The Village at Market Creek
Diamond Neighborhoods
## Demographics

### Diamond Neighborhoods Census Data*

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2010</th>
<th>Population Change (People)</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Population</strong></td>
<td>84,330</td>
<td>86,979</td>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Hispanic or Latino</strong></td>
<td>36,462</td>
<td>46,344</td>
<td>53%</td>
<td>27%</td>
</tr>
<tr>
<td><strong>White</strong></td>
<td>9,359</td>
<td>7,326</td>
<td>-22%</td>
<td>-3%</td>
</tr>
<tr>
<td><strong>African American</strong></td>
<td>25,221</td>
<td>18,289</td>
<td>-27%</td>
<td>-9%</td>
</tr>
<tr>
<td><strong>American Indian</strong></td>
<td>265</td>
<td>160</td>
<td>-40%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Asian</strong></td>
<td>9,632</td>
<td>11,910</td>
<td>24%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Hawaiian/Pacific Islander</strong></td>
<td>715</td>
<td>769</td>
<td>8%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>155</td>
<td>125</td>
<td>-19%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Two or More Races</strong></td>
<td>2,530</td>
<td>2,056</td>
<td>-19%</td>
<td>-1%</td>
</tr>
</tbody>
</table>
Demographics

2010 Race

- Hispanic or Latino: 53%
- African American: 21%
- Asian: 14%
- White: 9%
- American Indian: 0%
- Hawaiian/Pacific Islander: 1%
- Other: 0%
- Two or More Races: 2%
Demographics

Race 2000-2010

- Hispanic or Latino
- White
- African American
- American Indian
- Asian
- Hawaiian/Pacific Islander
- Other
- Two or More Races

2000 vs 2010
Village At Market Creek
10 Years Ago

- Large-scale blight
- “Four Corners of Death”
- Toxic environments
- Substandard housing
- Isolated immigrant groups
- High unemployment
- $60 million retail leakage
- No grocery
Where We Started
Community Engagement

Areas of Focus

In order to support large-scale civic development in the community, work in The Village focuses in four areas

1. Resident Outreach
2. Collaborative Leadership
3. Inclusive Community
4. Community Identity
Community Engagement
Own the Plans

- Over 4,000 people involved
- 43 cross-cultural working teams
- Strong youth voice
- Cultural traditions at forefront
Community Engagement
Owing the Implementation

- First major grocery store in 35 years
- Award-winning architecture
- 74% of construction contracts
- Expertise built in wetlands recovery
- Cultural venues attract 46,000 annually
- Total economic activity = $50 million
Community Engagement

Owning the Assets

- Residents mobilized $1 million in community capital
- Won right to “go public”
- Market Creek Partners becomes $23.5 million community-owned enterprise
- Investors receive 10% return
What Is Proposed

The Vision of a Village

- 60 acres of blight reclaimed as smart-growth transit village
- 1000 homes, 2000 jobs, integrated services, restored habitat
- Interconnected cultural venues
- All resident planned, built, owned, and operated
- Model for rebuilding community with an equity lens
What Is Proposed
The Vision of a Village

Before

Now
District 4 residents spent well over $1.63 billion on retail purchases in 2005. All sales made within the district, however, totaled only $813.3 million in the same year.
## Retail Leakage

