



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



Preliminary findings on Public Spaces and Social Innovation

Reflections from Downtown San Diego Cultural District Context

Working Package No. 3: “S3: Social Innovation and Territorial Milieu”

Knowledge dynamics, innovation ecosystem and spatial dimension

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Presentation Structure



Part I :
Cultural
Districts/Hubs
Methodological
Analysis

Part II:
Downtown San
Diego
Contextual
Analysis

Part III:
Implementation
- Based
Approach
Evaluation



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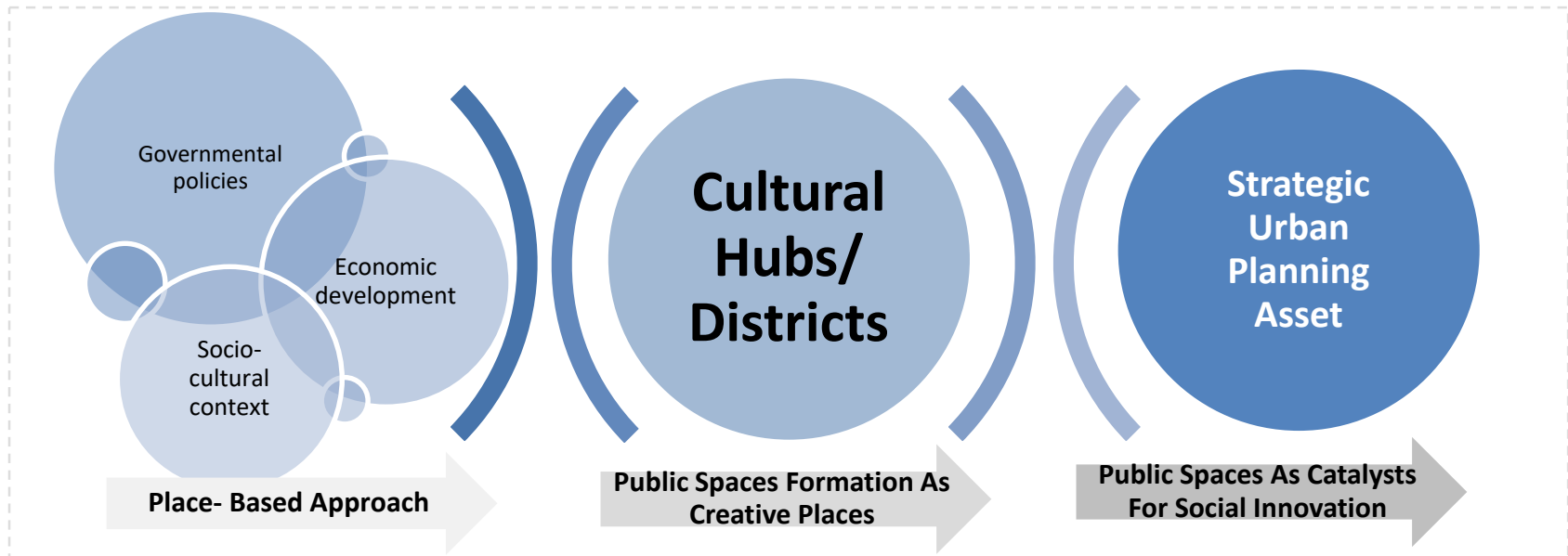
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Public Spaces as drivers to Cultural District Formation



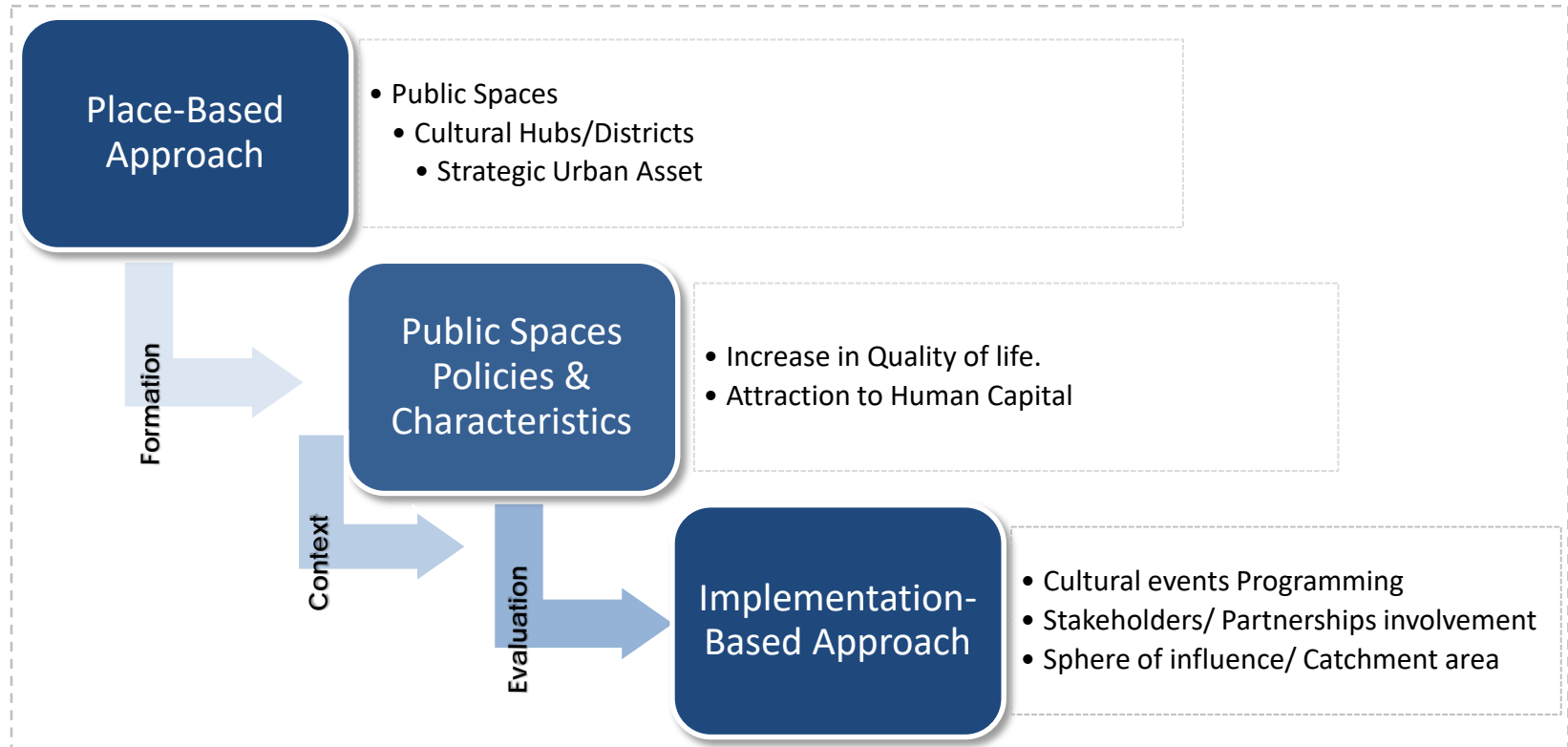
*Understanding the Role of Public Spaces in Social Innovation.
Source: the author, May 2017.*

