

SanDiego®

BREW NEWS

CARLSBAD'S
BREWERY BOOM

THE FIRST
EUROPEAN-OWNED
SD BREWERY

PIZZA PORT'S
HUMBLE
BEGINNINGS
(in plastic lemonade containers!)

63

epic brews
and where to
drink them

The Beer Issue

THE NEW DOWNTOWN

A guide to the city's
arts, culture, food,
luxury high-rises, and
creative companies

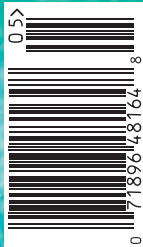
+ MOTHER'S DAY GIFT IDEAS

Picked by our moms

BOUTIQUE FITNESS!

Small studios that
pack a punch

MAY 2017



\$4.95



THE NEW DOWNTOWN



PETCO PARK



URBAN DISCOVERY ACADEMY



MAKERS QUARTER



THE NOLEN



LITTLE ITALY



WATERFRONT PARK



If you only come downtown for the occasional Padres game or—eep!—jury duty, you're missing out on all the food, beer, arts, shopping, maker spaces, and new housing taking root in the 92101. Add to that an incoming UCSD outpost, the IDEA District opening its first building, luxury hotels and theaters on the rise, and a tech startup boom—San Diego's downtown is moving on up.

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ILLUSTRATIONS BY Ty Dale

Who the heck lives downtown?

DOWNTOWN IS HOME to just 34,550 residents. That's less than one percent of San Diego County's population—but this tiny number has grown 97 percent since 2000. So the area clearly has potential.

"If you get critical mass, that changes everything," says local architect Joseph Martinez. "Right now we only have 35,000 residents. That's nothing. Imagine half a million people living downtown. Balboa Park would be used so much more, and more often. Our assets don't get used."

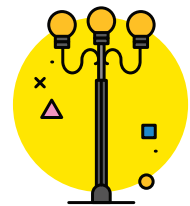
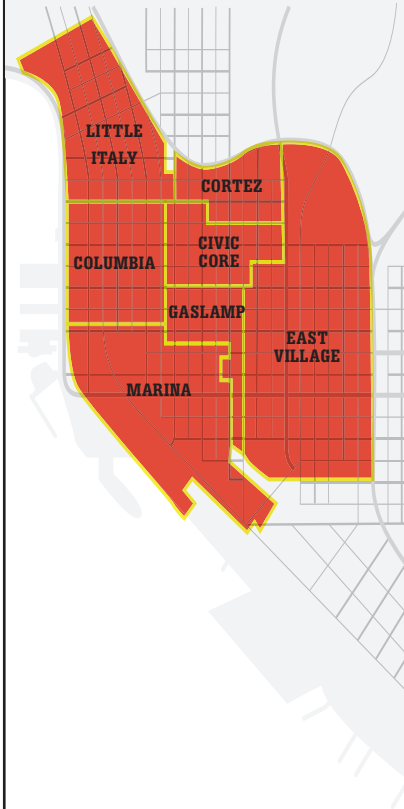
But they will. As for who will move here: In addition to baby boomers seeking to downsize and retire to a more walkable community, a 2014 survey by the American Planning Association found that more than half of millennials in the country planned to move within five years. Among those interested in packing up, San Diego was the third most popular city after New York and Los Angeles. Key word: "city." Surveys have shown that millennials want walkable urban neighborhoods with transit options. Suburbanization, which San Diego has been doing for fifty

years, is out. The young and educated want to live downtown. Numbers show that, countywide, only Carmel Valley's residents match the education level of those living downtown, a fact attributed to the employers in nearby Torrey Pines Mesa. Carmel Valley and downtown also lead the county zip codes in a tie for the most new startups (32 each). Beyond that,

downtown is ahead of the county in terms of salary, carbon footprint, and more. It just needs more bodies walking around looking for things to do, to create vitality, support businesses, and fill arts venues.

