

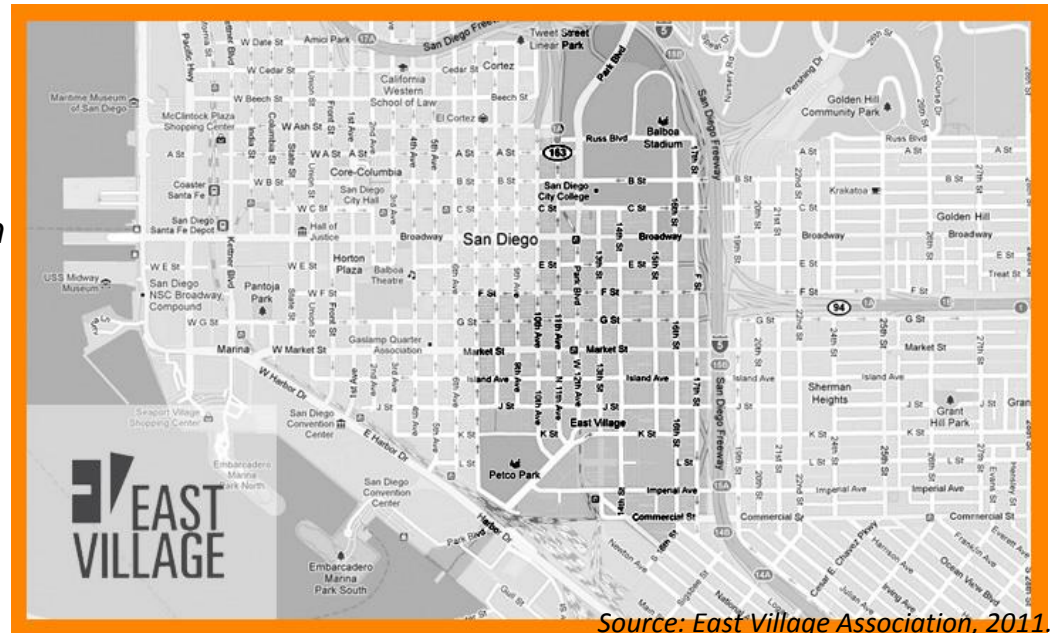
# The East Village redevelopment

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Fo.Cu.S. unit

## Outline:

1. Socio-economic context
2. Planning tools: General & Community Plan
3. WHY East Village, and HOW to study it
4. Ongoing projects in the neighborhood
5. Involved sectors and actors
6. Ongoing interviews and first findings



Source: East Village Association, 2011.

**SECOND MID-TERM MEETING, 7-8 JUNE 2017**

**Innovation & Knowledge for Implementing Smart Strategies in the European Union  
Lessons from the San Diego Area**

MAPS-LED “Multidisciplinary Approach to Plan Smart Specialization Strategies for Local Economic Development” is a Marie Skłodowska-Curie RISE research project funded by the European Union’s HORIZON 2020 program for Research and Innovation under the Grant Agreement 645651

HIGH-TECH  
to  
HIGH-NEED



*Source: San Diego Magazine, 2015.*

INNOVATION  
to  
INCLUSION

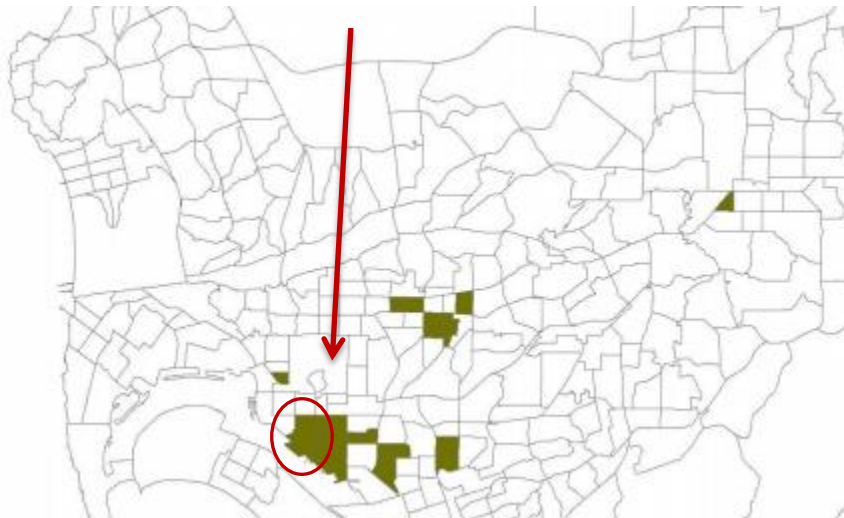
PEOPLE to PLACES

(USC Program for Environmental  
and Regional Equity, 2015)