That phenomenon occurs **when two criteria** are realized:

- i) the **increase in quality of life** – through higher living standards and Cultural lifestyle diversity- and
- ii) the **attraction to certain human capital** – knowledge-based workers, entrepreneurs and creative industries gurus.



From Place-based Approach To Implementation-based Approach



Public Spaces "Lifetime Cycle from Formation to Evaluation" as Social Innovation Catalysts
Source: the author, May 2017.



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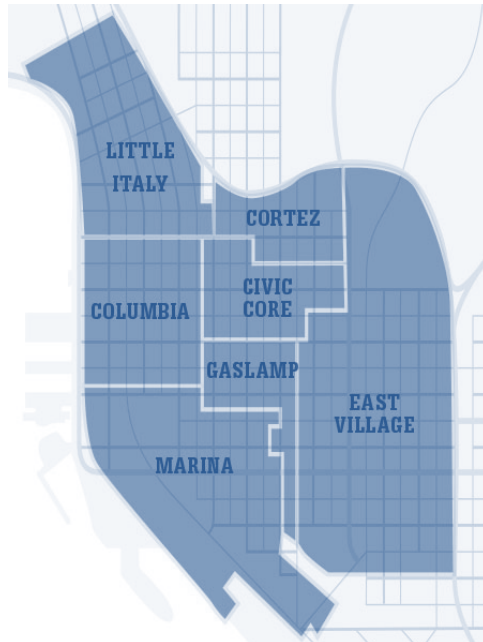


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A Spatial focus on Downtown San Diego Urban Context



Downtown San Diego seven
Neighborhoods.



DOWNTOWN ZIP CODE

92101 Zip Code

Source: SANDAG, Geographic Boundary Viewer, 2016

	RESIDENTS	MALE-TO-FEMALE RATIO	BACHELOR'S DEGREE OR HIGHER	AVERAGE INCOME	RENTERS	STARTUPS PER 10,000 PEOPLE
DOWNTOWN	34,550	60:40	51%	\$73,756	76%	15.34
COUNTY	3.3 M	50:50	34%	\$59,414	46%	1.35

SD Downtown residents' in comparison to SD county, are more educated, well-paid, more male.
Source: Data of US Census Bureau, American Community Survey, 2015.

