Preliminary Findings
on Innovation District in San Diego
Working Package No. 3: "S3: Social Innovation and Territorial Milieu"

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Innovation districts

"Geographic areas where leading-edge anchor institutions and companies cluster and connect with start-ups, business incubators, and accelerators. Compact, transit-accessible, and technically-wired, innovation districts foster open collaboration, grow talent, and offer mixed-used housing, office, and retail."

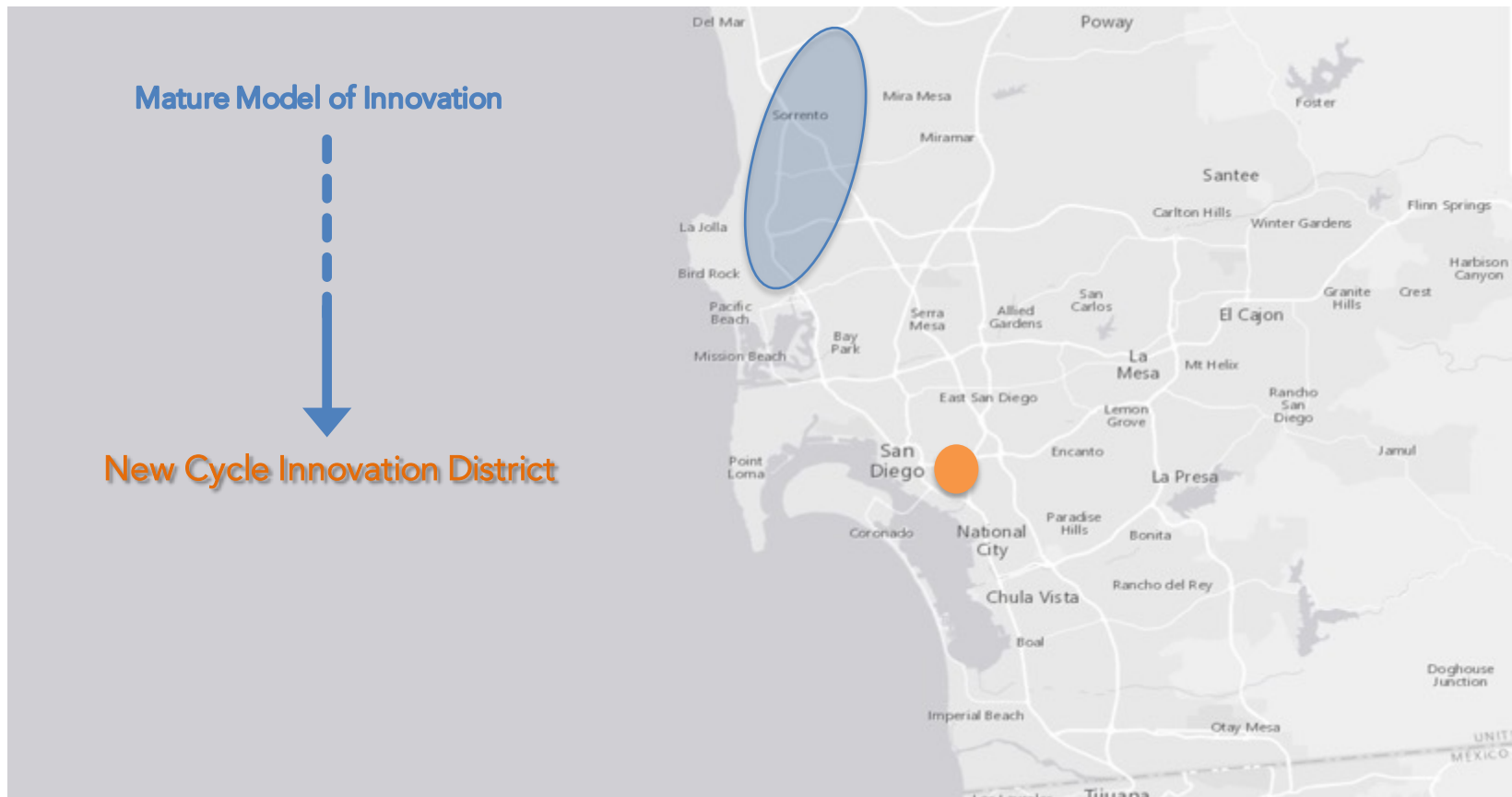Bruce Katz and Julie Wagner , 2014

Innovation districts

Concentrations of customers Access to talent Financial markets and investors Location Brand prestige Access to govt and regulators Business services