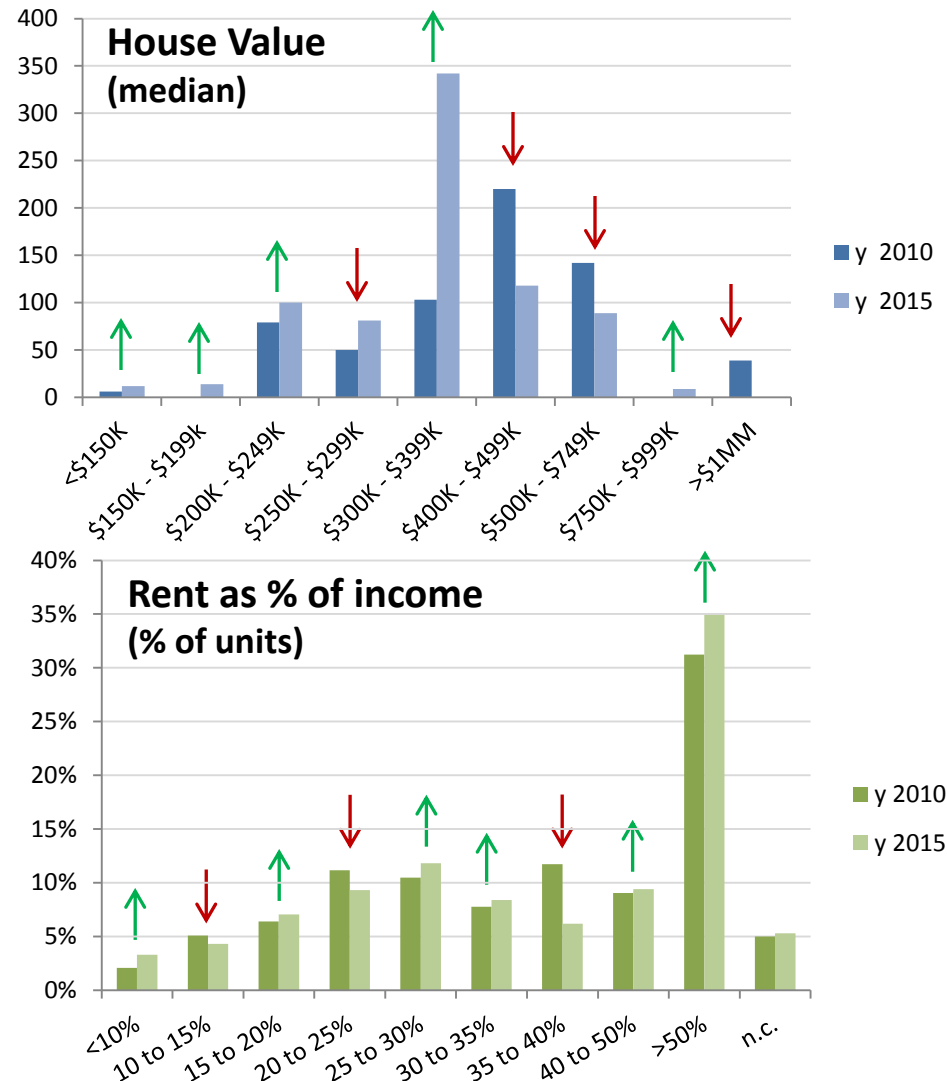
Inequalities and increasing  
residential income segregation...