WHY PEOPLE LOVE LIVING IN DOWNTOWN SAN DIEGO



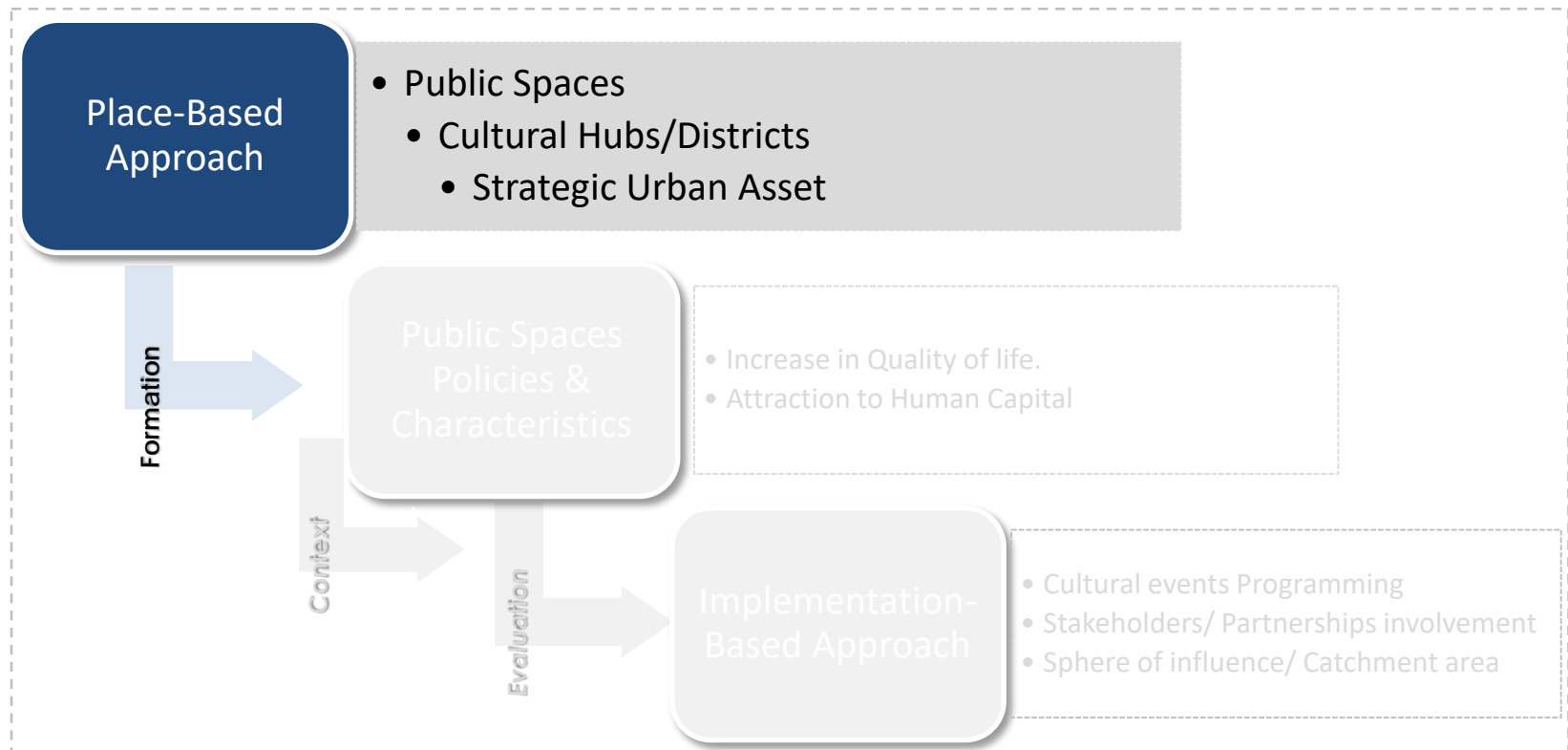
95% OF DOWNTOWN RESIDENTS WHO ALSO WORK
DOWNTOWN LOVE THEIR LIFESTYLE



**ROUGHLY
1 IN 5
RESIDENTS
WALK TO WORK**



Formation Process



Public Spaces "Lifetime Cycle from Formation to Evaluation" as Social Innovation Catalysts
Source: the author, May 2017.



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Downtown San Diego Public Spaces and Parks / Cultural Cluster



MORE THAN
20
PUBLIC PARKS

PARKS & ACTIVE SPACES IN DOWNTOWN



25

PUBLIC PARKS



16

PARKS WITH
GREEN SPACE



5

PARKS FOR KIDS
& FAMILIES



≈2 MILES

MILES OF
WATERFRONT WORKOUT SPACE



16

YOGA STUDIOS



24

GYMS

Public spaces, open and active parks in Downtown SD, year 2016.