Global Cities Business Alliance, 2015

Innovation districts

Mature Model of Innovation

New Cycle Innovation District

Authors' elaboration

San Diego at a glance

ECONOMY SECTORS

Traditional Sectors   Economic Drivers

Supporting Sectors

- Innovation ⎫
- Tourism   ⎬ Economic Drivers
- Military   ⎭

- Health Care ⎫
- Education   ⎬ Supporting Sectors
- Government ⎭

- Trade, Transportation, Utilities, Services ⎫
- Financial & Professional   ⎬ Traditional Sectors
- Construction, Real Estate   ⎪
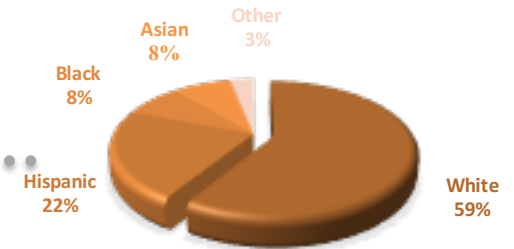- Manufacturing   ⎭
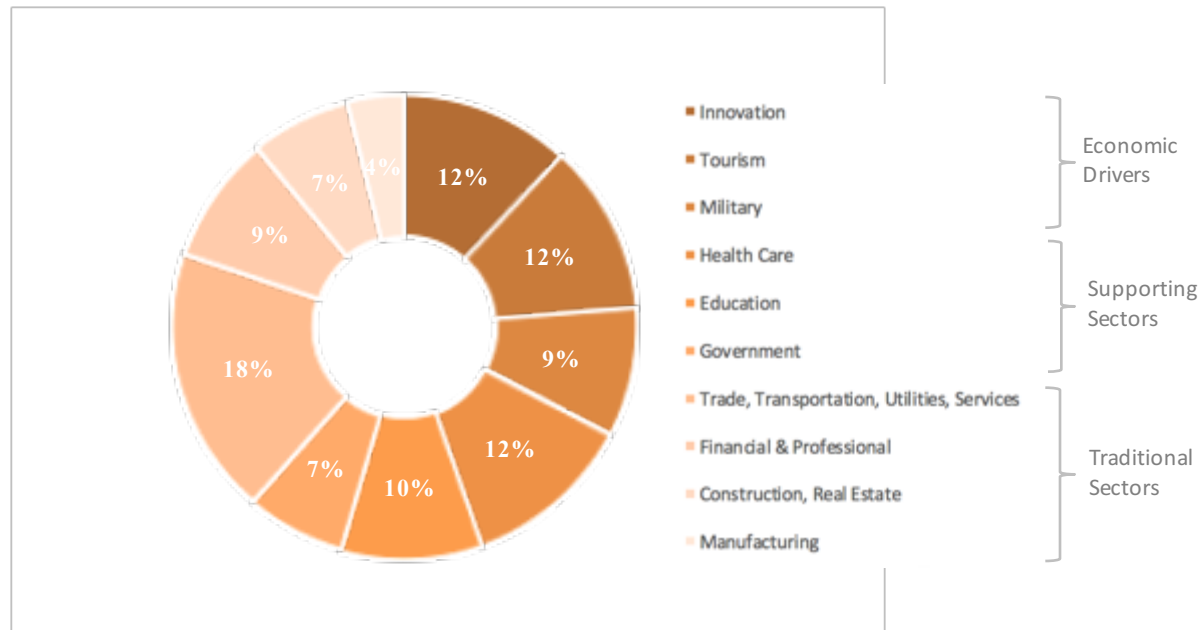
Authors' elaboration on SANDAG, 2016

