employment Share Comparison



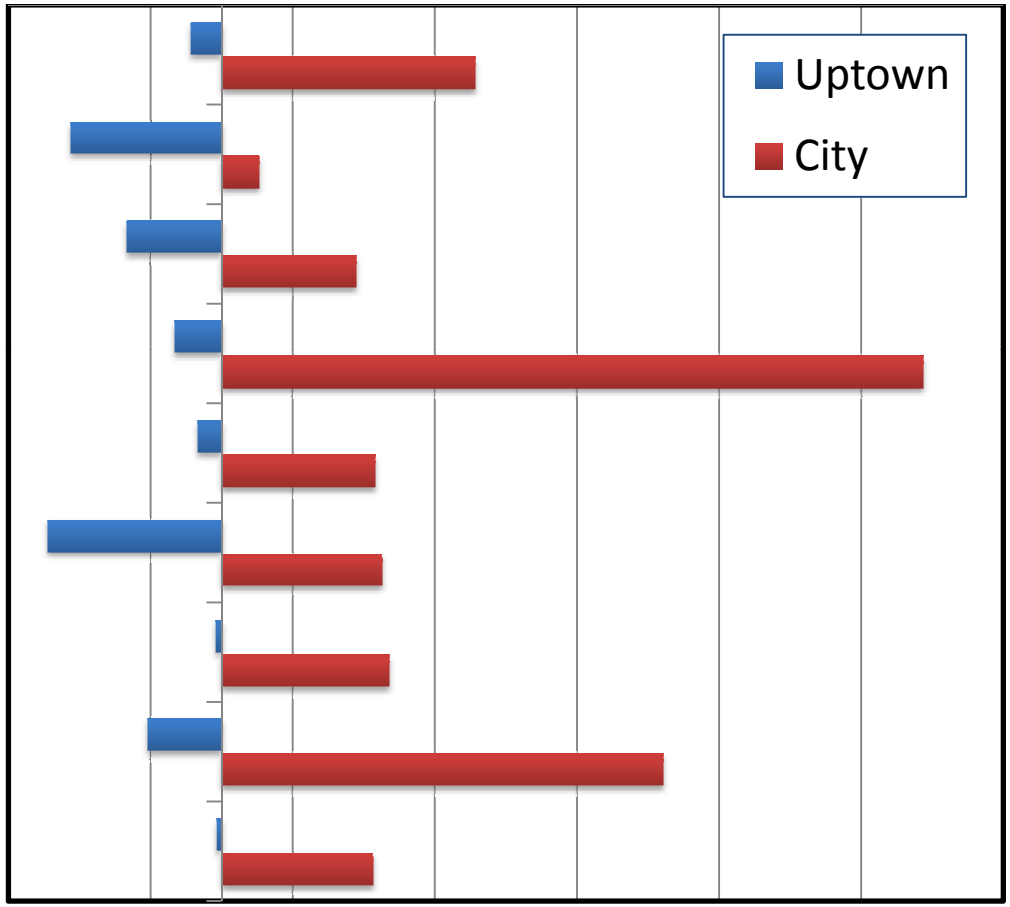


Note:
Employment information does not include those employed that are not included in the State's Unemployment Insurance Fund.

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

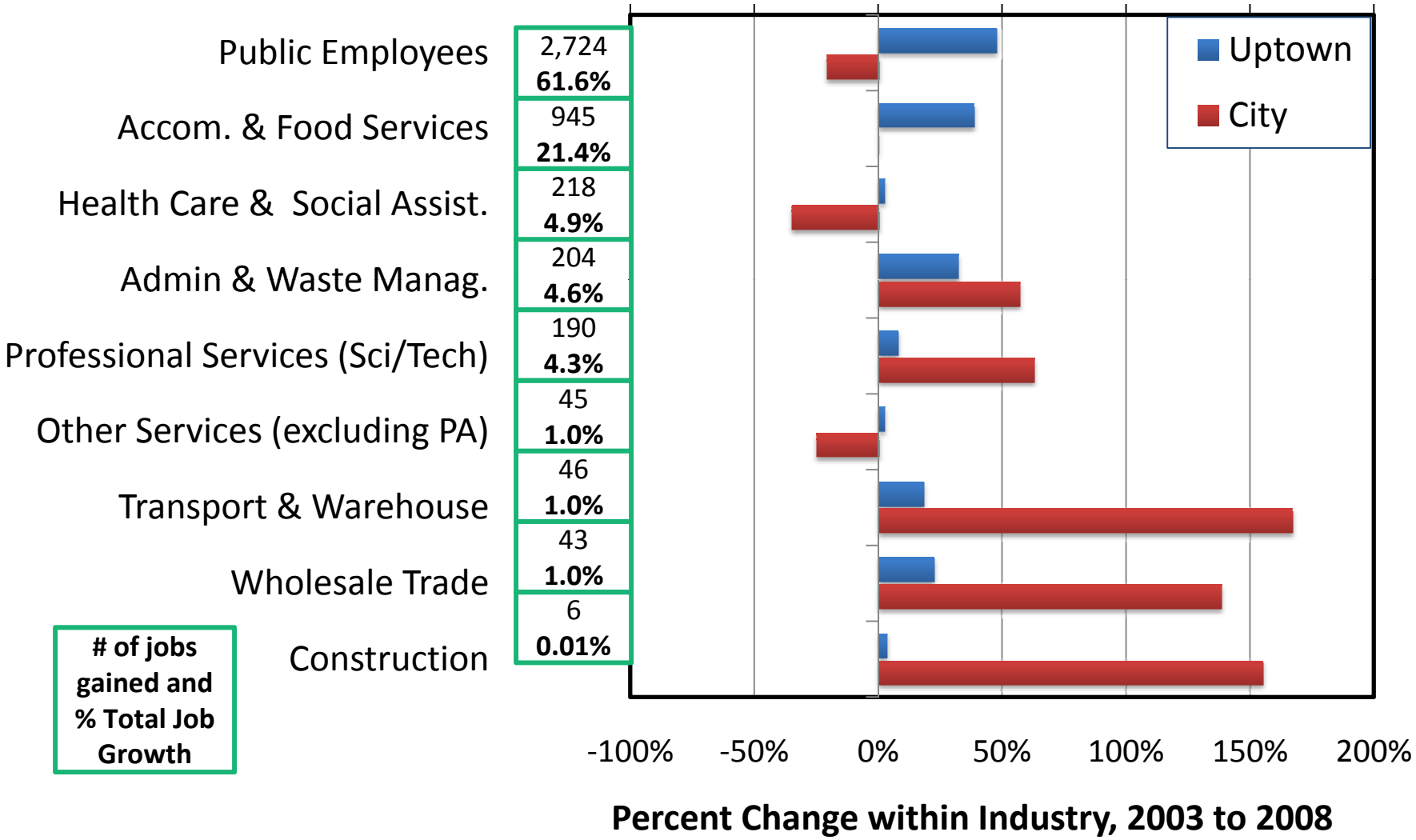
Uptown Community Plan Area
Industry Sectors that Lost Jobs from 2003 to 2008

	# of jobs lost and % Total Job Loss
Retail Trade	(184) **25.7%**
Manag. of Co.	(149) **20.8%**
Information	(120) **16.8%**
Educational Services	(82) **25.7%**
Finance & Insurance	(82) **11.5%**
Manufacturing	(79) **11.0%**
Real Estate & Leasing	(76) **10.6%**
Agriculture/Fishing	(6) **.08%**
Arts, Entertainment…	(4) **0.6%**



Sources: US Census; City of San Diego

Uptown Community Plan Area
Industry Sectors that Gained Jobs from 2003 to 2008



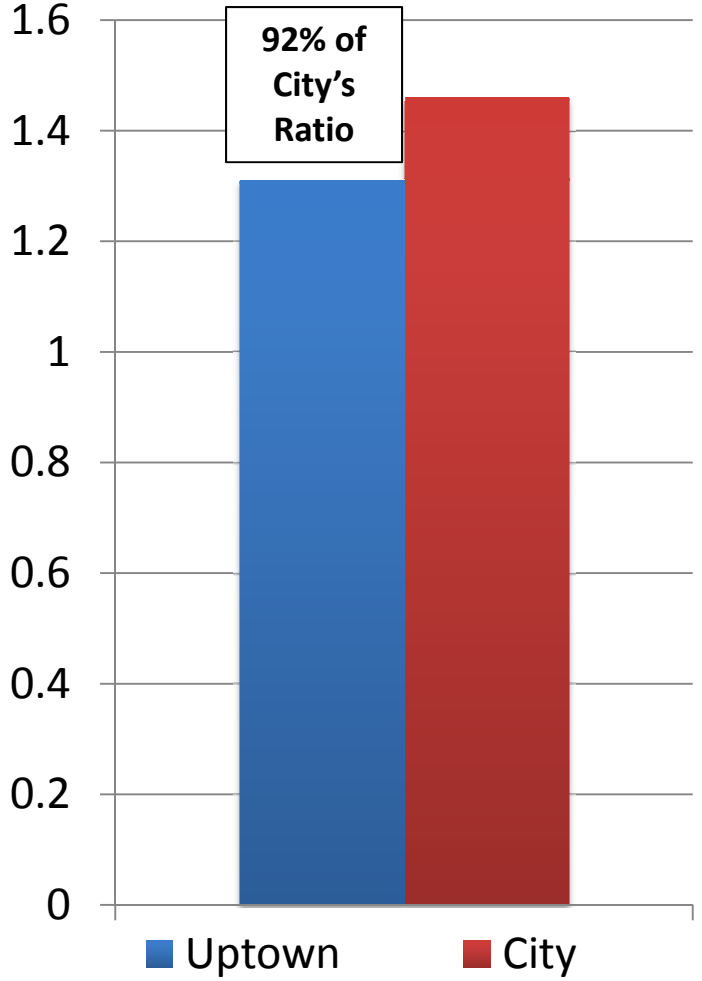
Sources: US Census Bureau; San Diego Association of Governments; City of San Diego