12 Music
Venues

10 Perform-
ing Arts
Groups

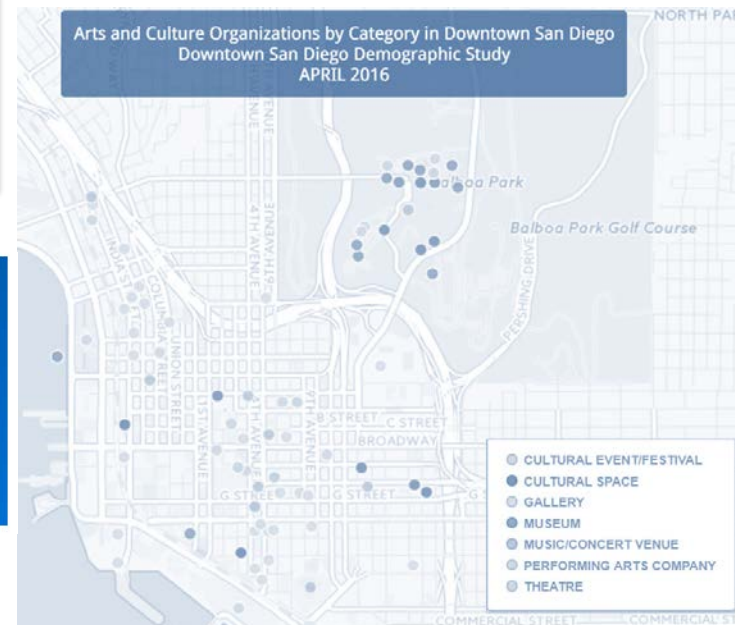
31 Art
Galleries

4
Museums

6
Theatres



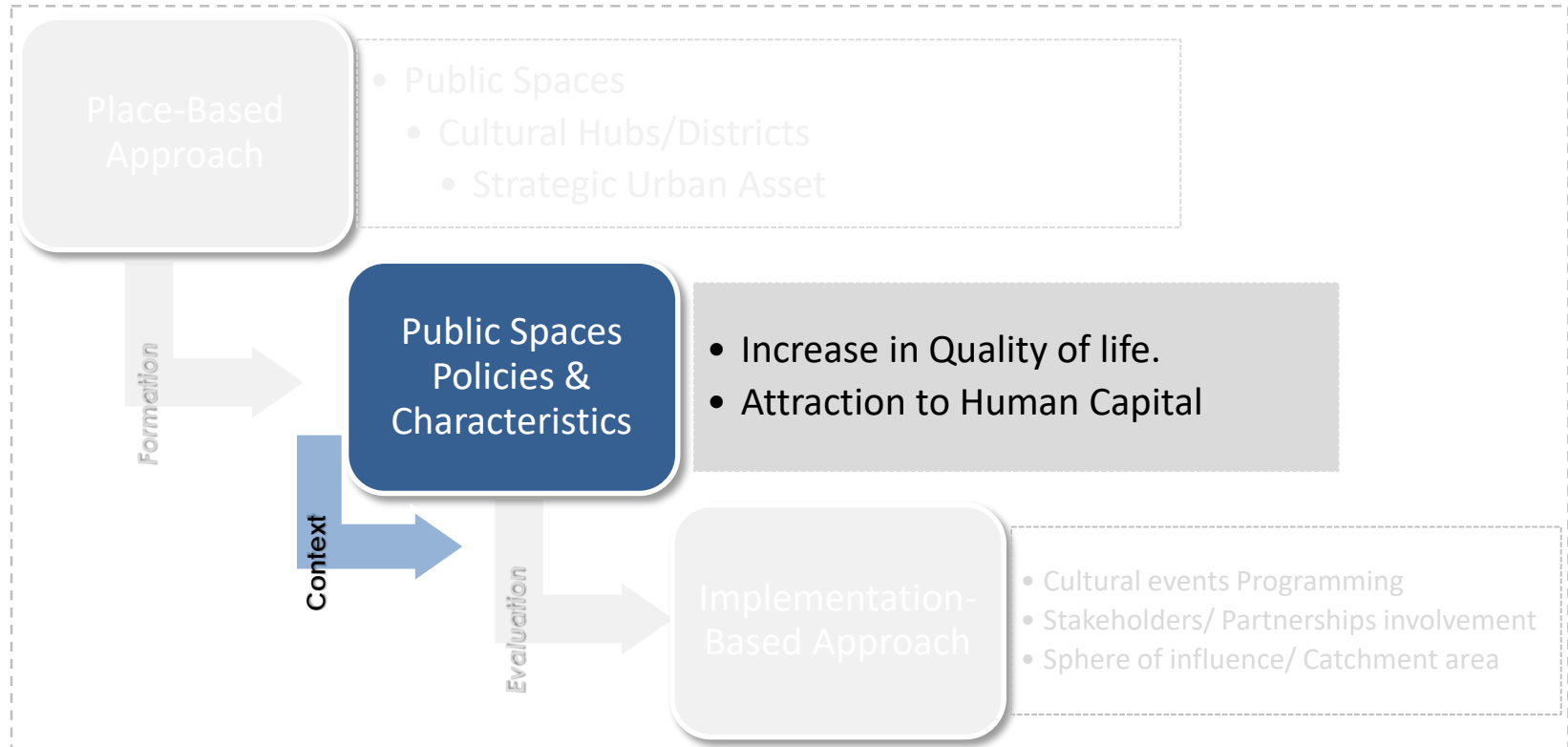
MORE THAN
90
ARTS/ CULTURE
ORGANIZATIONS



Arts and cultural organizations Cluster in Downtown San Diego, Source: Carto, commissioned by DSDP, April 2016.



Downtown San Diego Contextual Analysis



Public Spaces "Lifetime Cycle from Formation to Evaluation" as Social Innovation Catalysts
Source: the author, May 2017.



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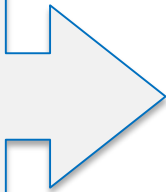


1st Verification Criterion: Increase in Quality of Life



*Moving Parklets as seen around the Downtown
Diego area.*

- Placemaking Strategies
- Tactical Urbanism Techniques
- Lighter, Quicker, Cheaper



*Horton Plaza during "Sounds of Summer" musical
festival, Summer 2016.*



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2nd Verification Criteria: Human Capital Attraction