→ transportation and housing

East Village Neighborhood

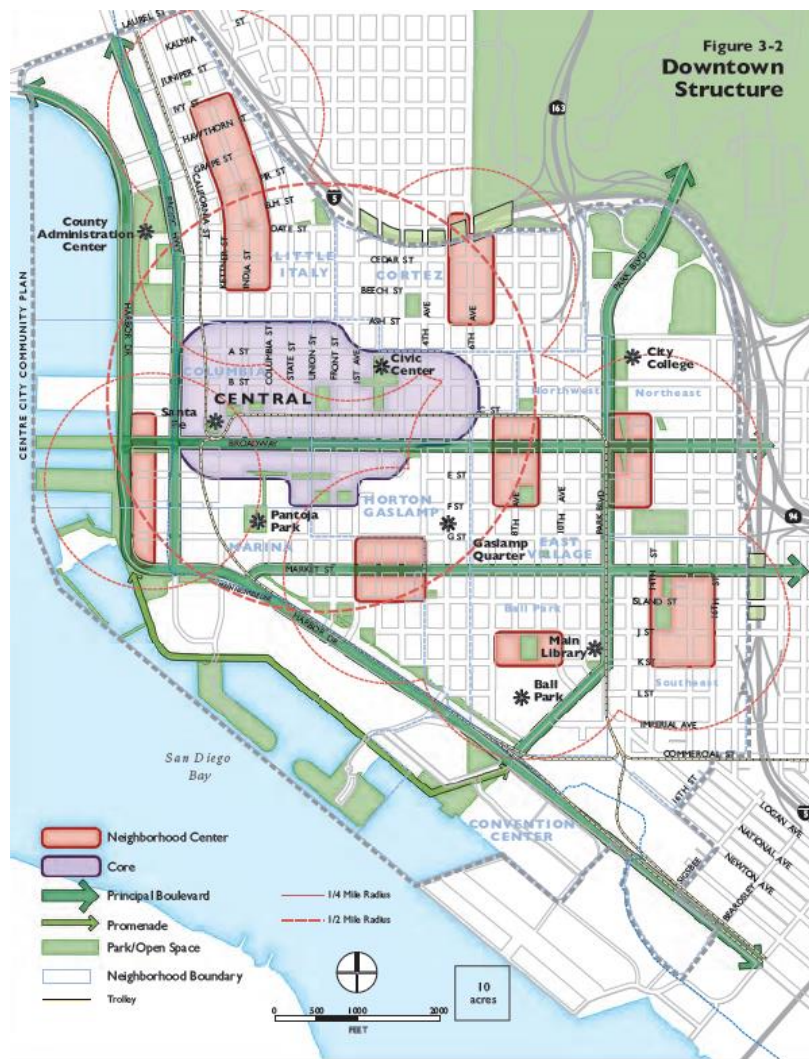


Source: National University System Institute for Policy Research  
(NUSIPR, 2016)



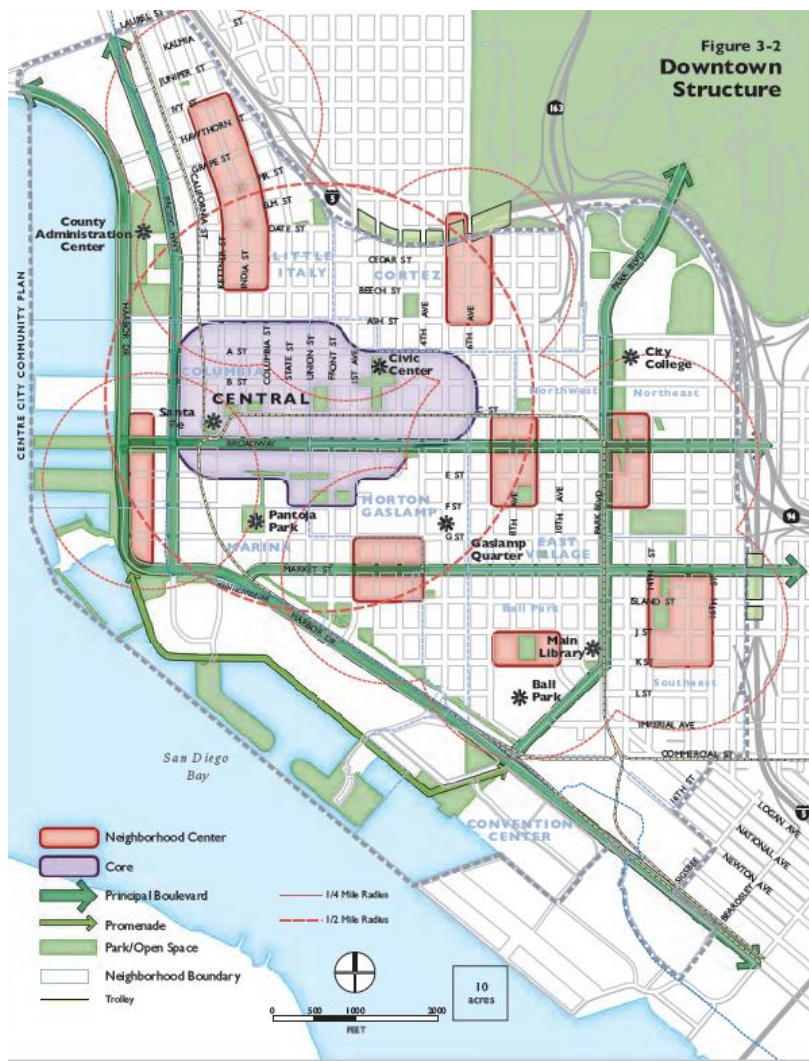
Source: own elaboration on American Community Survey data.