Jobs to Housing Ratio 2008
Uptown and the City

Employment All Jobs, 2008

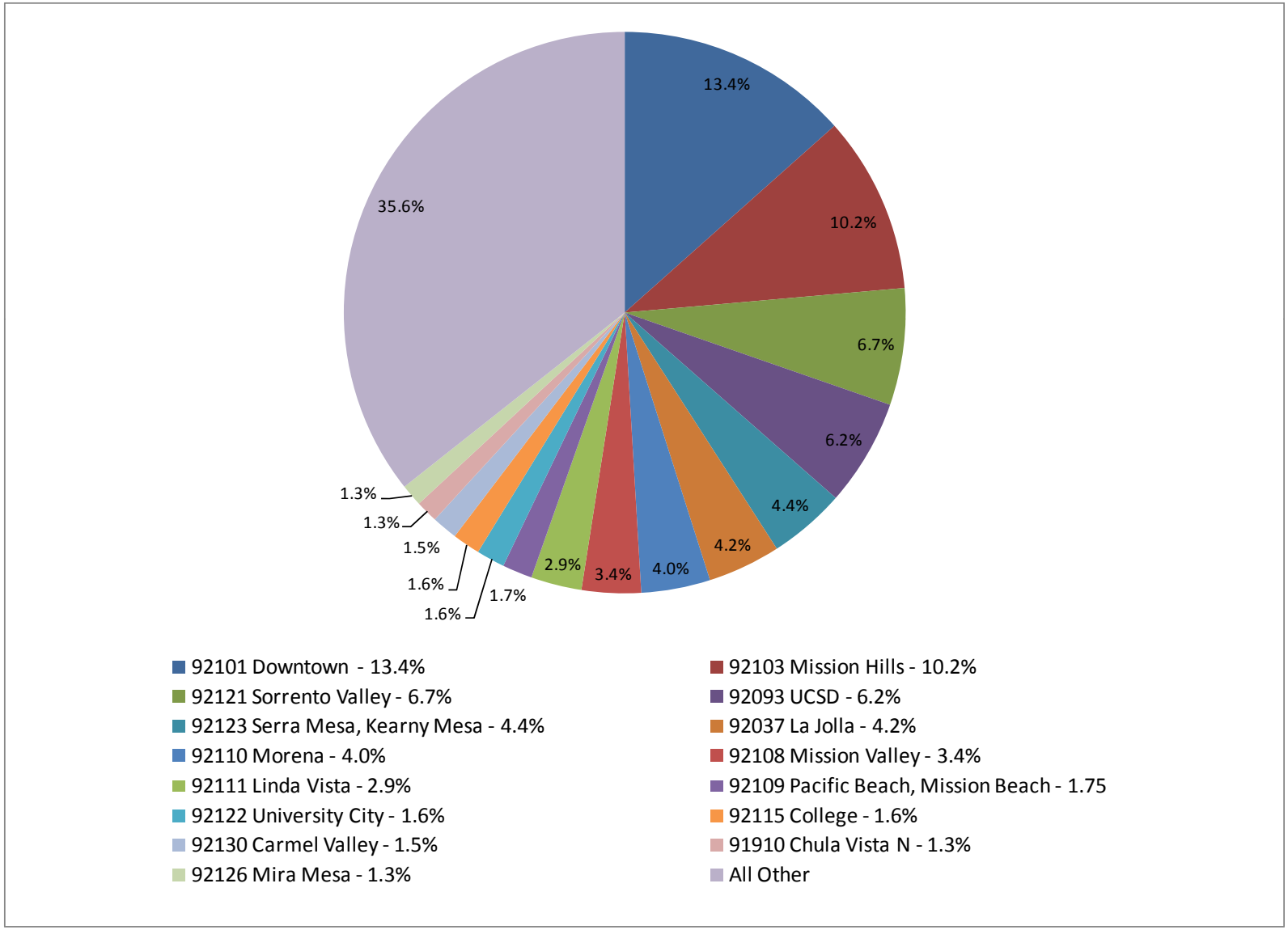
- **Total Jobs**
  - **Uptown** **29,431**
  - **City** **722,998**

- **Jobs to Housing Ratio**
  - **Uptown** **1.31**
  - **City** **1.42**



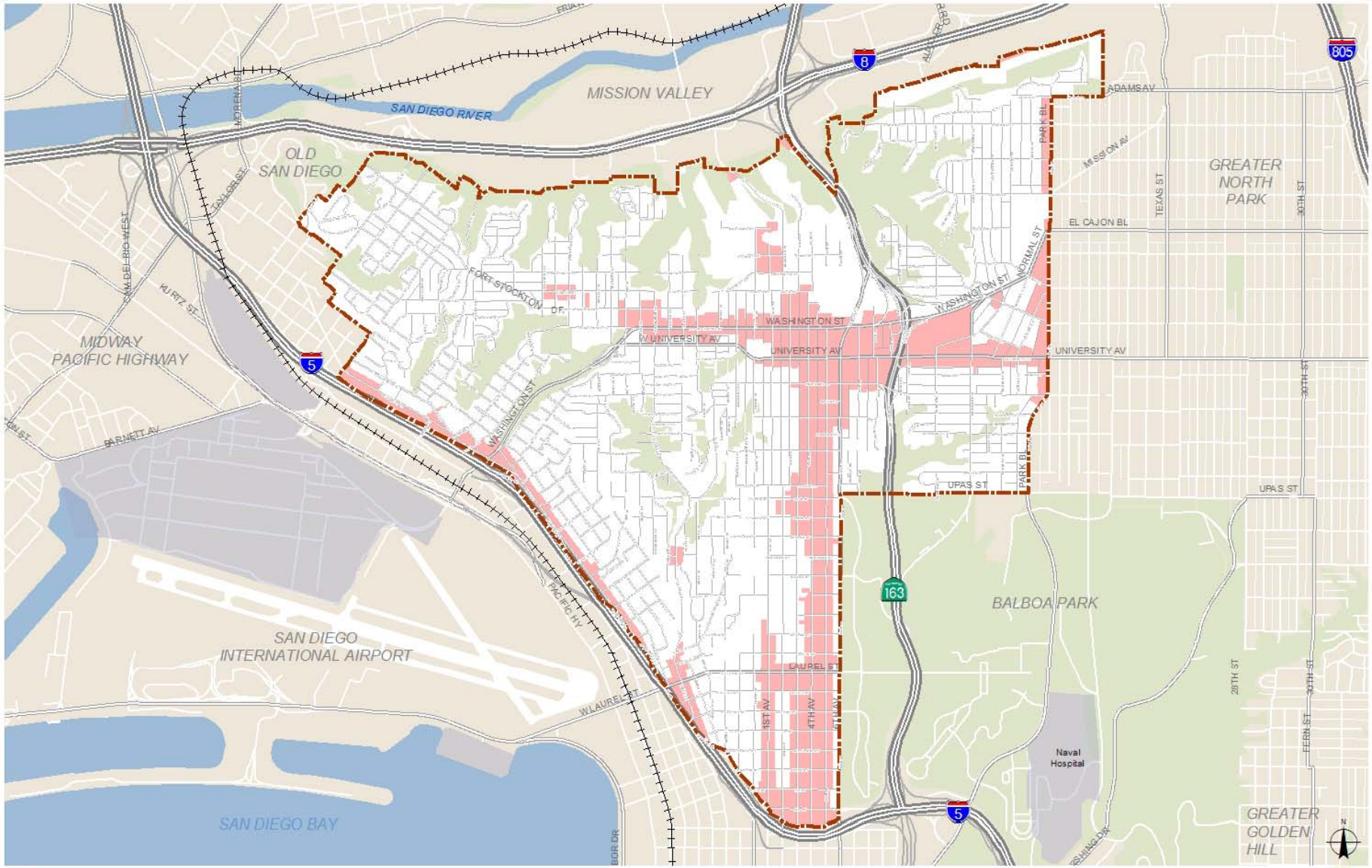
Sources: California Employment Development Department; San Diego Association Governments; City of San Diego

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



Uptown Community Planning Area
Employment Land Areas

April 2010



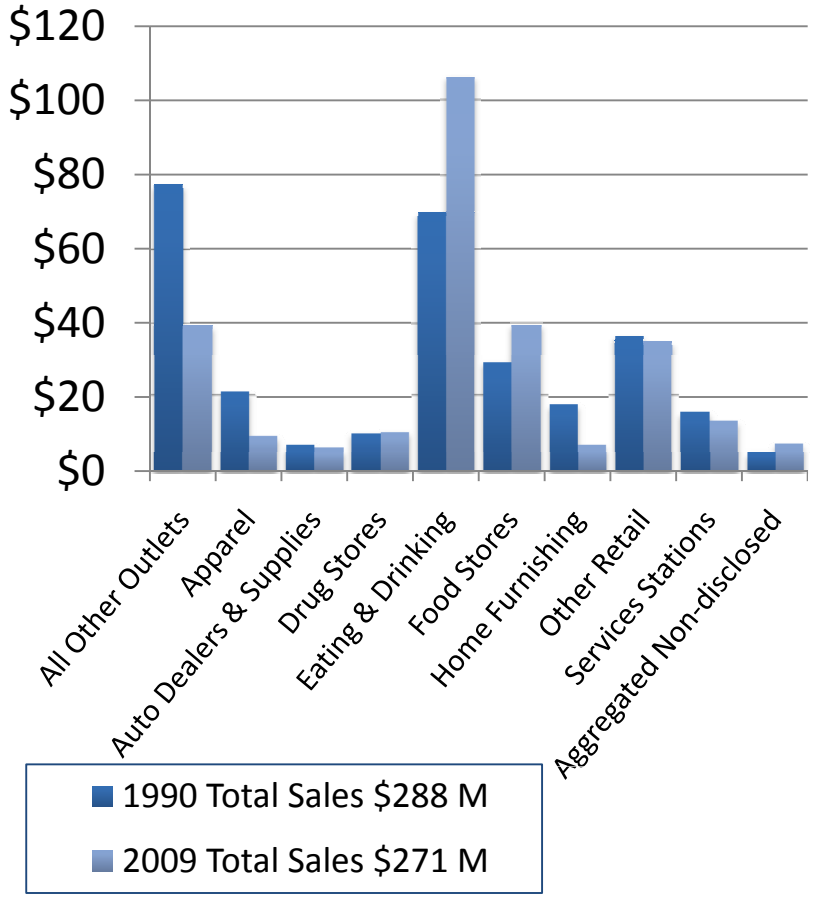
Employment Lands

Community Plan Boundary

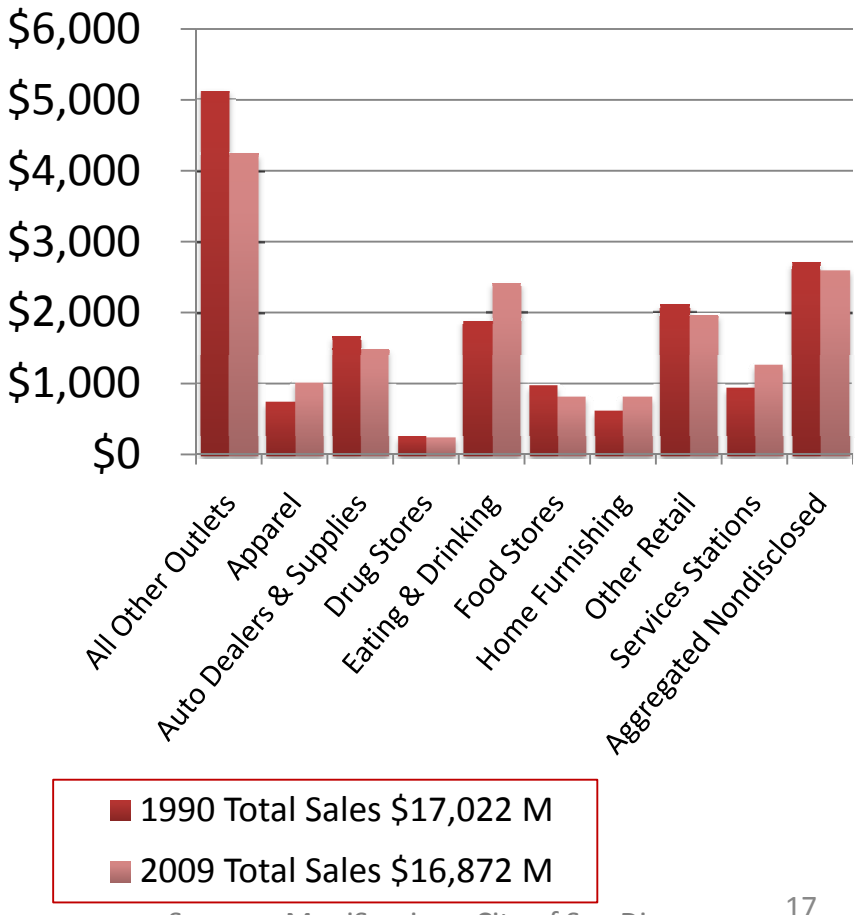
Employment Land Areas depicted on this map are the generalized grouping of adopted land use and zoning designations specifically for commercial or industrial activities.