2017 Rank for the Startup Activity Index by Metropolitan Area



**SAN DIEGO INNOVATION
STARTUPS CREATED 1,650
NEW JOBS IN 2015**

Top Sectors

906
NEW SOFTWARE
JOBS CREATED

342
NEW COMMUNICATIONS,
COMPUTER & ELECTRONICS
JOBS CREATED

330
NEW LIFE SCIENCES
JOBS CREATED

2nd Verification Criteria: Human Capital Attraction

2011 | 1 Software Company



2012 | 8 Software Companies



2013 | 24 Software Companies



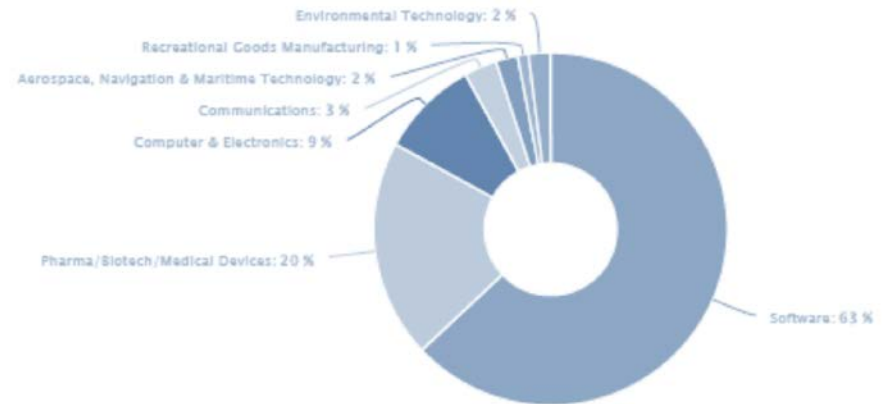
2014 | 23 Software Companies



Growth of software Startups cluster in Downtown SD till year 2014.

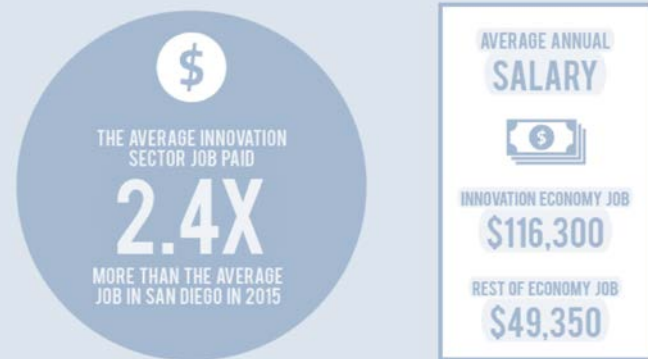
Source: DSDP, 2016

Percentage of Startup Companies Created by Sector
(San Diego County, 2015)