Source: Downtown Community Plan, 2008.





Source: Downtown Community Plan, 2008.



# East Village over time: an aerial view

in the 80s



in 2016

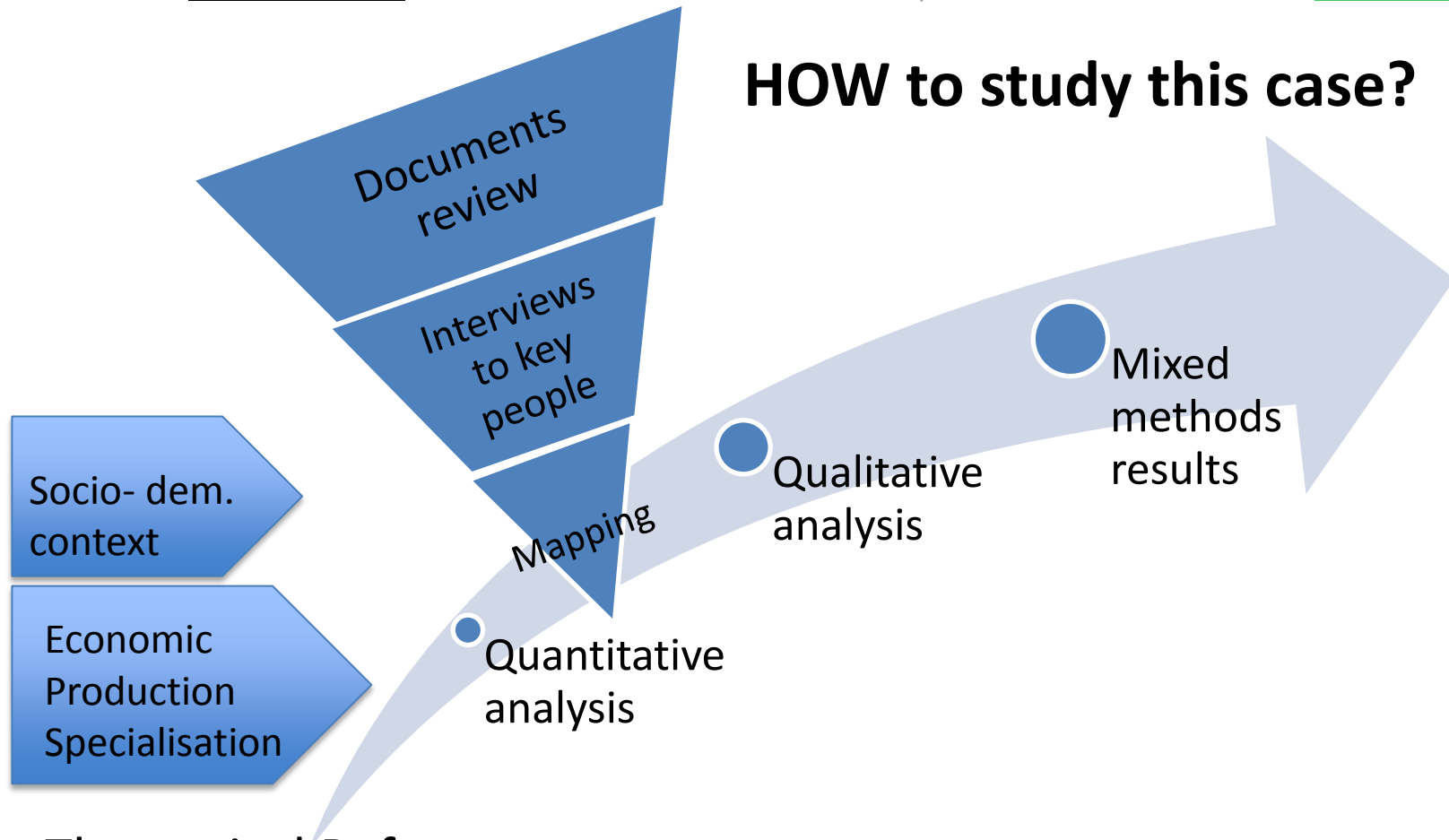


*Source: San Diego Padres*

## WHY East Village?

- American urban renaissance →  
Downtown to limit sprawl and increase walkability
- Major availability of vacant lots in Centre City
- Strategic position in the city: transit accessibility
- Potential new “high tech corridor” in Downtown SD  
growing tech and start up ecosystem

## HOW to study this case?



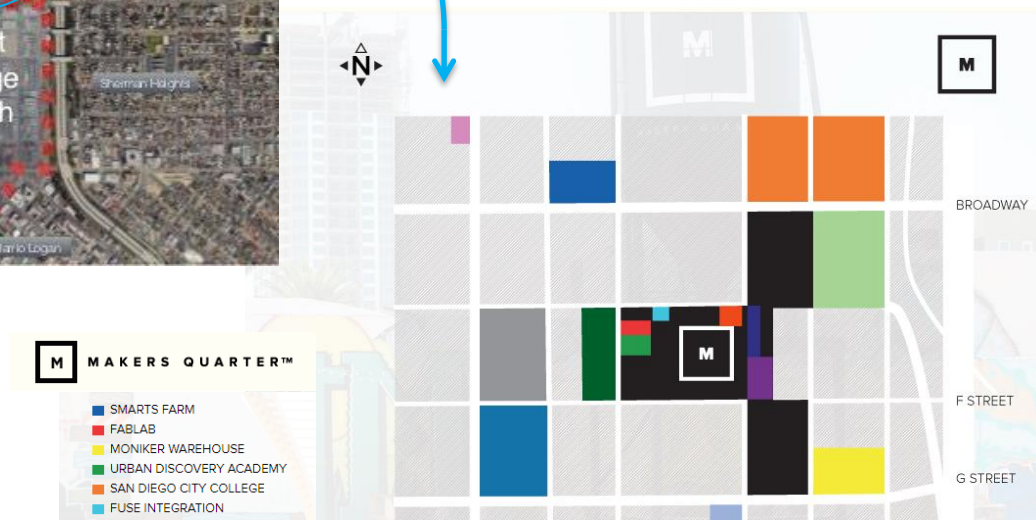
**Theoretical Reference:** study by the USC PERE suggests three ways to change path and really have a smart growth with sustainability and inclusiveness- by linking: high-tech to high-need → innovation to inclusion → people to places (2015).



# Ongoing projects in the neighborhood



Source: East Village South Focus Plan, 2016.



Source: Makers Quarter™ website, 2017.

The EAST  
VILLAGE  
GREEN

and the

14<sup>th</sup> STREET

Master Plans



Source: SANDAG, MIG, OJB, 2016.



# Walking around the neighborhood



*Source: own elaboration, 2017.*

#### Map Legends

- R Vacant residential
- C Vacant commercial
- Ind Vacant industrial
- An Vacant agricultural
- OV Other vacant

#### Residential:

- Single Family
- Multi-Family
- Condo/Coop Units
- Other Residential

#### Commercial:

- Hotels
- Restaurants
- Retail
- Office & Professional Services
- Other commercial

#### Industrial:

- Transportation & Communications
- Factories/Storage Facilities
- Heavy Industrial
- Utilities & Other Industrial