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

Uptown, 1990 and 2009

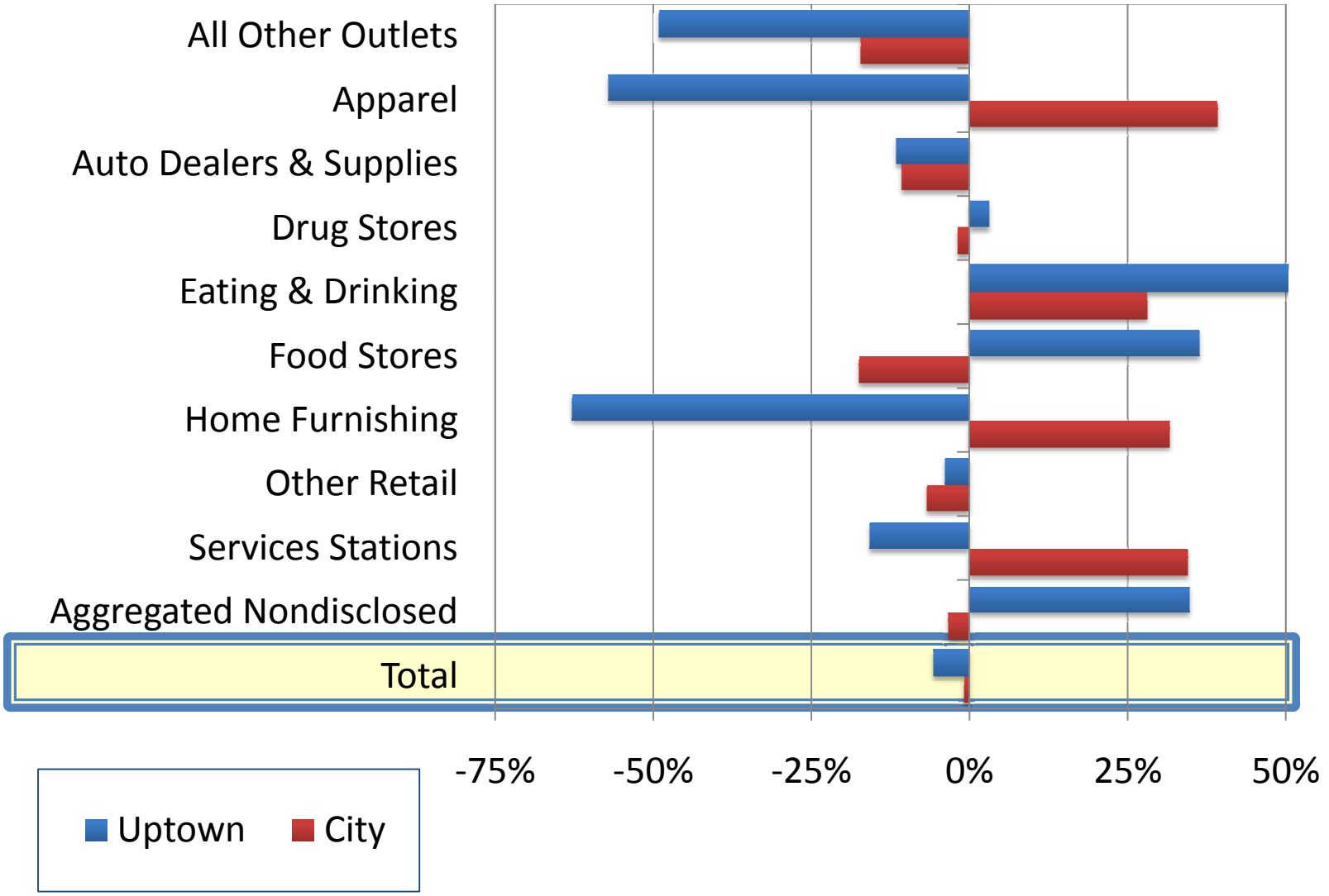


City, 1990 and 2009



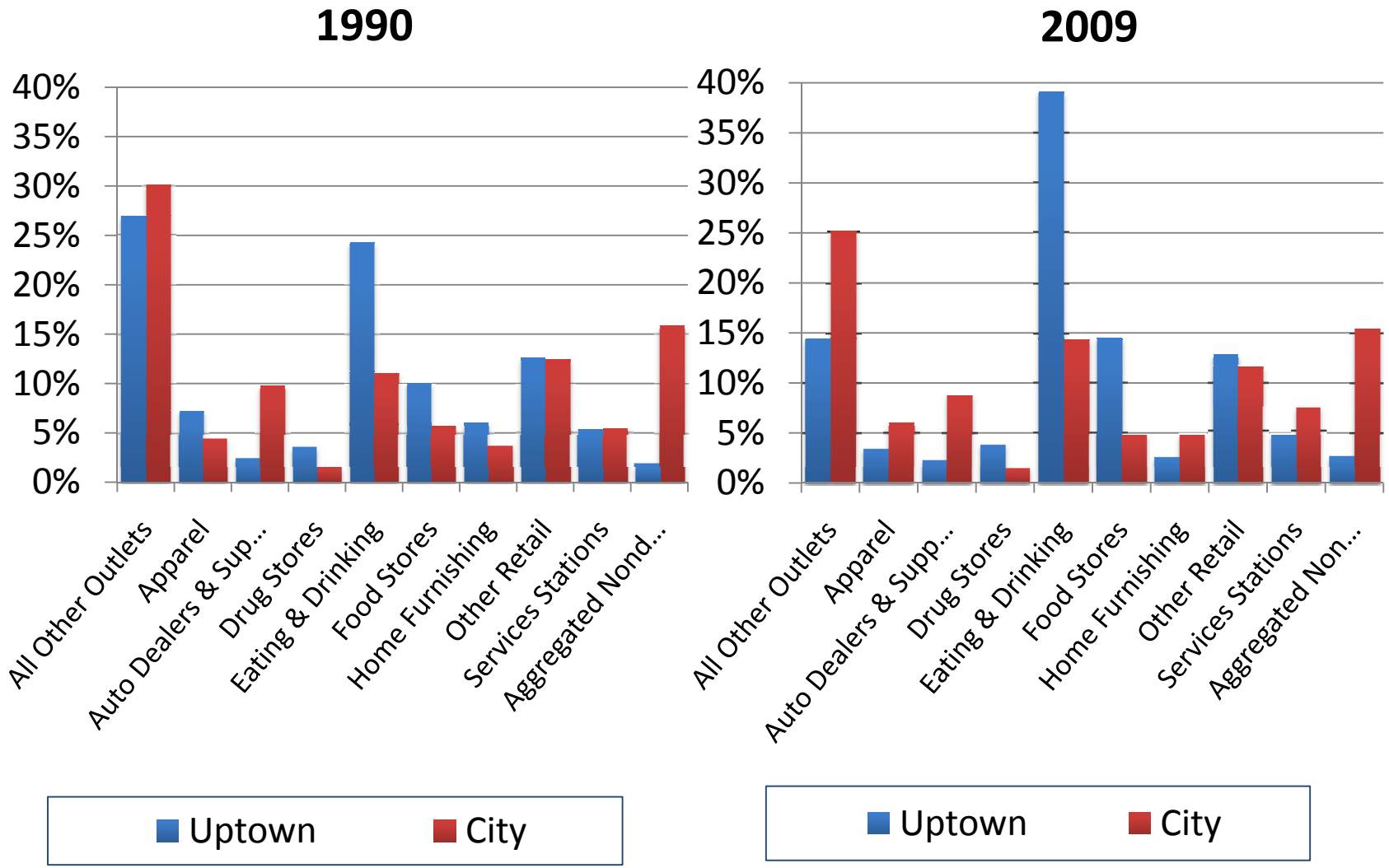
Sources: MuniServices; City of San Diego

Percent Change in Estimated Taxable Sales from 1990 to 2009



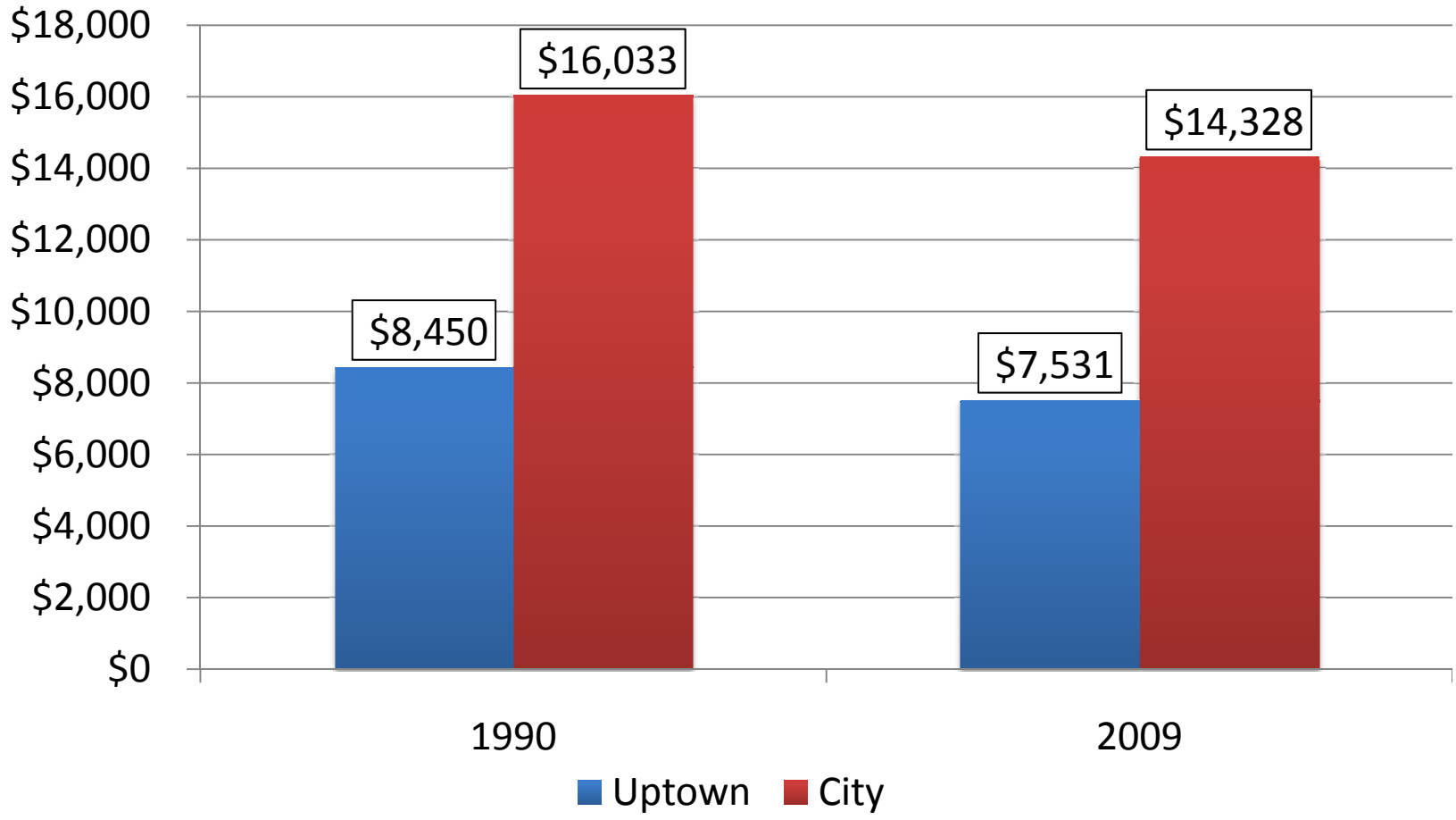
Sources: MuniServices; City of San Diego