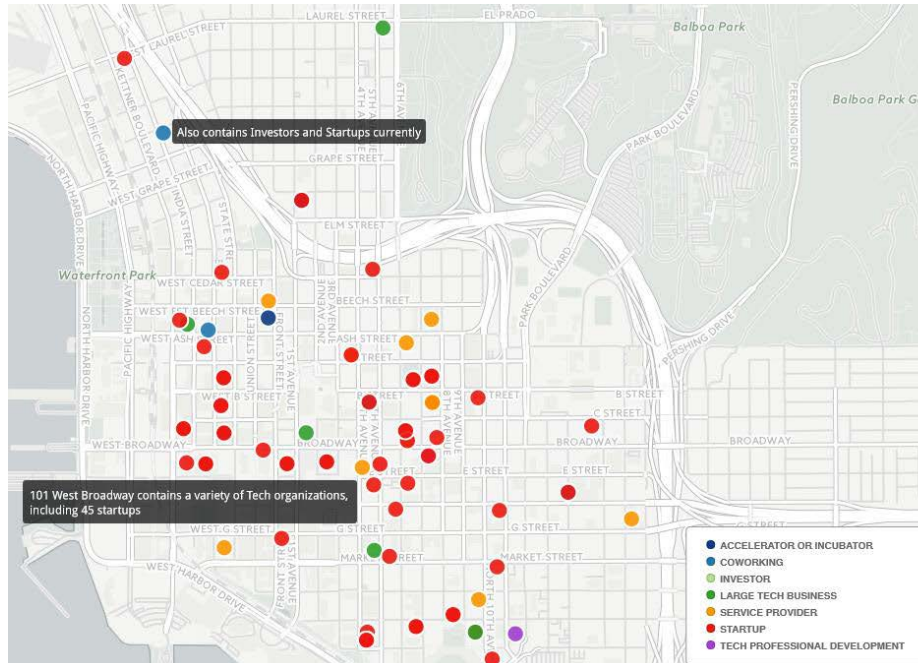


Source: CONNECT San Diego Innovation Report, year 2016

SAN DIEGO INNOVATION ECONOMY - CLUSTER BREAKDOWN

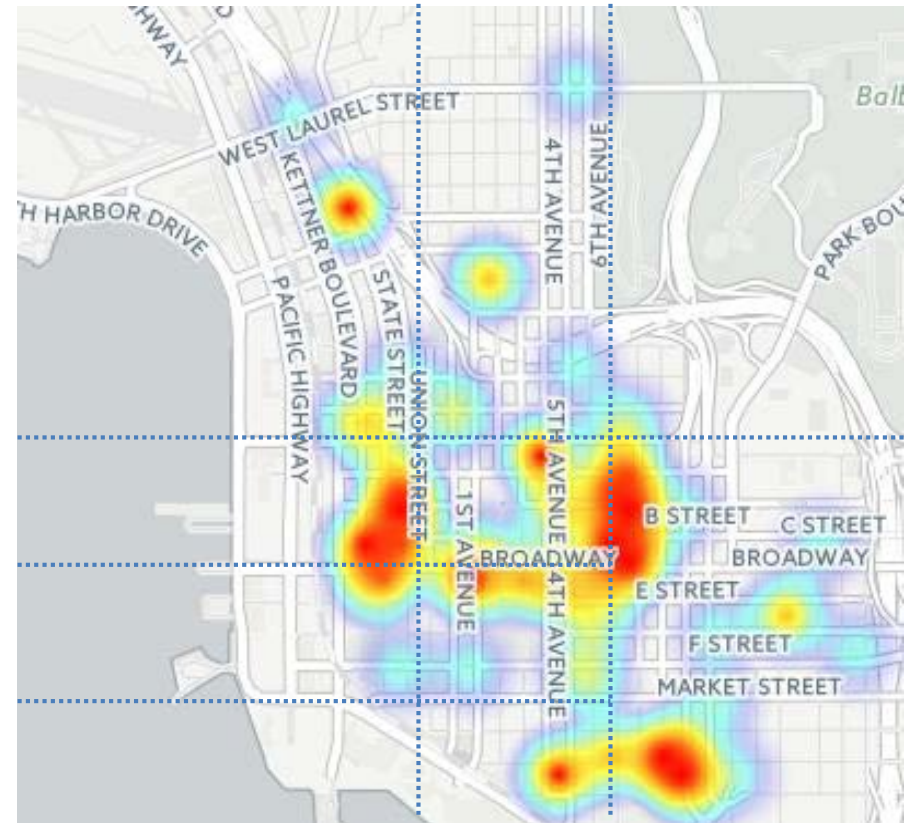


2nd Verification Criteria: Human Capital Attraction



Concentration Incubators, accelerators, co-working spaces, and startups in Downtown, year 2016.

Source: https://dsdp2015.carto.com/viz/b09e6e4a-d36f-11e5-8737-0e3ff518bd15/public_map



Heat Map of Startups and tech firms Cluster in Downtown area, year 2016.



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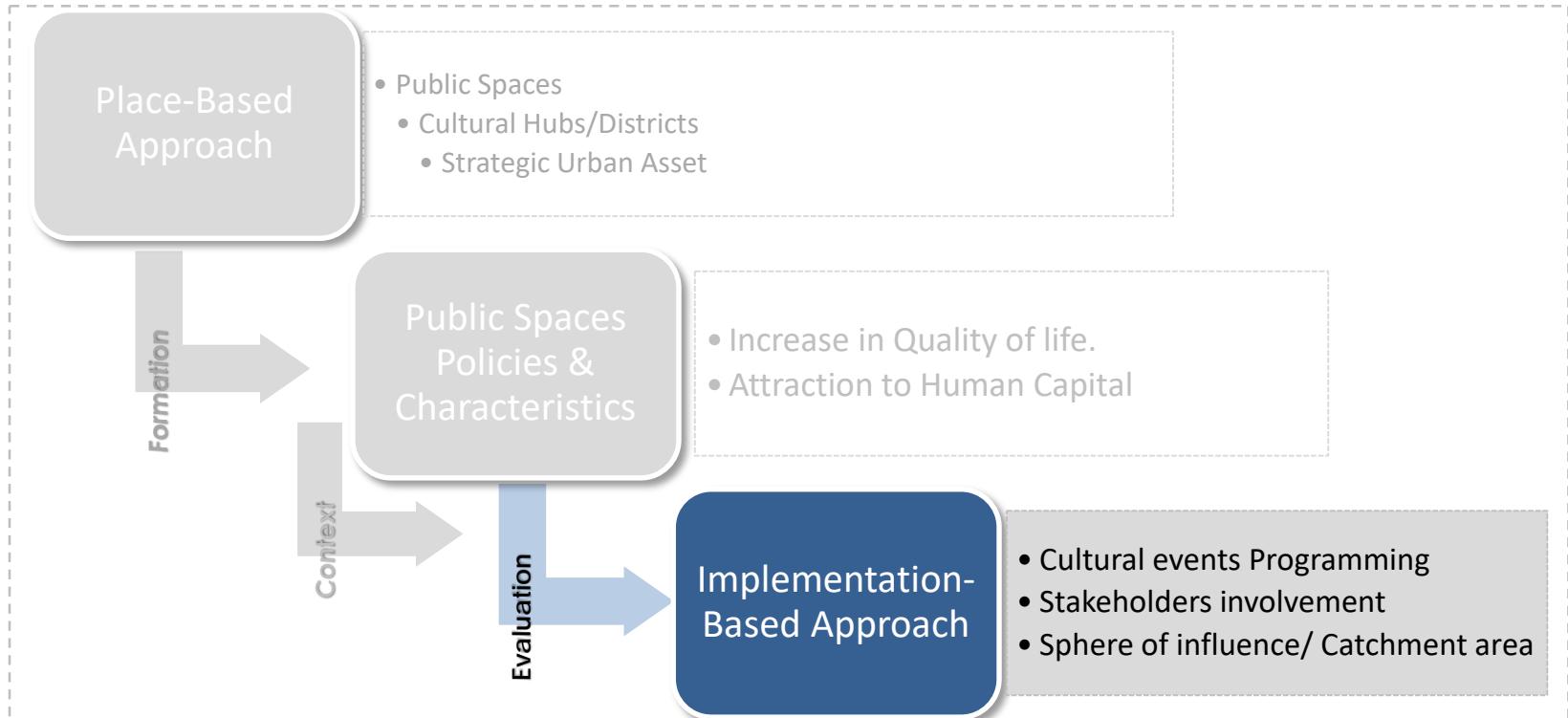
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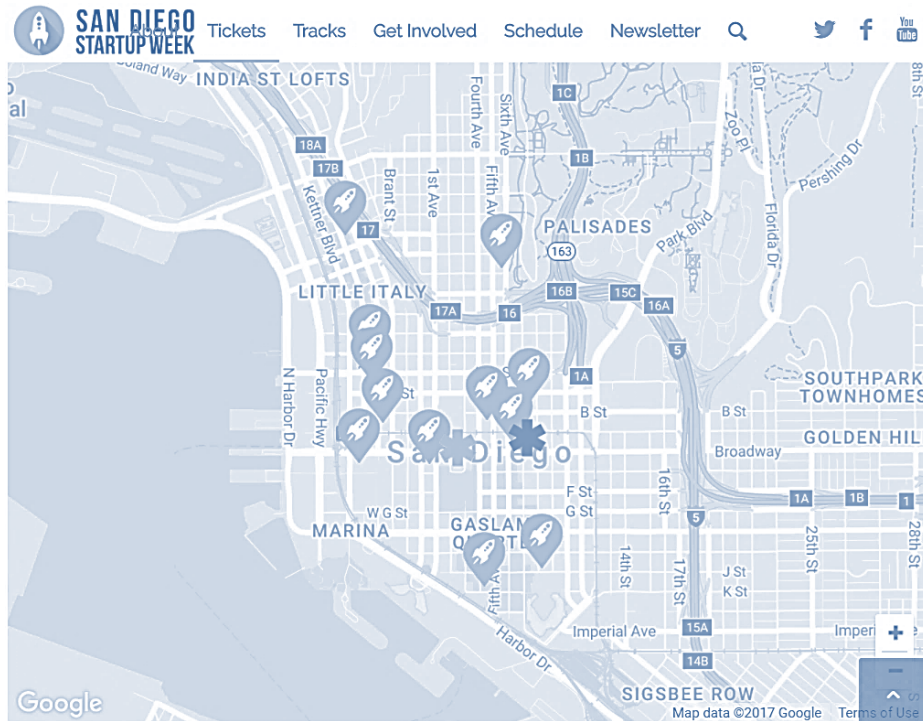