Downtown San Diego at a glance

POPULATION RACE
21,420
White

Other 3%
Asian 8%
Black 8%
Hispanic 22%
White 59%

POPULATION AGE
15,754
Millenials

Over 60 19%
Under 14 years 3%
35 to 59 years 34%
15 to 34 years 44%
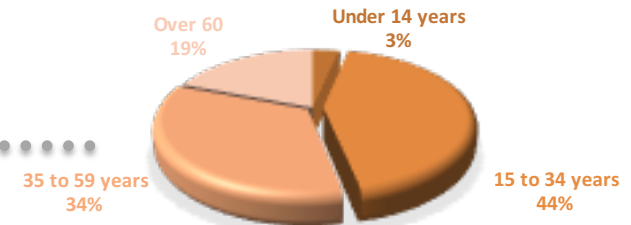
EDUCATIONAL ATTAINMENT
15,047
Bachelor degree

Less than high school 8%
High school 10%
Bachelor or higher 55%
Some college 27%

Authors' elaboration on U.S. Census Bureau, 2015

Downtown San Diego at a glance

ECONOMIC SECTORS

Sector	Value
Professional, scientific, and management, and admin. and waste mgmt…	23%
Educational services, and health care and social assistance	17%
Arts, entertainment, and recreation, and accommodation and food…	14%
Finance and insurance, and real estate and rental and leasing	13%
Retail trade	
Manufacturing	
Public administration	
Information	
Other services, except public administration	
Transportation and warehousing, and utilities	
Wholesale trade	
Construction	
Agriculture, forestry, fishing and hunting, and mining	

Authors' elaboration on U.S. Census Bureau, 2015

Marie Sklodowska- Curie RISE
MAPS-LED
Multidisciplinary Approach to Plan Smart Specialisation Strategies
for Local Economic Development

MAPS-LED 2015 - 2019
Multidisciplinary Approach to Plan Smart Specialisation Strategies for Local Economic Development

Downtown San Diego at a glance

LAND USE

Mixed-Use

Vacant Land
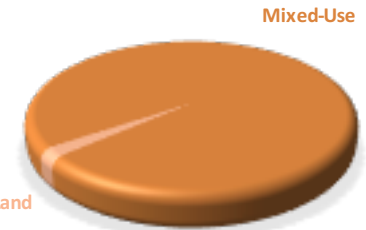
Legend
Land Use (2013)

Residential
- Single Family Residential
- Multi-Family Residential

Mixed Use, Commercial and Industrial
- Mixed Use
- Commercial and Office
- Heavy / Light Industry

Public Facilities and Utilities
- Military
- Transportation / Utilities
- Education / Institutions

Open Space Parks and Recreation
- Open Space Parks
- Recreation

Agriculture and Rural Residential
- Spaced Rural Residential
- Agriculture

.... Downtown Boundaries

Public/Institutional
22%

Other Uses
46%

Commercial and Office
13%

Residential
9%

Vacant Land
2%

Open Space
3%

Industrial
5%
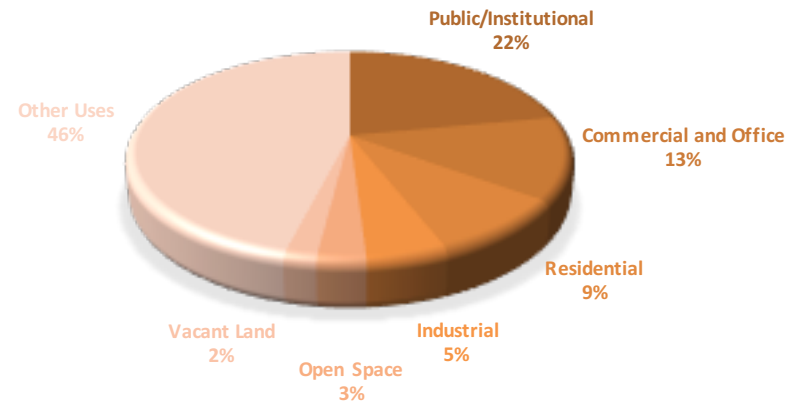
Authors' elaboration on Center City Development Corporation, 2006