Percent of the Total Estimated Taxable Sales by SBE[1] Retail Type



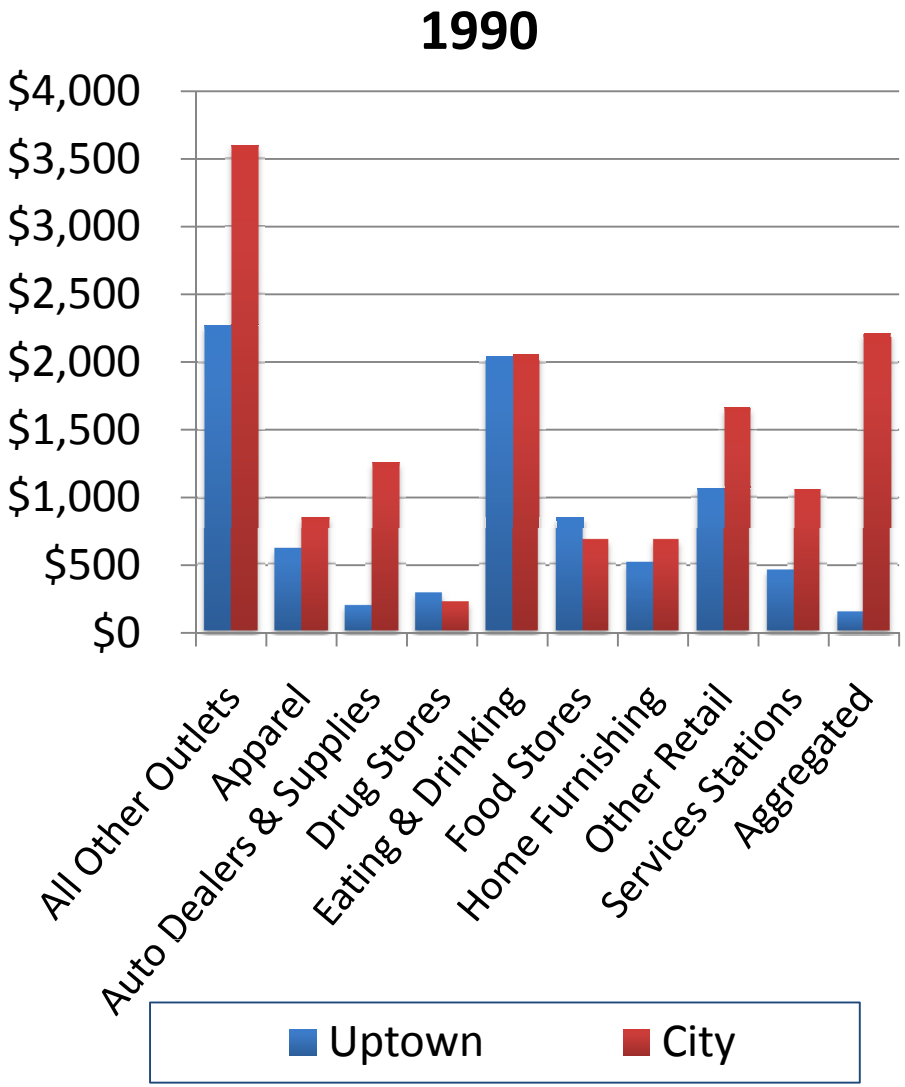
Sources: MuniServices; City of San Diego

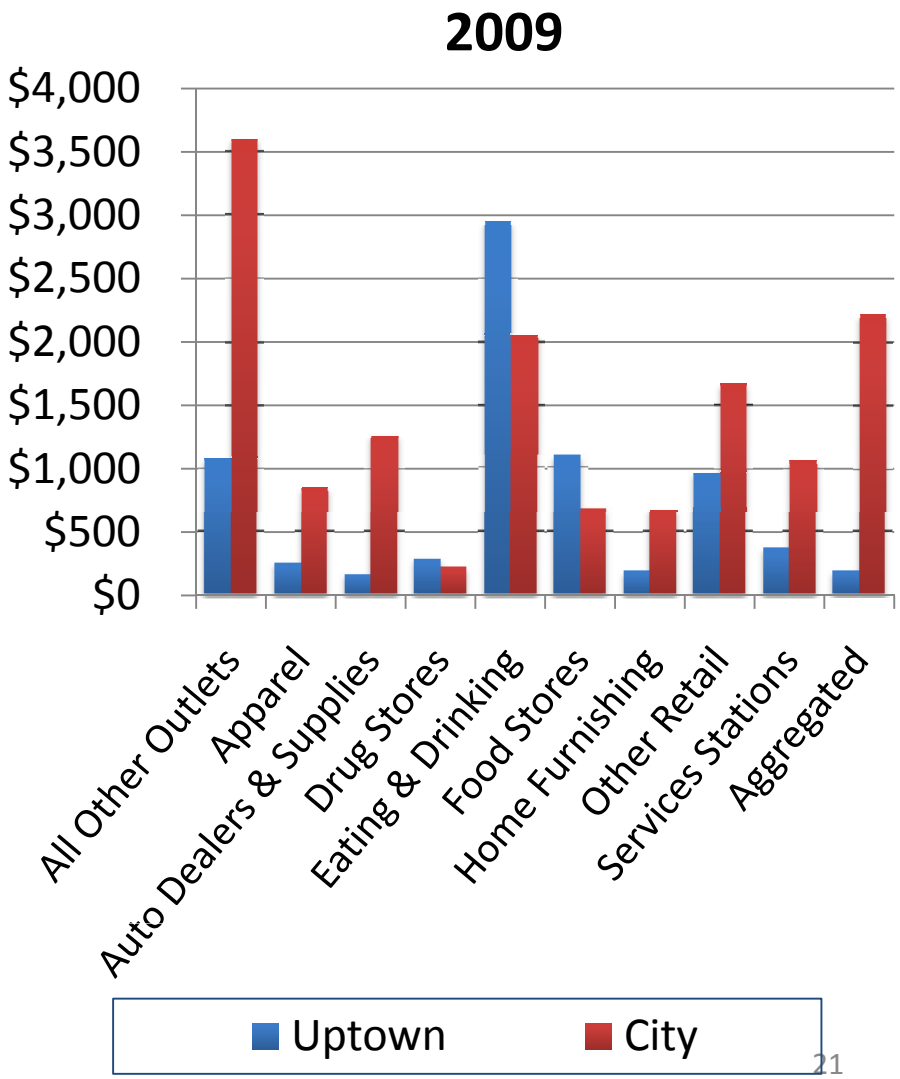
Estimated Retail Taxable Sales Per Household Population in Constant 2009$