### San Diego City Council District 4 Retail Opportunity Profile

<table>
<thead>
<tr>
<th>Total Retail Sales</th>
<th>Annual Demand Total Purchases Made By District 4 Residents</th>
<th>Annual Supply Purchases Made Within District 4</th>
<th>Annual Opportunity Unmet Demand (Dollars)</th>
<th>Annual Opportunity Unmet Demand (Percentage)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,630,426,645</td>
<td>$813,306,067</td>
<td>$817,120,578</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Selected Merchandise Lines</strong></td>
<td><strong>Groceries and Other Foods</strong></td>
<td>$121,638,654</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$256,350,854</td>
<td>$134,712,200</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$23,816,012</td>
<td>$14,118,520</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Food Store Total</strong></td>
<td>$280,166,866</td>
<td>$148,830,720</td>
<td>$131,336,146</td>
<td>46.9%</td>
</tr>
<tr>
<td><strong>Meals and Snacks</strong></td>
<td>$147,013,681</td>
<td>$50,076,126</td>
<td>$96,937,555</td>
<td>65.9%</td>
</tr>
<tr>
<td><strong>Alcoholic Drinks</strong></td>
<td>$17,677,139</td>
<td>$3,841,930</td>
<td>$13,835,209</td>
<td>78.3%</td>
</tr>
<tr>
<td><strong>Restaurant Total</strong></td>
<td>$164,690,820</td>
<td>$53,918,056</td>
<td>$110,772,764</td>
<td>67.3%</td>
</tr>
<tr>
<td><strong>Drugs/Health and Beauty Aids</strong></td>
<td>$95,013,337</td>
<td>$45,323,027</td>
<td>$49,690,310</td>
<td>52.3%</td>
</tr>
<tr>
<td><strong>Men's Wear</strong></td>
<td>$39,288,672</td>
<td>$20,074,698</td>
<td>$19,213,974</td>
<td>48.9%</td>
</tr>
<tr>
<td><strong>Women's Wear</strong></td>
<td>$72,009,826</td>
<td>$31,339,411</td>
<td>$40,670,415</td>
<td>56.5%</td>
</tr>
<tr>
<td><strong>Children's Wear</strong></td>
<td>$25,500,284</td>
<td>$11,869,967</td>
<td>$13,630,317</td>
<td>53.5%</td>
</tr>
<tr>
<td><strong>Footwear</strong></td>
<td>$29,216,571</td>
<td>$8,649,249</td>
<td>$20,567,322</td>
<td>70.4%</td>
</tr>
<tr>
<td><strong>Apparel Total</strong></td>
<td>$166,015,353</td>
<td>$71,933,325</td>
<td>$94,082,028</td>
<td>56.7%</td>
</tr>
<tr>
<td><strong>Major Household Appliances</strong></td>
<td>$11,236,829</td>
<td>$5,621,845</td>
<td>$5,614,984</td>
<td>50.0%</td>
</tr>
<tr>
<td><strong>Small Electric Appliances</strong></td>
<td>$4,715,438</td>
<td>$3,561,846</td>
<td>$1,153,592</td>
<td>24.5%</td>
</tr>
<tr>
<td><strong>Televisions/Video</strong></td>
<td>$13,089,316</td>
<td>$6,009,662</td>
<td>$7,079,654</td>
<td>54.1%</td>
</tr>
<tr>
<td><strong>Audio Equipment</strong></td>
<td>$18,853,703</td>
<td>$577,815</td>
<td>$18,275,888</td>
<td>96.9%</td>
</tr>
<tr>
<td><strong>Computer Hardware/Software</strong></td>
<td>$34,670,288</td>
<td>$4,629,841</td>
<td>$30,040,447</td>
<td>86.6%</td>
</tr>
<tr>
<td><strong>Photographic Equipment</strong></td>
<td>$3,335,091</td>
<td>$330,045</td>
<td></td>
<td>1.0%</td>
</tr>
<tr>
<td><strong>Electronics Total</strong></td>
<td>$85,900,665</td>
<td>$23,703,055</td>
<td>$62,197,610</td>
<td>72.4%</td>
</tr>
<tr>
<td><strong>Furniture/Bedding</strong></td>
<td>$26,264,218</td>
<td>$7,279,041</td>
<td>$18,985,177</td>
<td>72.3%</td>
</tr>
<tr>
<td><strong>Kitchenware/Home Furnishings</strong></td>
<td>$20,136,032</td>
<td>$10,454,195</td>
<td>$9,681,837</td>
<td>48.1%</td>
</tr>
<tr>
<td><strong>Curtains/Drapery/Blinds</strong></td>
<td>$11,103,641</td>
<td>$8,288,498</td>
<td>$2,815,143</td>
<td>25.4%</td>
</tr>
<tr>
<td><strong>Home Goods Total</strong></td>
<td>$57,503,891</td>
<td>$26,021,734</td>
<td>$31,482,157</td>
<td>54.7%</td>
</tr>
</tbody>
</table>
Joe & Vi Jacobs Center
Diamond Neighborhoods
Family Health Center

Front (West) Elevation - Facing 47th Street
Trolley Residential
Northwest Village
Creek Enhancement & Trails
Sustainability and Community Benefits

- Residents plan for the solar retrofit of Market Creek Plaza, the criteria
- A LEED-ND certified plan
- The Village’s first transit-oriented, “green” housing project to City Hall for approval.
- 74% of all construction contracts have gone to Historically Underutilized Business Enterprises (HUBE).
<table>
<thead>
<tr>
<th>EQUITY</th>
<th>ECONOMICS</th>
<th>ENVIRONMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe, decent homes</td>
<td>Economic stability</td>
<td>Reduced air pollution and carbon emissions</td>
</tr>
<tr>
<td>Social services &amp; programs</td>
<td>An opportunity for all to live in a community</td>
<td>Increased health benefits</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Healthier indoor spaces, important for children &amp; seniors</td>
<td>Lower utility costs, allowing spending to shift toward higher-priority items (e.g., education, healthcare, equity)</td>
<td>Efficient land use through brownfield/infill redevelopment and compact design</td>
</tr>
<tr>
<td>Improved public health by encouraging walking/biking</td>
<td>Decreased O&amp;M costs for the developer/operator, allowing more units or services to be provided</td>
<td>Reduced needs for natural resources through passive heating/cooling strategies and recycled materials</td>
</tr>
<tr>
<td>Reduced health risks for construction &amp; maintenance workers</td>
<td></td>
<td>Climate change mitigation through energy efficiency and renewable energy</td>
</tr>
</tbody>
</table>
Achieved LEED-ND Points

- Infill, Brownfield, Transit-served, Existing Buildings
- Density and Housing/Jobs Balance
  - (1000 planned units with 1886 existing jobs w/n ½ mile)
- Habitat and Water Body Restoration
- Walk able and Tree Lined Streets
- Mixed-Use and Mixed-Income
- Access to Schools, Public and Open Space
- Community Outreach and Involvement
- LEED Certified Housing
- Energy Efficient Buildings and Infrastructure
- Water Efficient Buildings and Landscaping
- Heat Island Reduction
Missed LEED-ND Points

• Bike Network and Infrastructure
• Housing Diversity (mostly apartments)
• Reduced Parking and High Levels of Connectivity
• Renewable Energy
• Stormwater Management
Lessons Learned

- Investing in educating community members and building relationships results in a high level of community engagement.

- LEED-ND drives projects to have a proactive approach to development—by knowing what you want you are more likely to get what you want!

- LEED-ND aids in community engagement process by establishing sustainability goals, providing a roadmap for achievement, and a framework for discussing technical aspects of sustainable planning and design.
LEED-ND BENEFITS

- Smart Growth Village
- Catalyst Community Award
- Public/Private Grant Funding Requirements
- TOD
- Market Rate Commercial Tenants