Downtown San Diego at a glance

Mixed-Use

LAND USE

Vacant Land

Legend

- Vacant Commercial
- Vacant Residential
- Vacant Industrial
- Other Vacant
- Downtown Boundaries
- Main Public Transportation Routes

Authors' elaboration on Center City Development Corporation, 2006

Insights from the East Village Neighborhood

A San Diego High School
B San Diego City College
C NewSchool of Architecture & Design
D East Village Green
E Thomas Jefferson School of Law
F FIDM
G Petco Park
H New Central Library

The I.D.E.A. District is bounded on the north by City College/C Street, east by I-5, south by Market and west by 11th Street.

"Design jobs cluster, nourished by Education, enriched by the Arts and focused on Innovation."

I.D.E.A., 2011
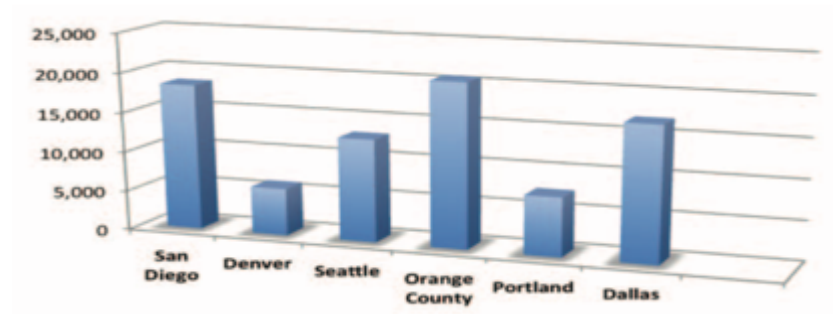
I.D.E.A. District: the Design Cluster

I.D.E.A., 2011

Marie Sklodowska- Curie RISE
MAPS-LED
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MAPS-LED 2015 - 2019
Multidisciplinary Approach to Plan Smart Specialisation Strategies for Local Economic Development

I.D.E.A. District: the Design Cluster

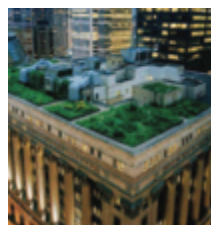- DESIGN EDUCATION
- IMAGE MAKING
- OBJECT MAKING
- PLACE MAKING
- SOFTWARE DESIGN

- Camera Operators – 293 jobs
- Commercial and Industrial Designers – 960 jobs
- Editors – 1,617 jobs
- Fashion Designers – 716 jobs
- Film and Video Editors – 372 jobs
- Graphic Designers – 3,513
- Interior Designers – 1,218 jobs
- Landscape Architects – 966 jobs
- Media and Communication Equipment Workers – 781 jobs
- Media and Communication Workers – 1,919 jobs
- Multi-Media Artists and Animators – 1,391 jobs
- Public Relations Managers – 544 jobs

- Advertising and Promotions Managers – 593 jobs
- Architects – 1,809 jobs
- Art Directors – 1,697 jobs