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$





Sources: MuniServices; City of San Diego

Uptown
Retail Properties

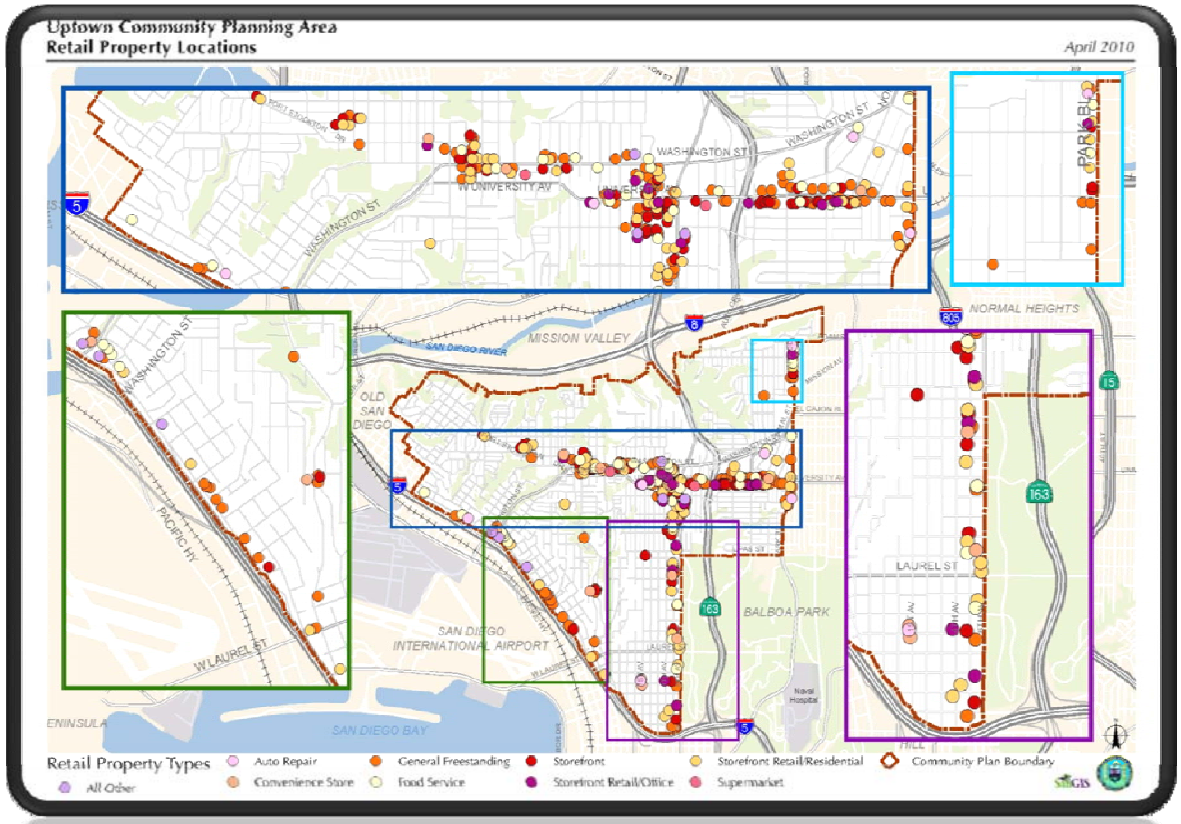
Strip Retail

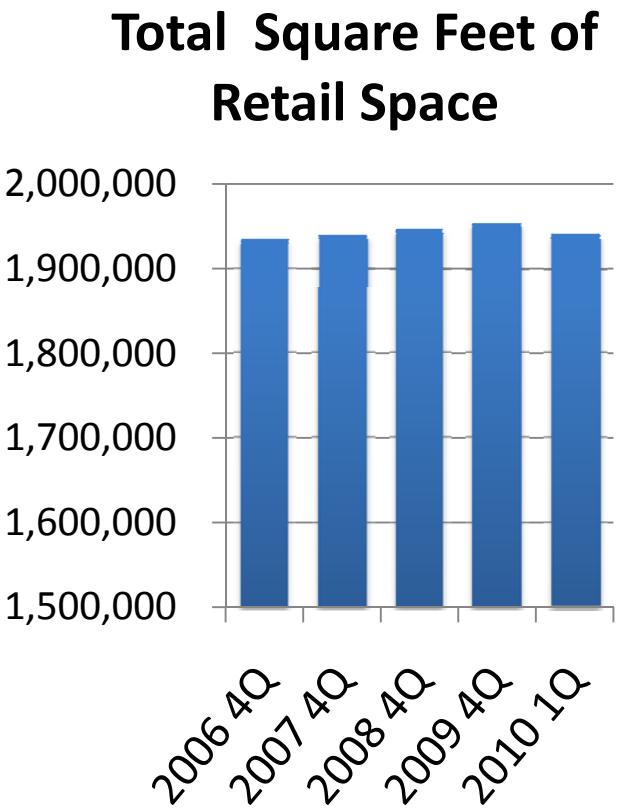
Mixed Use (Retail/Residential)

Neighborhood Center Retail

Retail/ Office

Uptown
Retail Properties
Location and Total Space

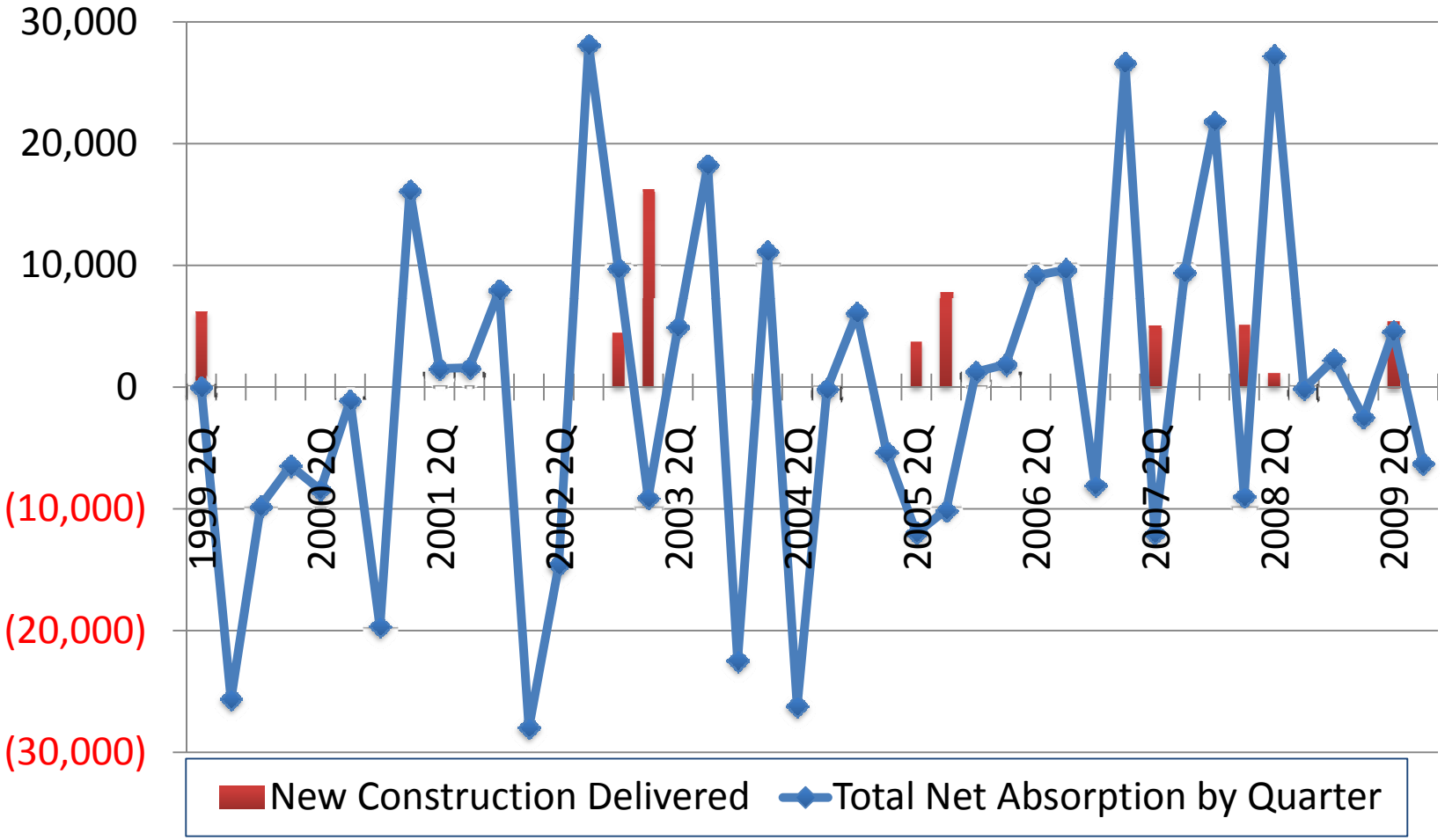




1st quarter 2010 CoStar data reported a total of 337 retail buildings and 1,941,163 square feet of retail space tracked in the Uptown community plan area.