From place-based approach to implementation-based approach



Public Spaces "Lifetime Cycle from Formation to Evaluation" as Social Innovation Catalysts
Source: the author, May 2017.

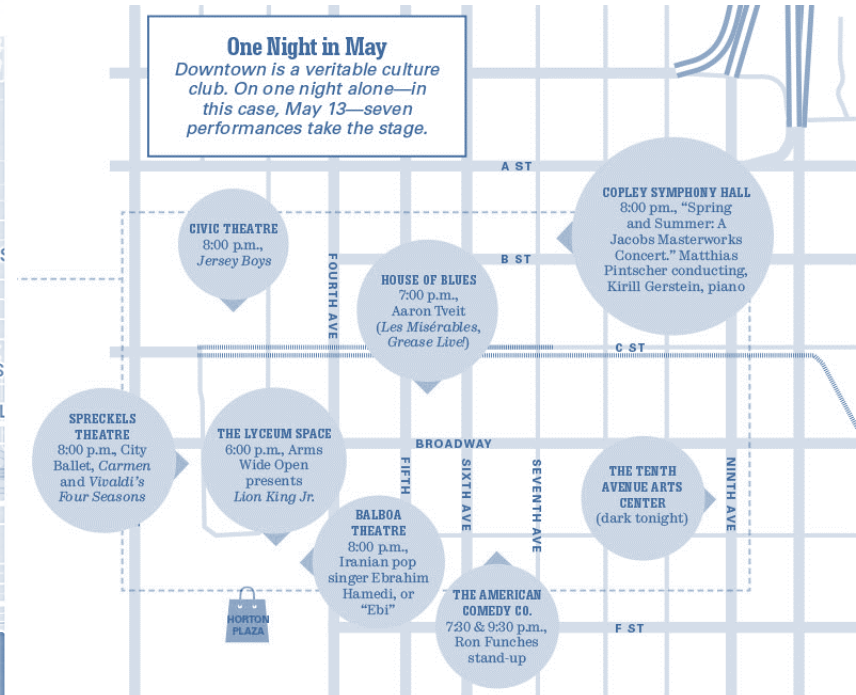
1st Measurement Tool: Cultural Events Programming and Occurrence



Start Here * End Here *

the dynamic crawl of Downtown San Diego startup scene, June 2016.

Source: <https://sandiegostartupweek.com/2016-downtown-startup-crawl/#top>



Zoomed in Downtown SD walkable arts and culture district, April 2016.

Source: <http://www.sandiegomagazine.com/San-Diego-Magazine/May-2017/The-New-Downtown-San-Diego/Downtown-Has-an-Unofficial-Arts-District/>

Result: Successful Socio-Cultural Development Policies are effectively put in Place and implemented