Total = 18,531

I.D.E.A., 2011

I.D.E.A. District: the Vision

Never Complete – Ever-Evolving

Sustainability

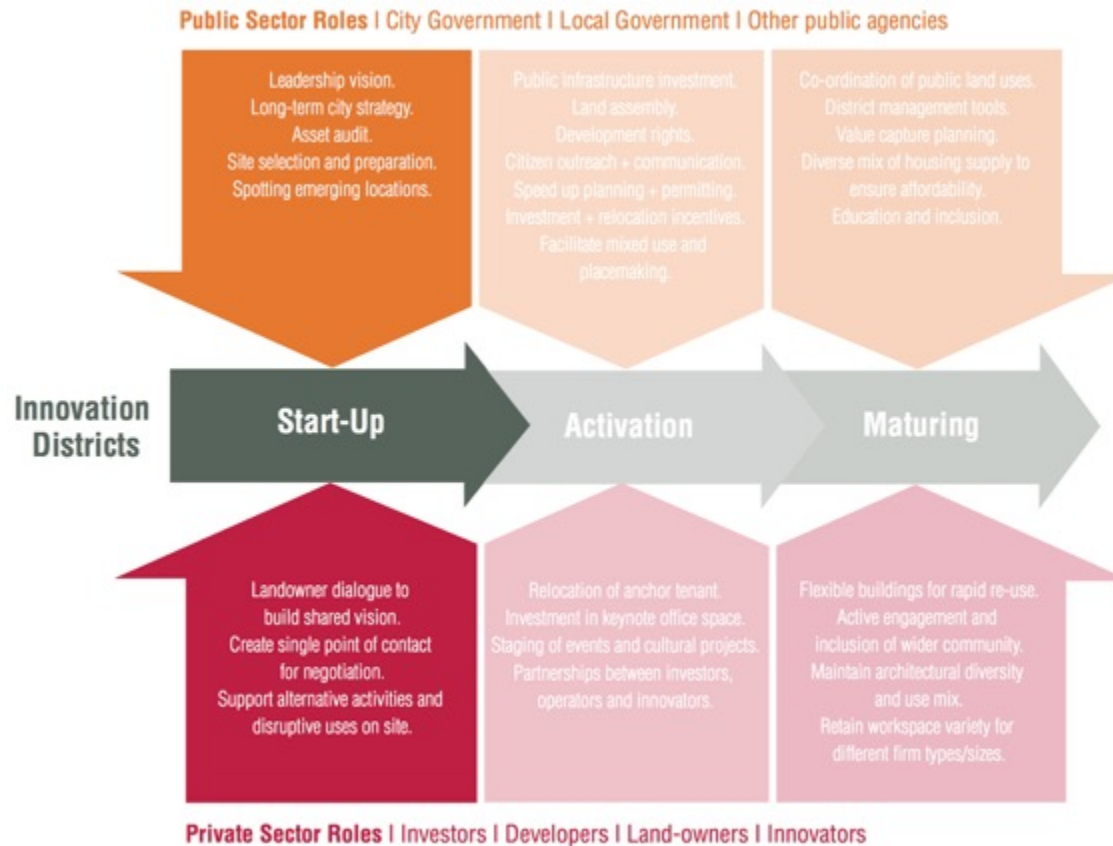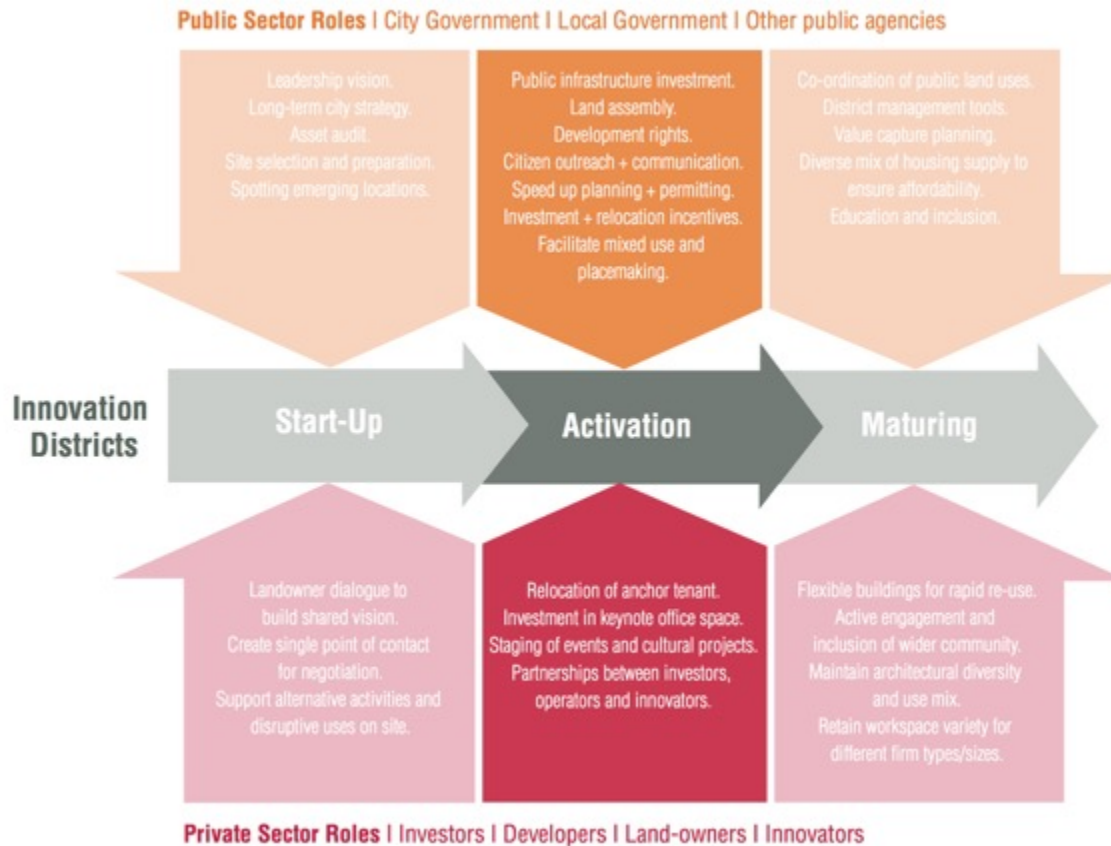Living Laboratory