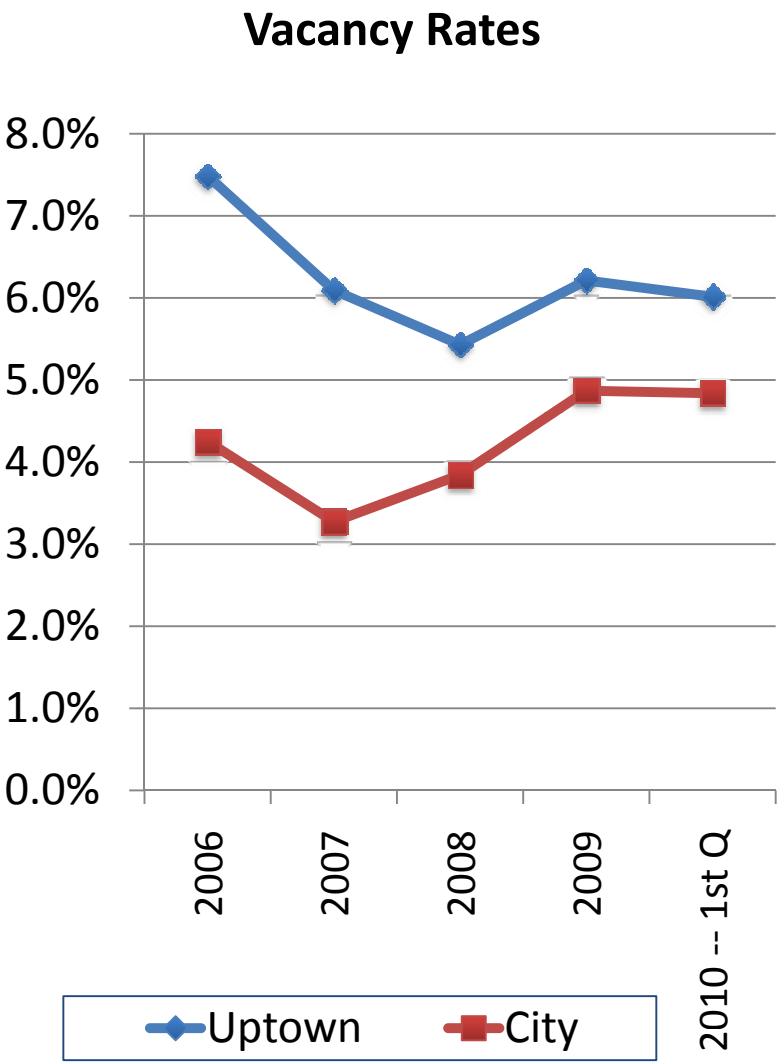
Source: CoStar Group; City of San Diego

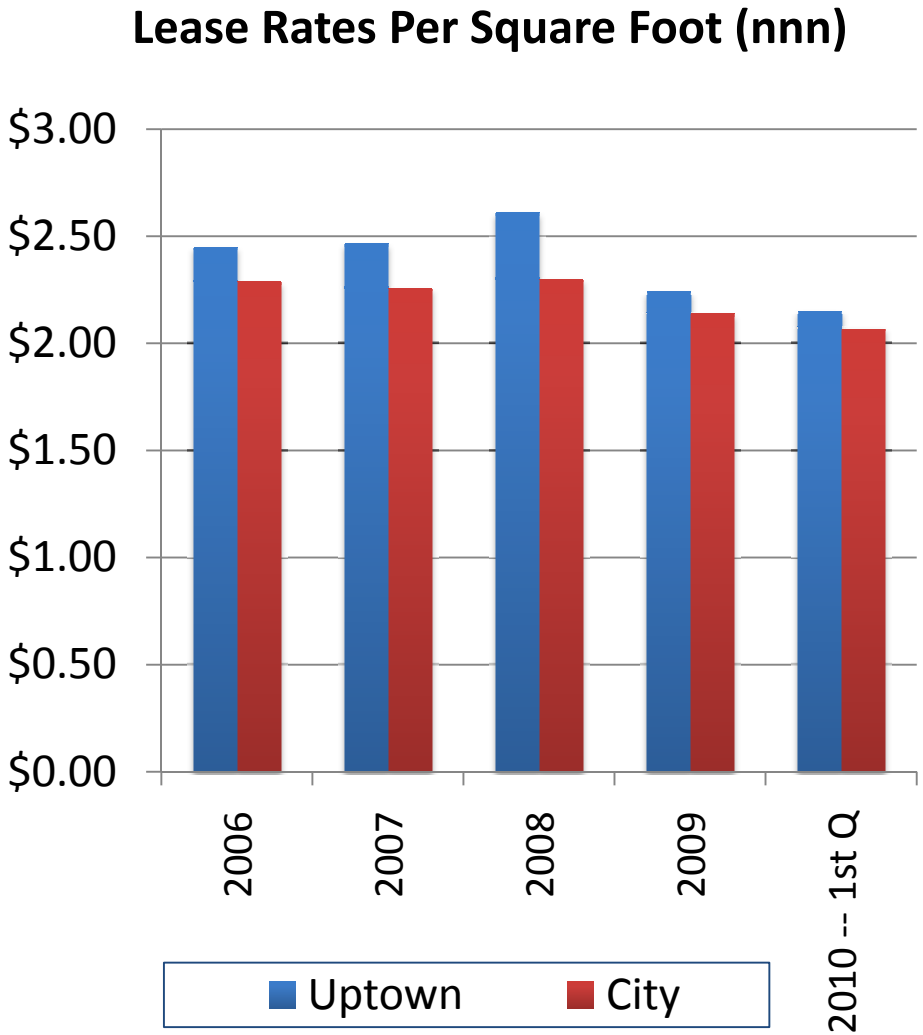
Uptown Retail Property



Source: CoStar Group

Retail Property





Source: CoStar Group

Mixed Use (Retail/Residential) Built 2002 to 2009

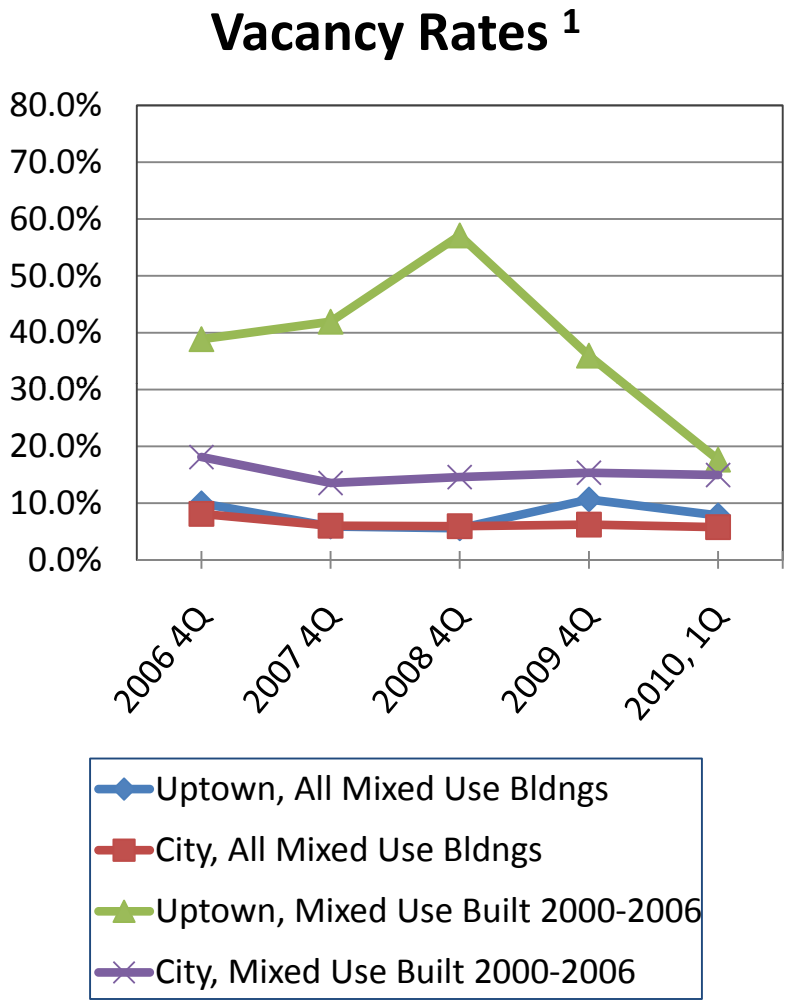
The Egyptian, Built 2005, 80 units
7,850 s.f. of retail space

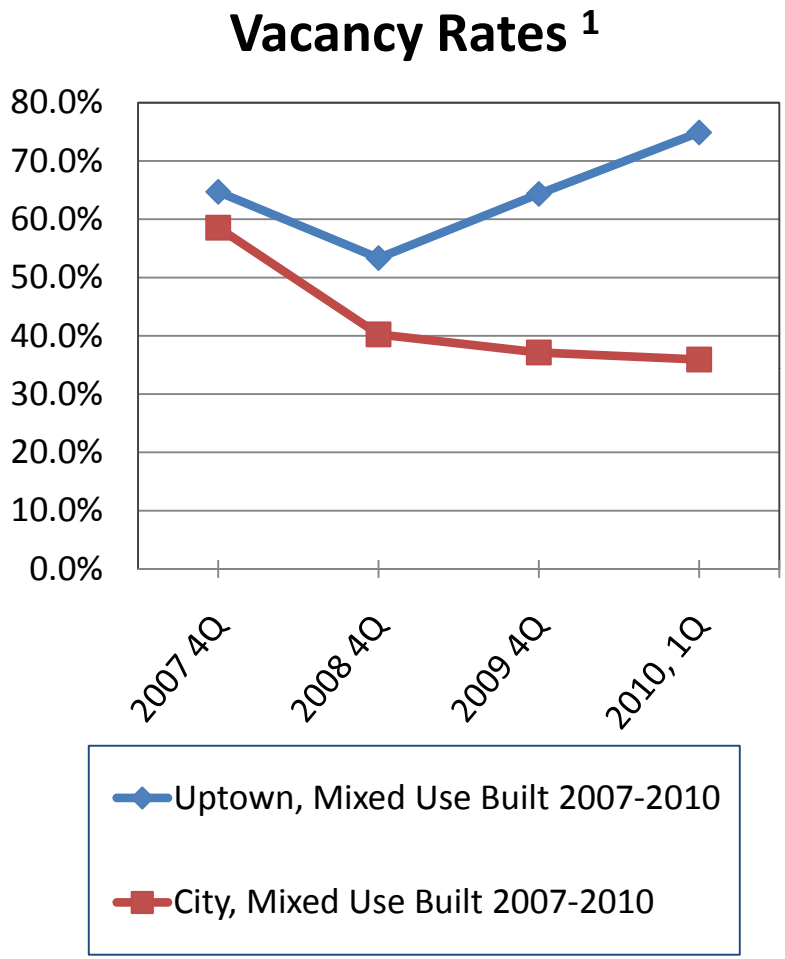
Park Laurel on the Prado, Built 2005, 99 units
approximately 6,668 s.f . of retail space

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)



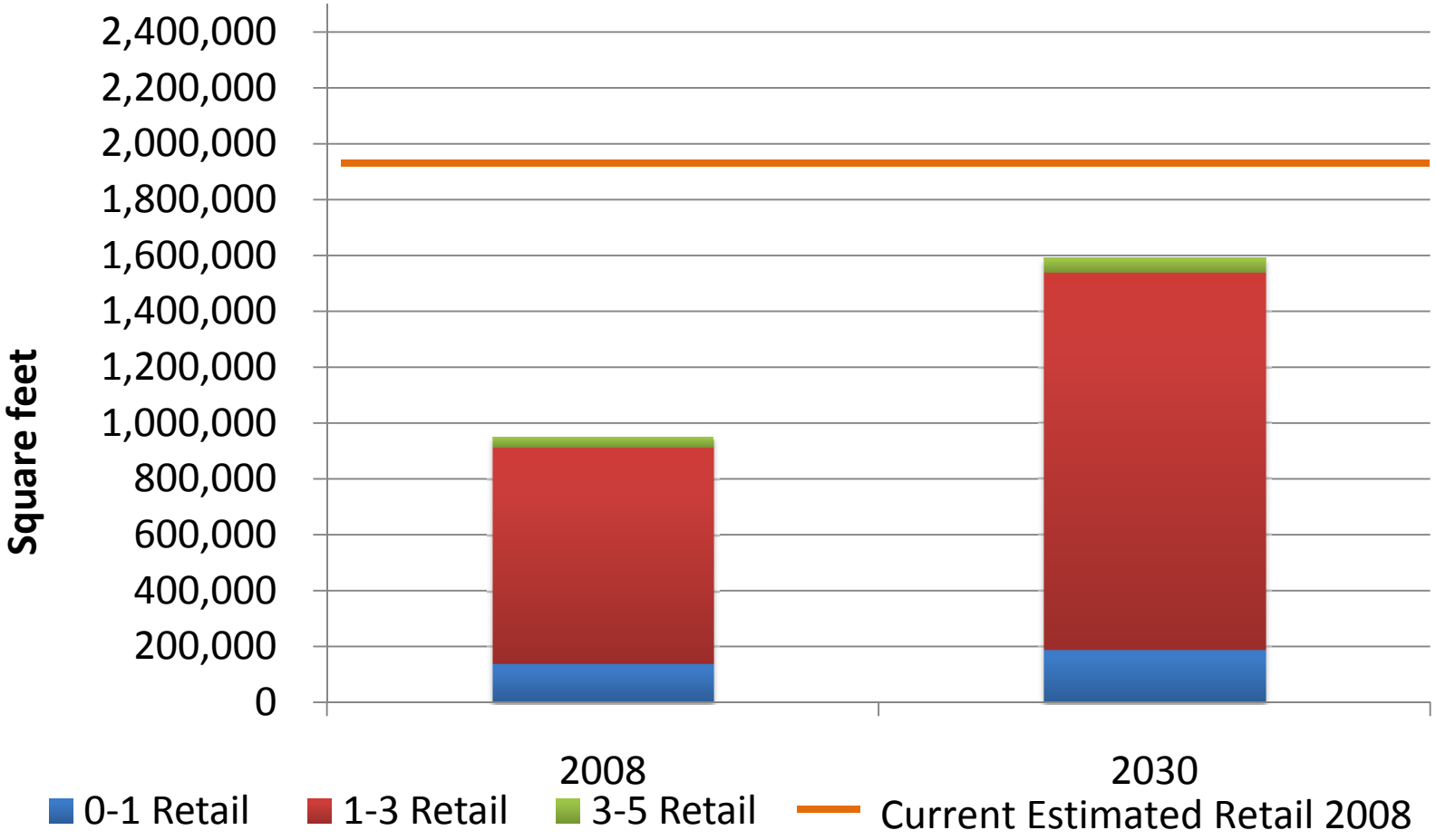


Note:
[1] Vacancy rates for smaller mixed use properties may include vacant residential.