#### Buildings (Spaces)/Civic Use:

- Hospitals
- Religious & Cemetery
- Cultural and Theaters
- Recreational Facilities and Parks
- Government
- Other Buildings / Civic Use

#### Other:

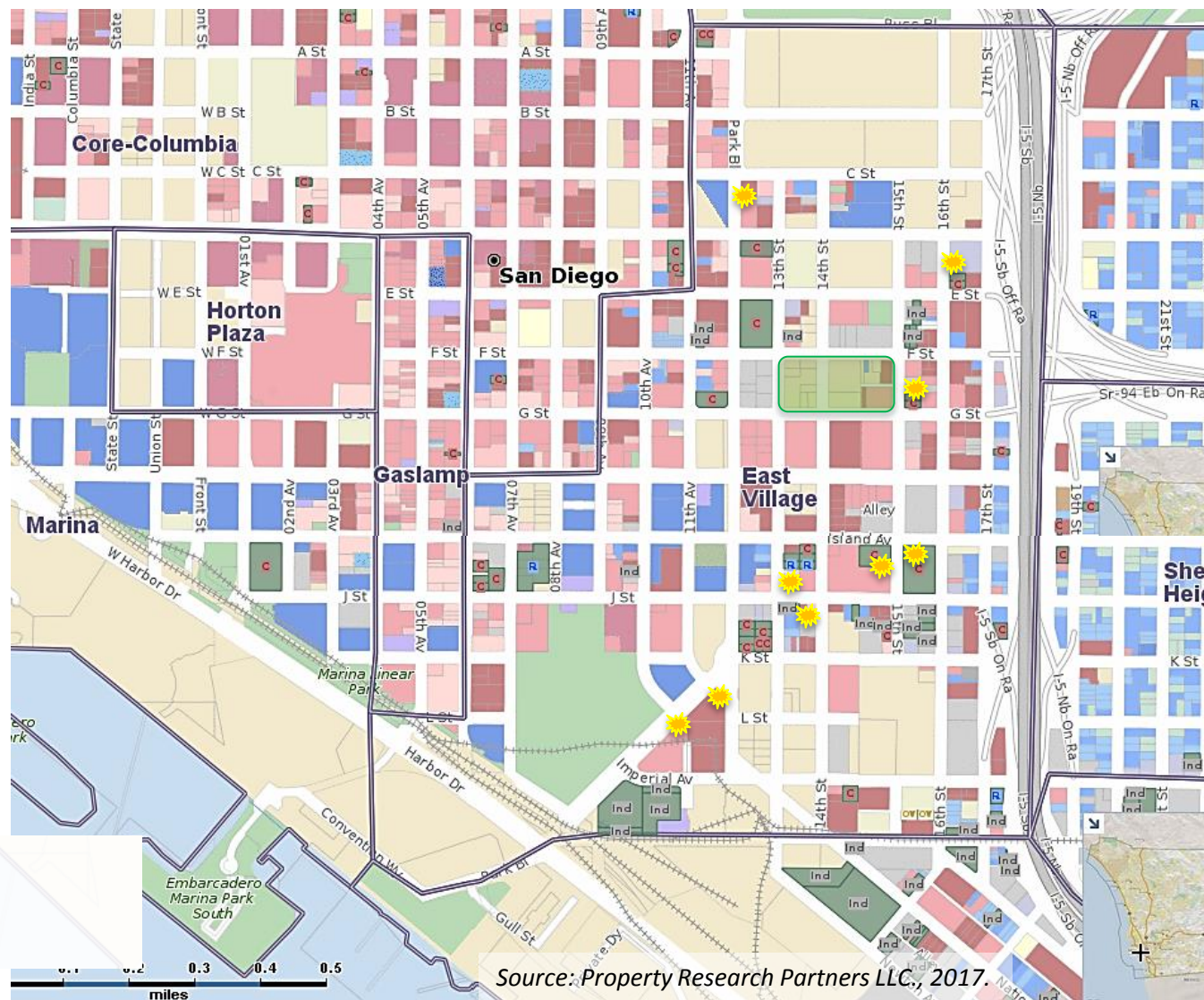
- Mixed use
- Vacant Land
- Water
- Unknown

