

San Diego's downtown East Village neighborhood is emerging as the hotbed for innovation and employment in Southern California. Completing one of the final chapters of growth for this dynamic urban downtown neighborhood is the launch of **MAKERS QUARTER** – a six city block work/live/play district anchored by the East Village's most progressive makers, artists and innovators. After three years of strategic urban planning, Makers Quarter broke ground on its first project in April of 2016 and will see two more monumental groundbreakings this coming year. **In total, this new 2.5 million square foot urban hub will usher in one million square feet of creative office space, 800 residential units, 175,000 square feet of restaurants, retail and entertainment, alongside 72,000 square feet of public parks and open space connecting with what's to be downtown San Diego's largest future public park, the 4-acre 'East Village Green'.**

*As a huge catalyst for growth and innovation in downtown San Diego, Makers Quarter has an estimated **economic impact of nearly \$1 billion in development** with an anticipated completion by 2020-2025. The unique urban planning approach shaping this multi-faceted district is defined by several **KEY STORY ANGLES** outlined below for feature story consideration.*

#### QUICK FACTS:

- **Makers Quarter Broke Ground** | In April 2016 with additional groundbreakings to occur over the next six months
- **Anticipated Project Completion** | 2020 - 2025
- **Master Developer** | L2HP (Lankford & Associates, Hensel Phelps and HP Investors)
- **Urban Planner** | Stacey Pennington, SLP Urban Planning
- **Power Players** | **Architects:** BNIM, Joe Wong Design Associates, Carrier Johnson; **Residential Developers:** Alliance Residential, StreetLights Residential; **Real Estate Brokerage:** CBRE, Cushman & Wakefield
- **Six Block Neighborhood** | Located in downtown San Diego's tech and innovation corridor with proximity to several major freeway and transit systems as well as the San Diego airport and historic Balboa Park.
- **Estimated Economic Impact** | **\$1 billion**
- **Stats** | Makers Quarter will include one million sq ft of office space, approximately 800 units of residential, 175,000 sq ft of retail shops and restaurants, alongside 72,000 sq ft of open public space, parks and public art.

#### KEY STORY ANGLES

1. **Makers Quarter As A Technology And Innovation Hub In A Reemerging Downtown Neighborhood**
2. **Placemaking and Tactical Urbanism That Shapes The Future**
3. **Green Infrastructure + Public Open Space To Boost Economic Development**



#### 1. A TECHNOLOGY AND INNOVATION HUB

Makers Quarter propels accelerated development and growth in downtown San Diego, creating an innovation hub for a millennial workforce to thrive within a creative live/work/play environment. With an onslaught of successful technology companies moving operations to San Diego—for reasons ranging from climate to low urban density—the city has become a growing region of innovation and was recently named a ["Top 10 Start-Up City" by the Kauffman Foundation report](#). San Diego can no longer grow out but must now go up, and downtown is the only place that can accommodate the growth. That's where Makers Quarter comes in:

- **The Maker Movement** - Makers Quarter is inspired by the “maker movement,” which has remained a part of the fabric of San Diego's downtown East Village neighborhood since its inception. From the original home of Jerome's furniture, to local craft breweries and artists, to makers who are shaping the future through 3D printing, technology software, and robotics, the “maker” thread will continue to prosper through the identity of this new neighborhood. A few pivotal modern day makers who are shaping the innovation sector of Makers Quarter include:
  - **FUSE Integration [Technology + Defense]** designs and creates advanced software and network solutions with a background of experience in ground operations, aviation and emergency response.
  - **FAB LAB [Innovation Hub]** is a non-profit community space that gives artists and makers training and low-cost access to digital fabrication machines and technologies for the production of objects, tools and electronics.

- **Education Sector** - Adjacent to Makers Quarter, San Diego City College has transformed from a low scale campus to a thriving urban center with a recent \$285 million expansion. This development paves way for a unique education district to take shape within Makers Quarter—including **Urban Discovery Academy** (K-8 charter school) and a future 21st century high school, **Ideate High Academy** (id8 High), which will feature a design-thinking focused curriculum reflecting the methods of Stanford D School.
- **Location + Transit** - Makers Quarter is at the heart of a mega-region—a juncture between Downtown and adjacent urban neighborhoods with direct access to several major freeways and public transit systems.



## 2. PLACEMAKING AND TACTICAL URBANISM

One of the most unique aspects to the organic realization of the Makers Quarter vision was the decision to activate underutilized places within the neighborhood as the master planning took shape. **Implementing interim projects on vacant lots gave urban planners the ability to test ideas that have definitively shaped the overarching goals for economic development.** [SMARTS Farm](#) transformed 10K sq ft into downtown San Diego's first community garden, and has provided educational programs for over 2,500 local youth. [SILO in Makers Quarter](#) (a neighborhood event space and one-of-a-kind mural gallery) has engaged more than 70K individuals through plays, concerts, charitable events and more and has hosted unique organizations including Google and National Geographic, the San Diego Film Festival and YELP. The efforts underlying the creation of SILO are designed to create the framework for the ongoing activation of 72,000 sq ft of open space within Makers Quarter. Once Makers Quarter is complete, the legacy of these tactical urbanism projects, such as SMARTS Farm and SILO, will have the potential to live on through community driven programming of parks and plazas, dedicated rooftop gardens and a six-story public art installation.



## 3. GREEN INFRASTRUCTURE + PUBLIC OPEN SPACE

Makers Quarter transforms the fabric of East Village's urban environment through an interconnected green space system of more than 72,000 sq ft of pocket parks and public outdoor plazas, alongside the site of the city's future 4-acre East Village Green. With a vision to make Makers Quarter a place to live/work/play through connectivity, the future creation of these open green spaces will give rise to a healthier populace, will boost economic development and provide valuable green infrastructure.

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**ABOUT MAKERS QUARTER** | Makers Quarter is a neighborhood within downtown San Diego's East Village distinguished by its creative ethos, local artists and makers. Home to the popular outdoor community venues, SILO and SMARTS Farm, and leaders of San Diego's innovation economy, including FabLab San Diego, Urban Discovery Academy, and Fuse Integration. Makers Quarter offers a creative environment that inspires entrepreneurs to challenge convention and achieve new heights. [www.makersquarter.com](http://www.makersquarter.com)