Old + New

Inside-Out

Variety of Community Spaces
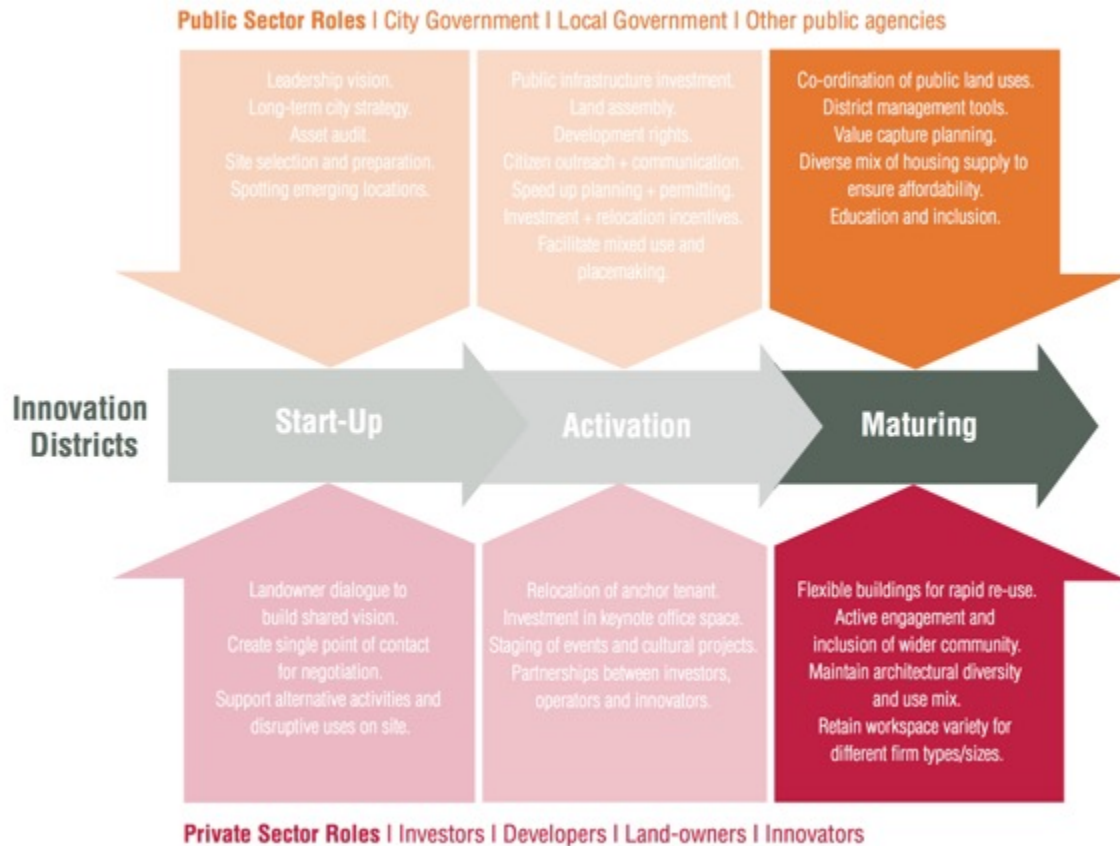
I.D.E.A. District: the Multi-Stage Approach