Source: CoStar

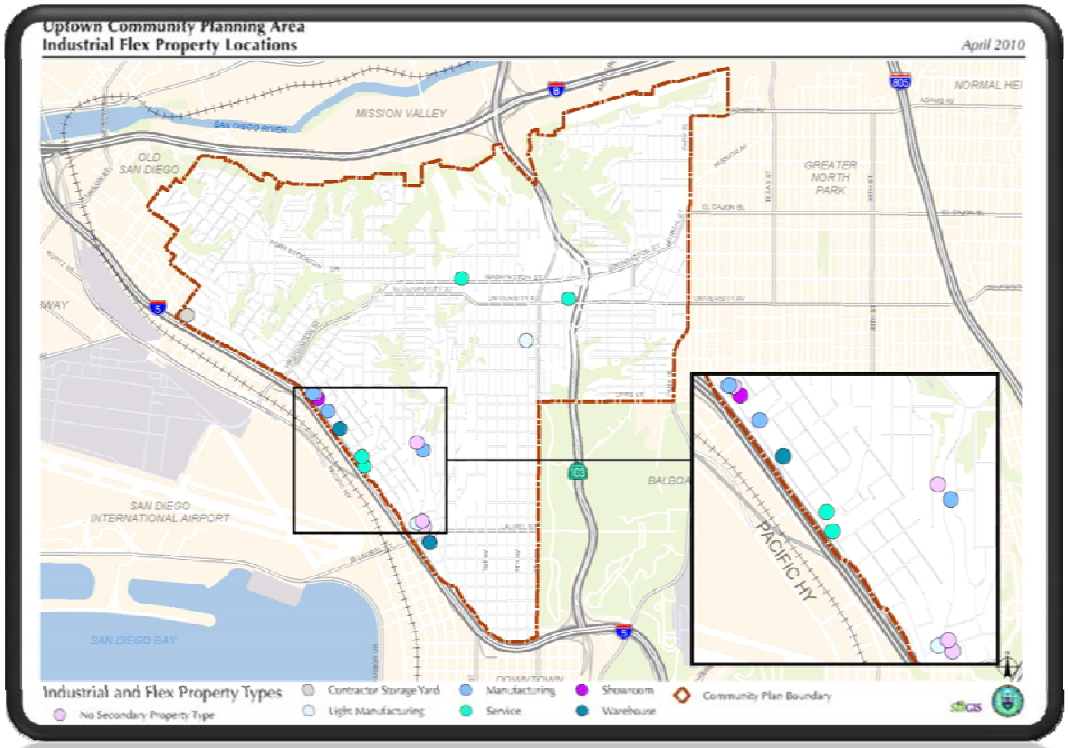
Five Mile Radius Setting for Uptown

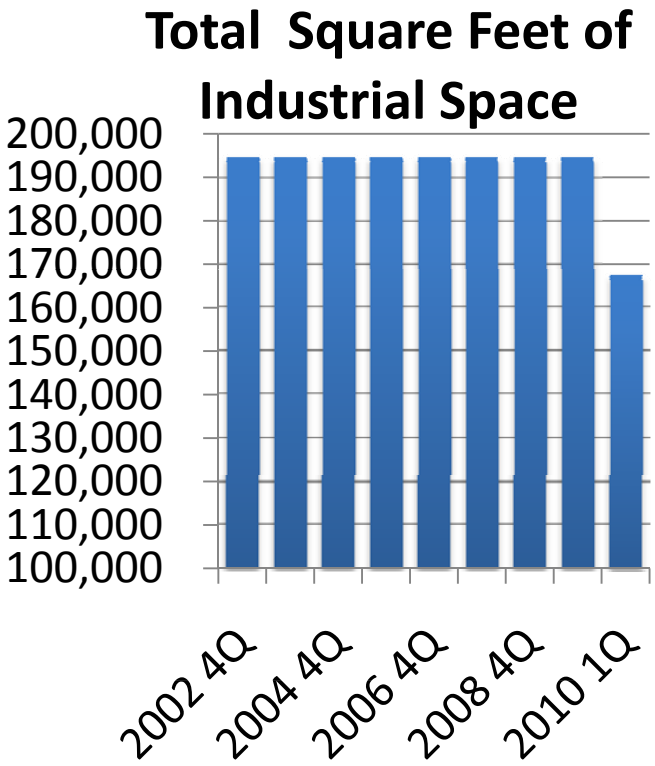
Estimated Demand for Retail Space in Uptown



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

Uptown
Industrial/Flex Properties
Location and Total Space





1st 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.