#### Agricultural:

- Farm & Ranch
- Agricultural
- Forests

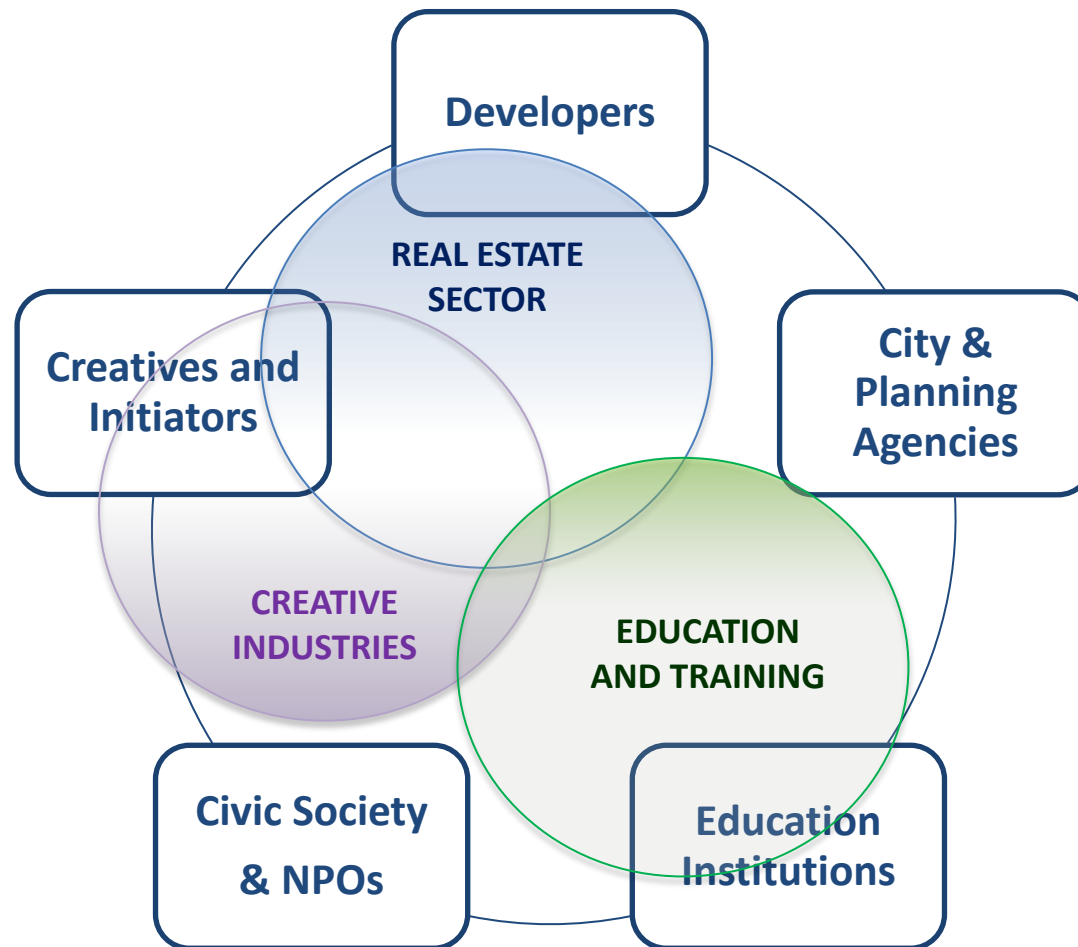


Construction sites





# What are the **SECTORS** and the **ACTORS** involved?



## Ongoing data collection: identified actors

ACTORS' CATEGORY	NAME of the ORGANISATION
<b><i>City Planning</i></b>	SANDAG
	CIVIC San Diego
	Downtown SD Partnership
	Housing California
<b><i>Developers</i></b>	I.D.E.A. Partners
	Makers' Quarter
	SLP Urban Planning
	MIG
	BNIM

ACTORS' CATEGORY	NAME of the ORGANISATION
<b><i>Civic Society</i></b>	East Village Residents Group
	The East Village Association, Inc.
<b><i>Education Institutions</i></b>	UCSD
	UCSD Extension, Center for Research on the Regional Economy
	Urban Discovery Academy
	San Diego City College
	e3 Civic High
	Fab Lab San Diego





**Marie Skłodowska-Curie RISE**  
**MAPS-LED**  
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for Local Economic Development



**Thank you for your attention 😊**