Clark et al., 2016

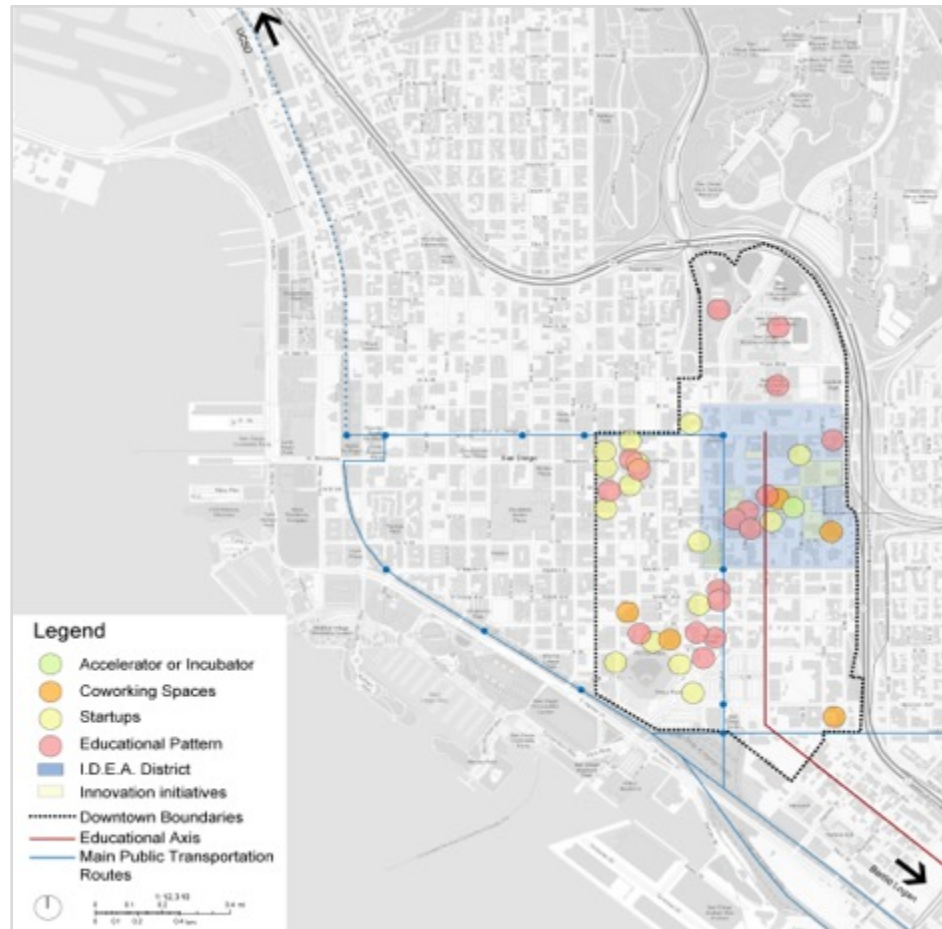# I.D.E.A. District: the Multi-Stage Approach