Source: CoStar Group; City of San Diego

Uptown
Industrial/Flex Properties

Industrial - Service

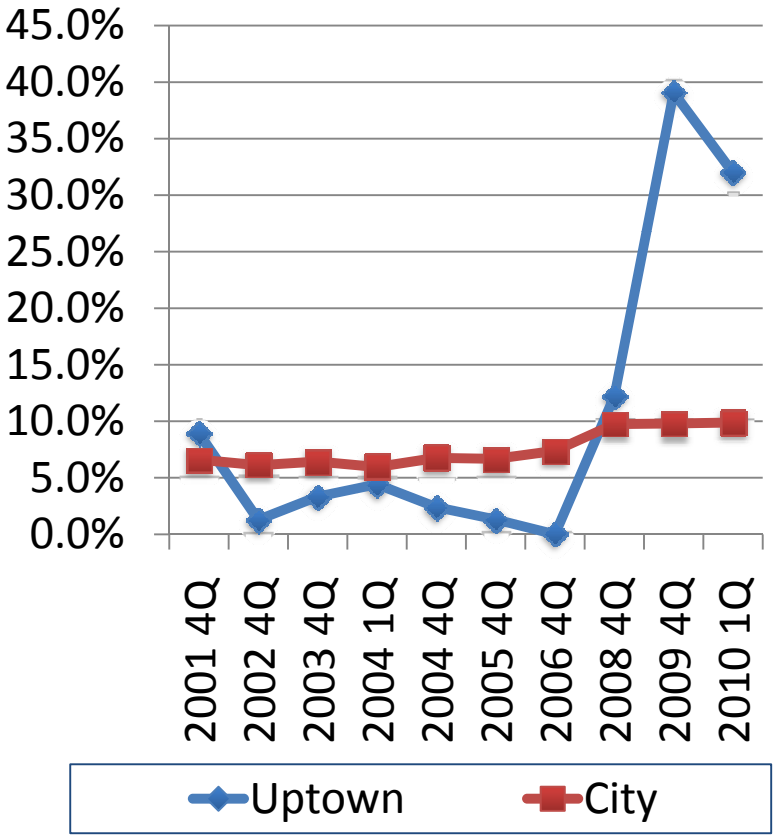
Flex-Light Manufacturing

Industrial- no secondary type

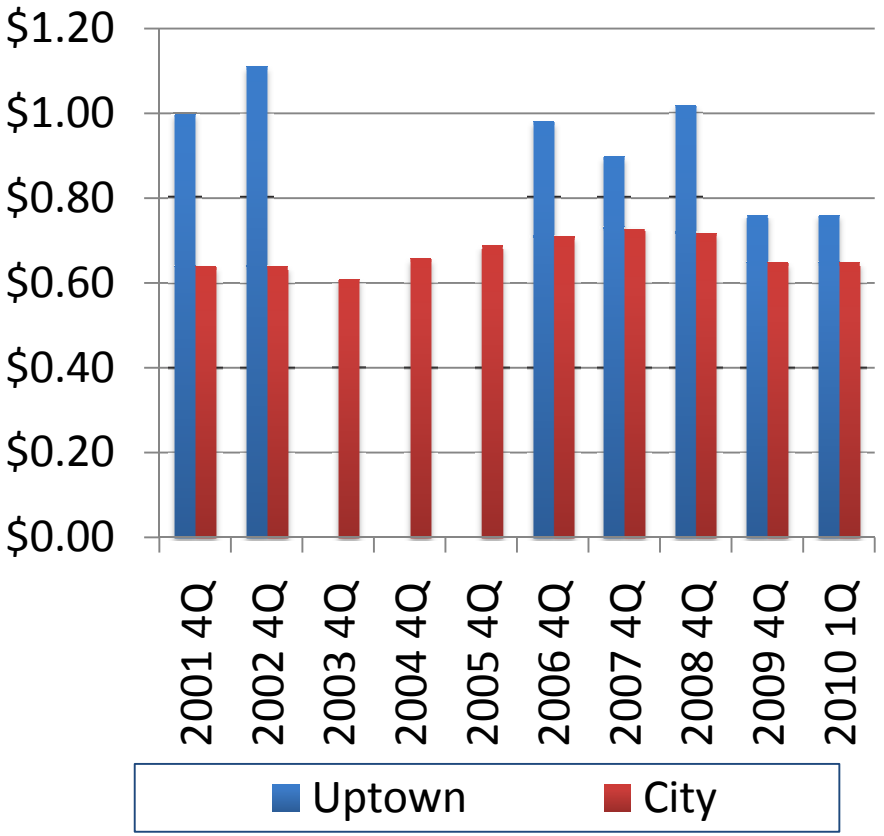
Industrial - Service

Industrial/Flex Property

Vacancy Rates

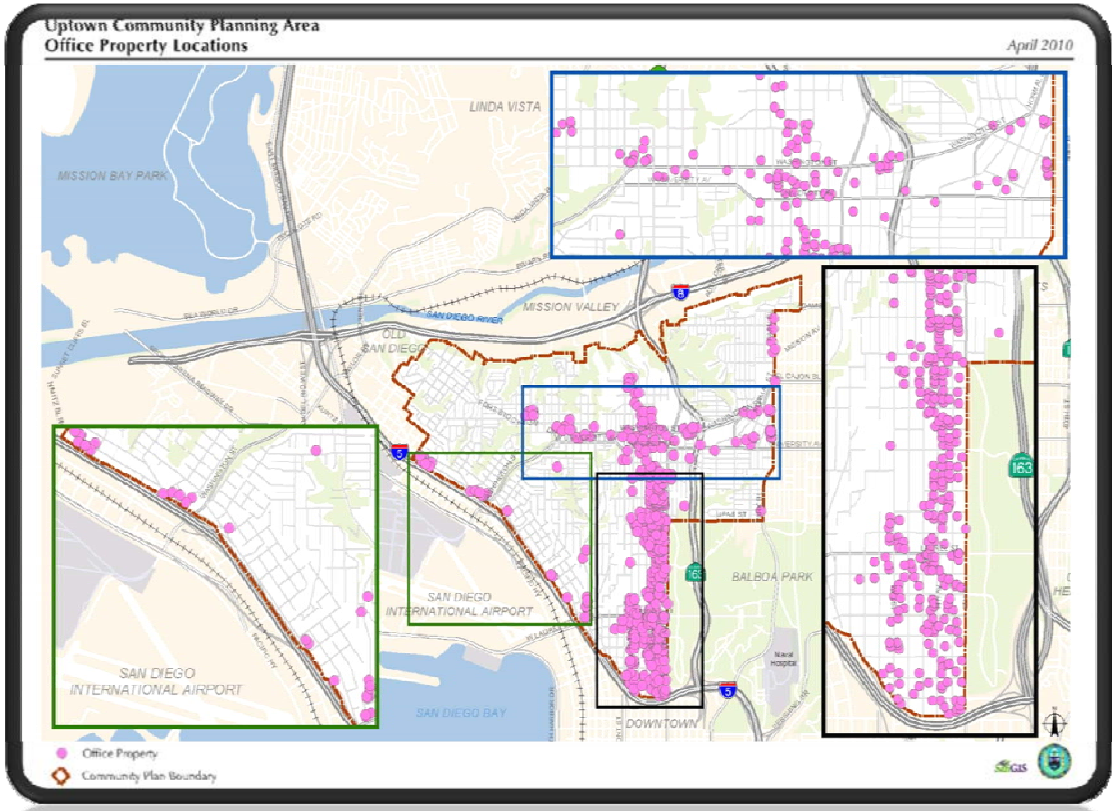


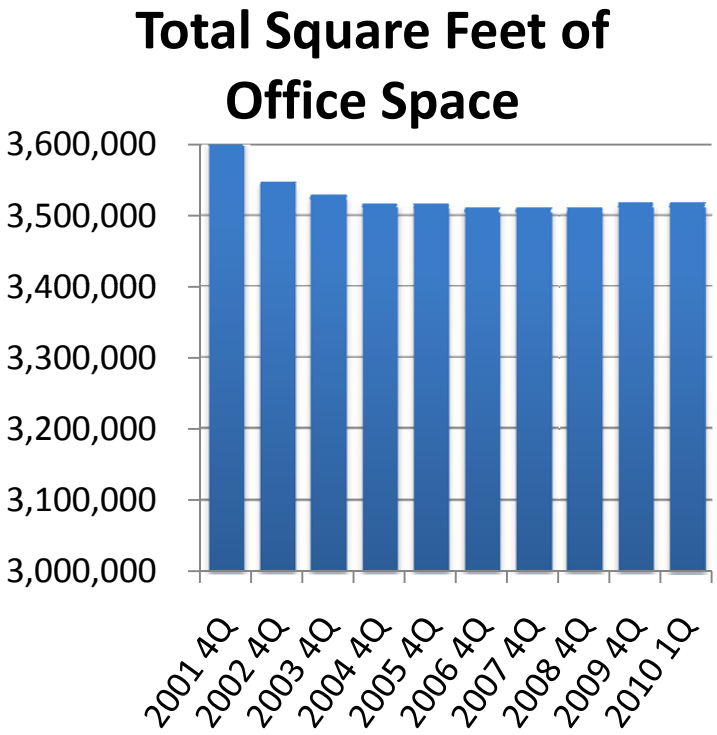
Lease Rates Per Square Foot (nnn)



Source: CoStar Group

Uptown
Office Properties
Location & Total 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

Source: CoStar Group; City of San Diego

Uptown
Office Properties

Medical Office

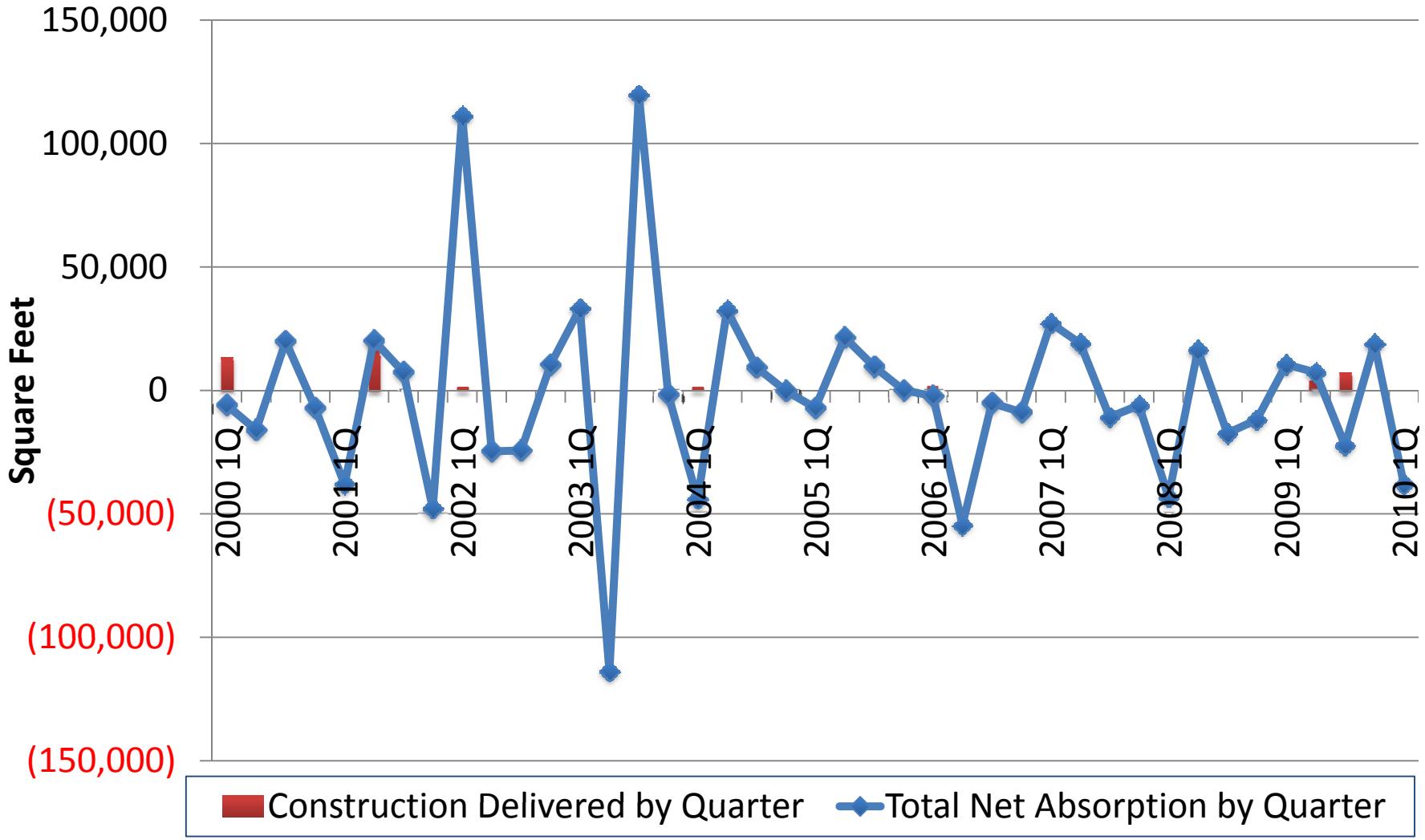
Office – no secondary property type

Office – no secondary property type

Office -no secondary property type

Office Property Uptown

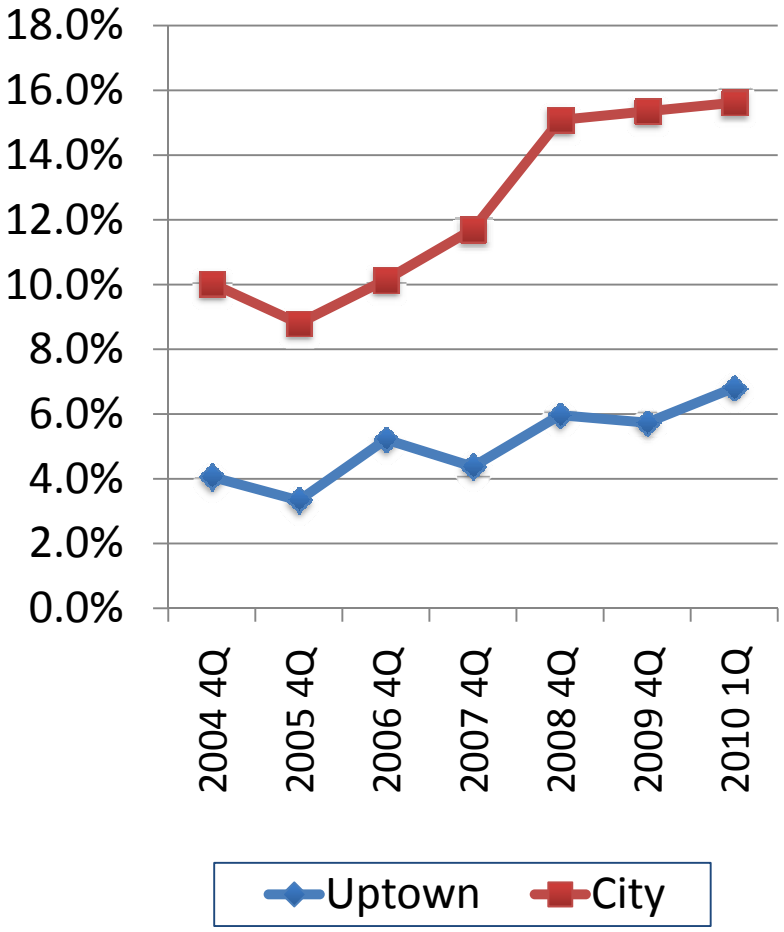
Construction Delivered and Net Total Absorption



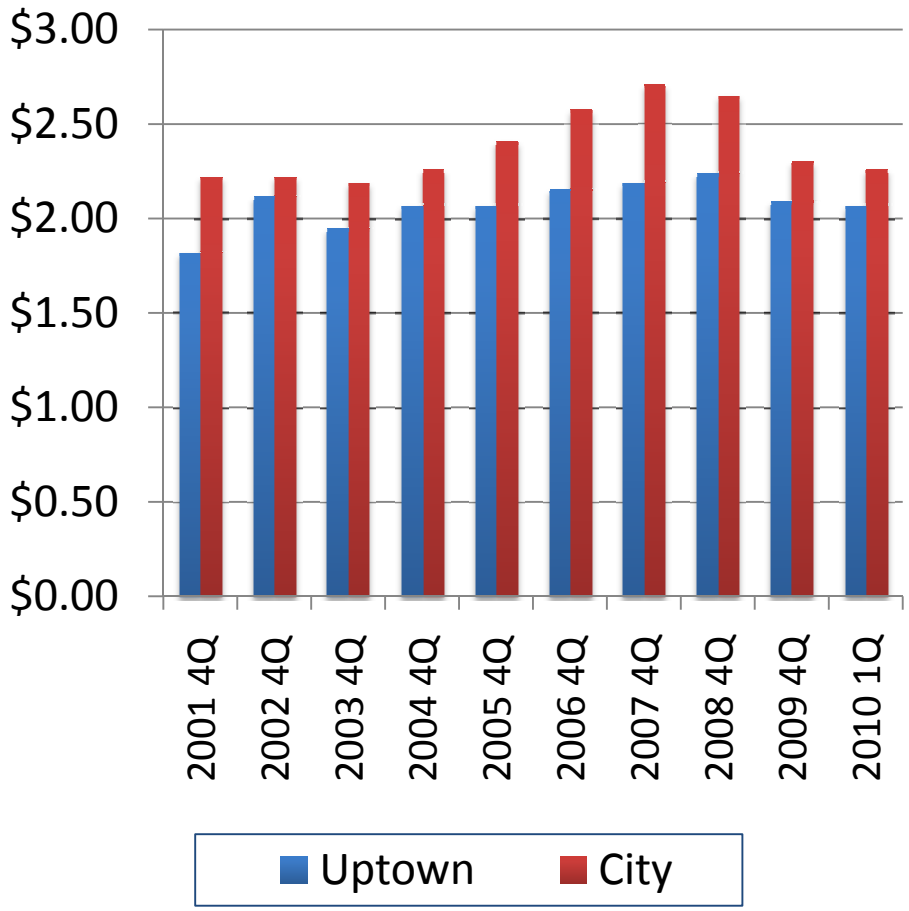
Source: CoStar Group

Office Property
Uptown and the City

Vacancy Rates



Lease Rates Per Square Foot (nnn)



Source: CoStar Group

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** Phone: 619.533.6339