"Downtown is driven around Petco Park and the Convention Center. Look at what Petco Park did for putting bodies on the street. We're no longer 9-to-5—there's weekend life," says Cyrus Sanandaji, managing director of Presidio Bay Ventures, a company that invests in downtown projects like Overture, an upcoming mixed-use tower. And he sees more change coming our way. "Downtown is not yet its own independent unit, but it will be. You will eat, sleep, and drink here in 20 years."

"Imagine half a million people living downtown. Balboa Park would be used so much more, and more often. Our assets don't get used."



HAPPY BIRTHDAY, GASLAMP!

San Diego's historic downtown celebrates its 150th anniversary this year. To mark the occasion, the Gaslamp Quarter Association is unveiling a public art project called Rabbitville, a nod to the area's origins as a dusty plain where nothing but rabbits roamed. Look for 15 fiberglass rabbits painted by various local artists displayed around the Gaslamp's 16.5 historic blocks. HBD, GQ!

DEMOGRAPHICS

DOWNTOWN RESIDENTS ARE MORE EDUCATED, BETTER PAID, AND MORE MALE

	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

Source: Downtown SD Partnership and UCSD Extension Center for Research on the Regional Economy

HOW DOWNTOWN DOES LUXURY

In the white-tablecloth sense, downtown hasn't much succeeded. The Palm and its white-coated servers lasted only two years, LA icon Katsuya flopped, and a \$400-million proposal to build a Ritz-Carlton with \$2.5-million condos and a Whole Foods in the East Village has stalled.

But downtown is still trying. The \$1.3-billion Manchester Pacific Gateway development just began demolition of the Navy Broadway Complex, after waiting 11 years. Younger, millennial-focused luxury (read: clubby atmosphere

and plentiful Instagram spots) has landed in the form of the Pendry Hotel and STK Steakhouse. And all eyes are on Pacific Gate by Bosa, a high-end condominium building designed by experts who've also built architectural wonders in London, Shanghai, and Toronto. The million-dollar

residences are expected to open on First Avenue and G Street in late 2017. Also opening later this year is Theatre Box, an entertainment venue taking over the former Reading Cinema space. The focus will be a posh movie theatre—order food from your cushy seat!—by a co-owner of LA's Grauman's Chinese Theatre.



PACIFIC GATE

Why We ♥ Our Skyline

"HOW MANY CITIES have cruise ships at their front door?" waxes local architect Joseph Martinez. He designed the recognizable Manchester Grand Hyatt and the newsworthy Ten Fifty B, "the tallest and greenest" affordable housing structure on the West Coast.

Martinez has helped define our skyline—but we have a long way to go.

"Cities evolve over time. You won't get a city built in fifty years. If it builds that quickly, it's called Disneyland. Boston took 300 years to build; Chicago, maybe 250. San Diego is about 100. We're young adults."

Martinez believes we lack unique buildings. "Ours kinda have the same look. There are sites and locations that demand a unique building. If you stand on Broadway, you need something to the west, something to the east, so we have a sense of orientation. They are anchors; they you fill in. Pacific Gate will be an important anchor. 'Where's the harbor? Walk toward the elliptical building.' Then you get a city that's readable."

And a unique skyline to boot.

Welcome to our unofficial arts district

Connect the dots between all these performance venues and you'll see the potential for San Diego's very own arts district. Even the building on the corner of C Street and Fourth Avenue housed a theater for 90 years. It's currently being redeveloped as The Overture condos, with plans for a new 2,000-square-foot theater space, set to open around 2019. We credit San Diego Opera's general director, David Bennett, with pointing out that the institutions are here—all we need are some developers to buy in. He imagines the area having its own identity, with retail and restaurants being built around the arts. Want to grab drinks after a show? We do, too. Developers, listen up.

One Night in May

Downtown is a veritable culture club. On one night alone—in this case, May 13—seven performances take the stage.