Clark et al., 2016

I.D.E.A. District: the Multi-Stage Approach

Clark et al., 2016

Insights from the East Village Neighborhood

Authors' elaboration

The Catalytic Project

IDEA1

Innovative Initiatives

Makers Quarter

Innovative Initiatives

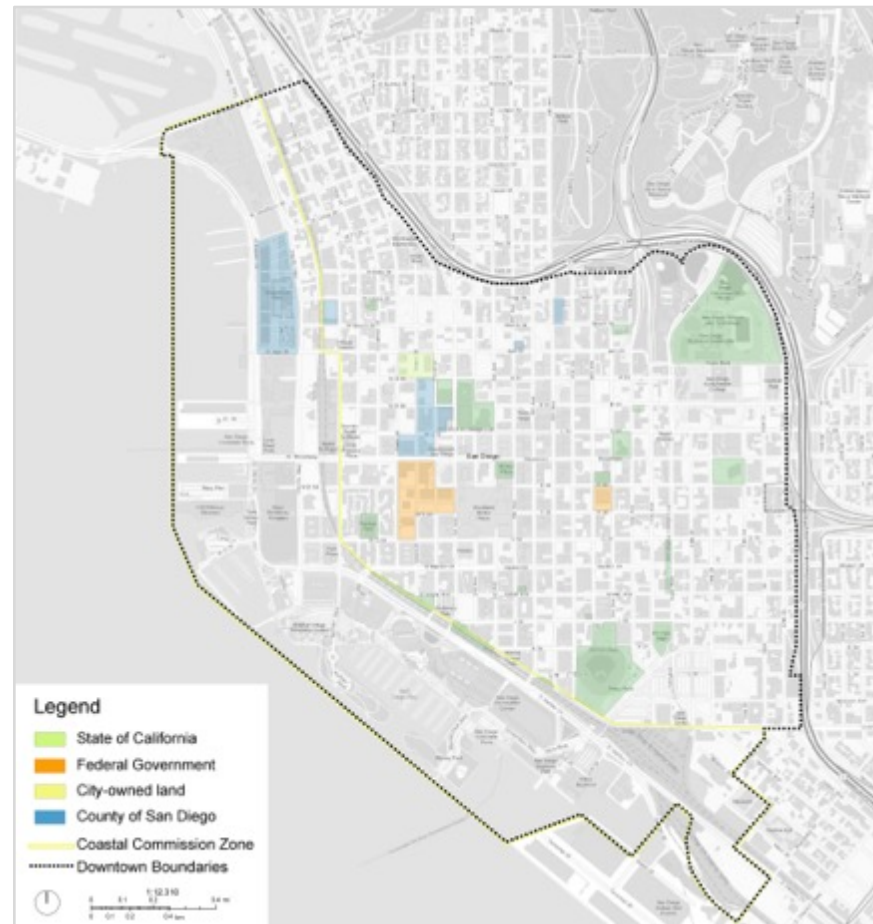Urban Discovery Academy

Silo
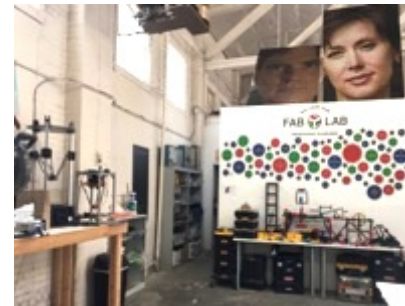
Fab Lab

Smarts Farm

The missing Anchor Institution

UCSD Extension

Findings: Lack of Private Public Partnership

Authors' elaboration

Findings: Leading Role of Real Estate

Clark and Moonen, 2015

Findings: Tactical Urbanism

Thank you!

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Marie Curie ER/ESR – MAPS_LED Project