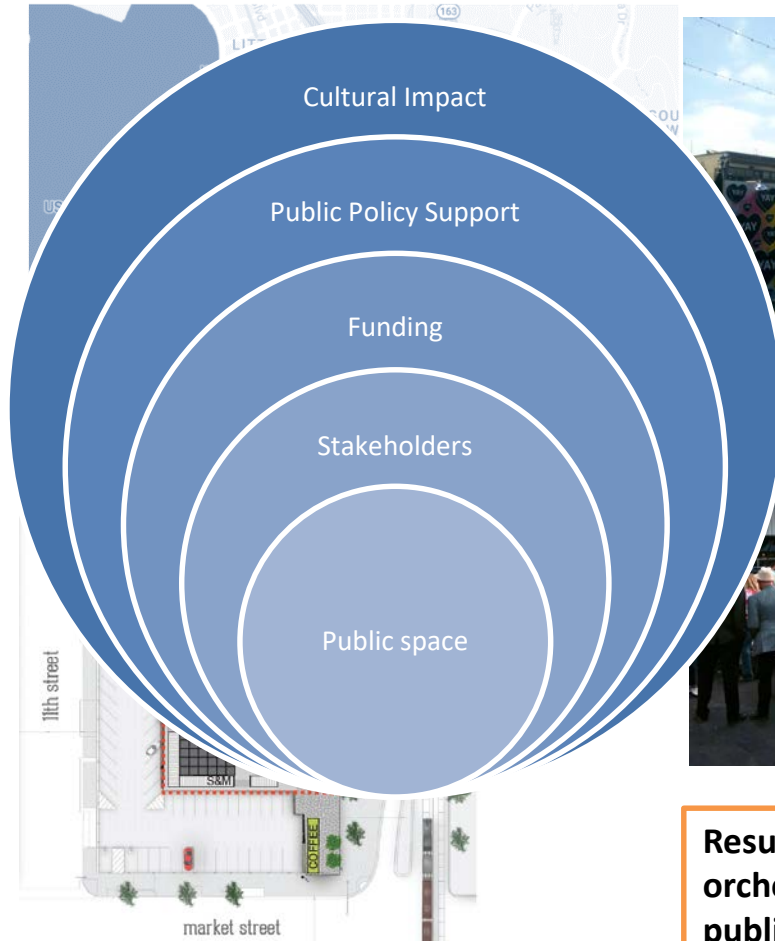
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2nd Measurement Tool: Stakeholders Involvement

Urban Parks model: The Quartyard case Study



Quartyard designed urban park.

Source: <http://www.quartyardsd.com/about>



*Views from inside the **Quartyard** urban park , source: the researcher*



*Variety of cultural events occurrence in **Quartyard** urban park*

Results: Activation of vacant lots as public urban spaces when rightly orchestrated through Stakeholders Involvement, funding provision, and public policy support (land ownership) have a wider cultural impact on surrounding Communities.

MAPS-LED Second Mid-term Meeting

06.07.2017

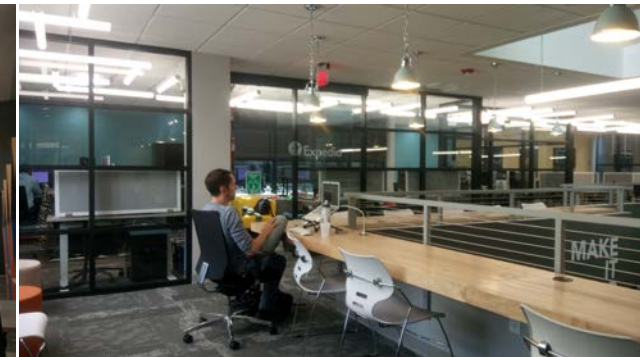
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3rd Measurement Tool: Sphere of Influence/ Catchment area

Co-working spaces model: Downtown Works case Study



Downtown Works location, Spring 2017.
Source: the author after HERE maps.



Views from inside the Downtown Works Co-Working Space, source: the researcher



Exemplar Networking events in Downtown Works Co-Working Space.

Results: facilitated Public Policies for small Businesses development, missing Educational anchor institution in Downtown area and cross-border Tijuana Connection effects on talented labor pool.



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Findings and Conclusions

Working Package No. 3: “S3: Social Innovation and Territorial Milieu”



Findings

Downtown San Diego Case Study Summary

Concept	Criteria of evaluation	Measurement tool	Assessment results
Place-based Approach	<ul style="list-style-type: none"> • Socio-cultural context • Governmental policies • Economic development 	<ul style="list-style-type: none"> • Demographical context • Arts and cultural hotspots • Open spaces and Parks 	<ul style="list-style-type: none"> • Proximity to transportation, high walkability score, vicinity to amenities
Cultural Hubs/ Districts	<ul style="list-style-type: none"> • Quality of life increase • Human capital attraction 	<ul style="list-style-type: none"> • Vibrant spaces in area • Startups located in area 	<ul style="list-style-type: none"> • Effective planning strategies with small scale defective land ownership issues. • High wage multiplier for certain sectors.
Implementation – based Approach	<ul style="list-style-type: none"> • Cultural Programming • Stakeholders involvement • Sphere of influence/ catchment area 	<ul style="list-style-type: none"> • Cultural Events occurrence • Variety of cultural scene • The rippling effects of innovation scene. 	<ul style="list-style-type: none"> • Diversity in implementation techniques • Wider Cultural impact • Cross-border labor relations, missing Educational Anchor institution



Conclusions

Downtown San Diego is not lagging as a Cultural Hub/ district, it works as a strong urban asset, and strong policies are proven to be a driver for cultural-led urban development.

Formation

On one hand, DSDP is playing a protagonist role to pace out physical changes in area that are connected to art and culture venues in downtown. On the other hand, the private sector has the upper hand; yet the cultural vibrancy is undeniable.

Context

- **Downtown area lacks an educational anchor institution**
- **Governmental Facilitation is low profile, yet for small businesses is effective.**
- **Connection to Labour pool in between downtown area and Tijuana Border ripples the Cultural Cluster effects.**

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Source: the author, May 2017.*



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Thank you!

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