



Downtown
San Diego

Development

Downtown San Diego is in the middle of a remarkable renaissance. Almost 120 residential, commercial, retail and entertainment development projects are under way or on the drawing board and the city's skyline is changing daily.

San Diego's "reversal of fortunes" has been spearheaded by the Centre City Development Corporation, which was founded in 1975 to reverse the area's decline. Since then, more than \$6 billion has been invested in downtown redevelopment. Highlights include building the highly successful Horton Plaza retail/entertainment complex, restoration of the 16.5-block historic Gaslamp Quarter, addition of 5.9 million square feet of new Class A office space, the opening and expansion of the San Diego Convention Center, and more than 9,200 homes and 5,000 new hotel rooms coming online. The latest addition is PETCO Park, the new home of the San Diego Padres.

\$3 Billion in Development Coming

With \$3 billion in additional investment planned for San Diego, the city's transformation is far from complete. Among noteworthy developments on the horizon:

- 1.6 million square feet of new office space
- 1.1 million square feet of new retail space
- 10,000 new homes
- 5,000 new hotel rooms
- 5,000 parking spaces

Residential

- The **Pinnacle Museum Tower**, a new 35-story, 182-unit luxury condominium development, is rising over the Marina neighborhood.
- Bosa Development has completed the first of two 39-story condominium towers called **The Grande at Santa Fe Place**. The developer has plans for several other high-rise condominium complexes in the Columbia and East Village neighborhoods.
- Cortez Hill will see construction of everything from a 20-story condominium tower to a series of loft apartments, townhomes and a linear park overlooking Balboa Park.
- Anchored by the new ballpark, East Village will continue its \$2 billion revitalization. More than 30 residential projects are in the offing, ranging from a 230-unit condominium loft project to a 320-unit apartment complex with a rooftop terrace overlooking the stadium.

- In Little Italy, a new 304-unit condominium development called **La Vita** is under construction, with numerous other residential projects in the works.

Commercial

- **Broadway 655** is a new 23-story, 356,000-square-foot office tower at the corner of Broadway and Kettner, including 6,000 square feet of retail space and 10 apartments.
- Spurred by PETCO Park, commercial development in the East Village is exploding, including **Diamond-View Tower at the Ballpark**, a 14-story, 250,000-square-foot office tower with 75,000 square feet of retail and restaurant space on the ground floor; the 235-room **Hotel Solamar**; and the new **Omni San Diego Hotel and The Metropolitan**, which will offer 512 luxury guest rooms and 37 condominiums, linked to the new ballpark via a pedestrian sky bridge.
- A new 12-story **Marriott Renaissance Hotel** will be built in the Gaslamp Quarter and will offer 344 rooms and 5,000 square feet of retail space.
- A new 30-story, 1,200 room **Hilton San Diego Convention Center Hotel** will be located on San Diego Bay.
- The 20-story, 250-room **Spinnaker Hotel** is planned west of the Convention Center and could be completed in 2007.

Downtown Business Downtown Living Downtown Lifestyle

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Mixed Use

- In the Core district, a 41-story mixed-use project called **Vantage Pointe** began construction in June 2004. Plans call for 689 condominiums and 32,000 square feet of retail space. Another Core project, Smart Corner, will incorporate a 19-story, 299-unit residential tower, a 5-story office building, and 25,000 square feet of retail space with trolley and bus stops.
- The Gaslamp Quarter will continue to see development with a new **Hard Rock Hotel** comprising 250 rooms, a 68-unit condominium project and retail shops. **Gaslamp CitySquare**, which includes 88 condominiums, 25,000 square feet of retail/commercial space and parking, is scheduled for completion in late 2005.
- Little Italy has been transformed by the opening of **Bella Villa** (41 condominiums, 5,000 square feet of retail space) and **Acqua Vista**, a 382-unit apartment project with 5,000 square feet of ground-floor retail. Construction of **Allegro Tower**, a 28-story, 211-unit apartment building with 4,000 square feet of retail space, is targeted for completion in 2005.
- **East Village Square** and **Park at the Park** are integral parts of the ballpark project. Integrating a number of historic and new buildings, the mixed-use East Village Square will offer retail, residential and office space, all surrounding a new community park with views of the stadium's outfield.

Public/Infrastructure

- The Baggage Building at the historic Santa Fe Depot is being rehabilitated to provide expansion space for the **Museum of Contemporary Art**. The new three-story attached addition will also house Amtrak on the ground level.
- New sidewalks, streetlights and landscaping are planned for several downtown neighborhoods, including the Core, East Village and Gaslamp Quarter.
- Construction of an eye-catching new **Main Library** to upgrade the San Diego library system could begin in 2005. The 10-story, 378,836 square-foot building is designed with expansion space projected to serve the city's library needs for the next 50 years.

- The new **Park-to-Bay Link** is a \$30 million public-improvement project designed to connect two San Diego icons—Balboa Park and San Diego Bay—while enhancing pedestrian connectivity between the new ballpark and the northern and eastern portions of Downtown via a new landscaped promenade with parking, trees, lighting and public art.
- The historic **Balboa Theatre**, a 1920s vintage, 1,500-seat performing arts center, will undergo rehabilitation with a targeted completion date of summer 2007.
- The Marina district's new **San Diego Children's Museum** will include 13,000 square feet of galleries, a café with exterior decks overlooking the adjacent park, multipurpose performance space and Charter School for grades 3–6. **Tweet Street**, a unique linear urban park featuring walking trails and several specially sculpted birdhouses to support downtown's wildlife, is planned for Cortez Hill and could be complete in 2005.

A complete list of current downtown project activity can be found online at www.ccdc.com.

Downtown San Diego Looking Forward

	2000	2030
Total Acres	1,500	1,500
Residential Units	16,000	53,000
Number of Residents	27,500	89,000
Number of Employees	85,000	165,000
Office Space (square feet)	14,200,000	29,200,000
Retail Space (square feet)	3,500,000	5,000,000
Hotel Rooms	8,800	20,200
Parking Spaces	60,000	110,000

Source: Centre City Development Corporation, 2005

More information is available at www.sandiegodowntown.org and www.sandiegobusiness.org.

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