RE-ENVISIONING THE MARKET

AN ALTERNATIVE REDEVELOPMENT APPROACH THAT RESPONDS TO AN UNCERTAIN ECONOMIC CLIMATE

VISION

Today's unprecedented market conditions of simultaneous low real estate demand and low capital investment have severely altered the economic landscape. In order to redevelop San Diego's East Village, an area with potential for great change, we must reenvision the market as an unpredictable force to which we respond with flexibility and patience. Our initial development plan targets smaller, less desirable sites to capitalize on the value of primary parcels near mass transit and the proposed East Village Park. Our prudent approach, rooted in the access to capital, will help transform the East Village into an economically, ecologically and socially vibrant place.



STRATEGIES

Economic sustainability

With the unpredictability of the capital and real estate market, start small and save the best parcels for later development in a "hotter" market.

Ecological sustainability

Utilize "green" design in the form of urban farms, gardens, green roofs, green streets and a farmer's market located in the East Village Park.

Social sustainability

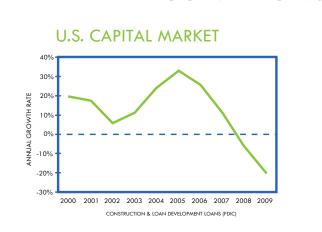
Create a sense of community and identity with East Village Park, making it a nucleus of activity with an Art Center, Ideas Market and Farmer's Market.

CONTEXT



DOWNTOWN SAN DIEGO

MARKET CONDITIONS

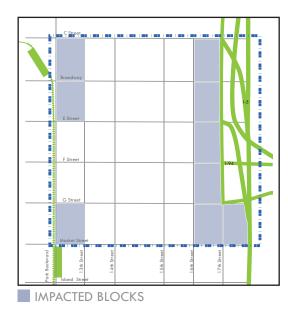




SAN DIEGO: CURRENT VACANCIES

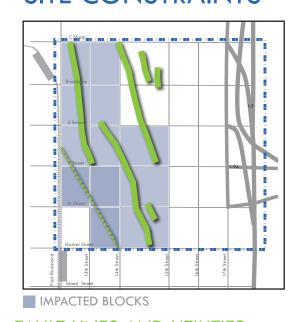
Downtown office	20.8 %
Downtown retail	20.4 %
East Village apartments	11.4 %

SITE OPPORTUNITIES





SITE CONSTRAINTS

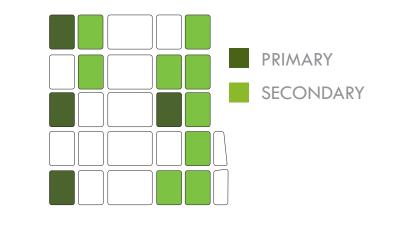


FAULT LINES AND UTILITIES SUN-BASED HEIGHT LIMITS

IMPACTED BLOCKS

EXISTING USES

PARCEL HIERARCHY

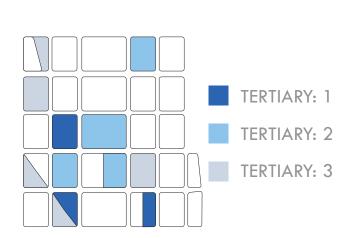


PRIMARY PARCELS Prime park frontage

- Adjacent to transit
- On key commercial streets Full block potential

SECONDARY PARCELS

- Outside of shade zone Accessible to highways
- Visibility for branding
- On key commercial streets
- Full block potential



TERTIARY PARCELS

Within shade zone

- Adjacent to fault lines & utilities
- Require smaller building footprints
- Targeted for initial development

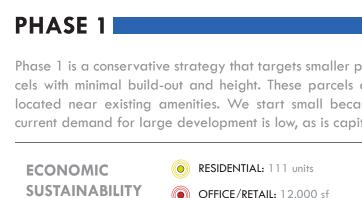
PHASING

Park & Market

Trolley Station

PROPOSED SITE PLAN







PHASE 3 PHASE 2 Phase 2 maintains the conservative approach from Phase 1 Phase 3 completes the park space and continues modercels with minimal build-out and height. These parcels are and expands towards the park, which we propose to build ate development. Retail space is built along Park Boulevard market scenario, none of them called for development on located near existing amenities. We start small because out during this phase. Development is high in density and along East Village Park to increase visibility and atlarge in footprint due to increase of capital and demand. tractiveness of park and overall site.

RESIDENTIAL: 608 units PARKING: 85 spaces **ECOLOGICAL** GREEN SPACE: 179,800 sf

SOCIAL

SUSTAINABILITY CIVIC: 18,500 sf AFFORDABLE HOUSING: 179 units

ECONOMIC

ECOLOGICAL

SOCIAL

SUSTAINABILITY

SUSTAINABILITY

FULL POTENTIAL

RESIDENTIAL: 1,122 units

PARKING: 85 spaces

GREEN SPACE: 179,800 sf

AFFORDABLE HOUSING: 414 units

CIVIC: 18,500 sf

SUSTAINABILITY

OFFICE/RETAIL: 273,900 sf

Because the previous three phases were based on a "cold" "hot" market, these primary and secondary parcels would have the capital and real estate market to develop at a faster pace and with higher initial density.

This model shows the full potential development of our site with a healthy, sustainable balance of residential, retail, civic and office space, taking advantage of the proximity to two trolley stations and I-5, the projected East Village Park, San Diego City College and nearby downtown neighbor-

The underlying theme behind our proposal is the unpredictable nature of the economic market and our method of flexibility and prudence to maximize the potential value of East Village and the rest of downtown San Diego.

ECOLOGICAL SUSTAINABILITY



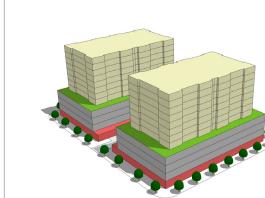
SOCIAL SUSTAINABILITY



ECONOMIC SUSTAINABILITY

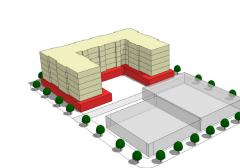


CAPITAL INVESTMENT PER PROJECT: \$75 million MARKET RENT GROWTH: 3-4 % MARKET OCCUPANCY: 10 %



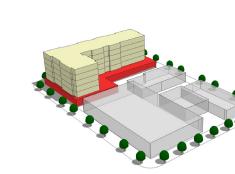
MODERATE

CAPITAL INVESTMENT PER PROJECT: \$50 million MARKET RENT GROWTH: 1-2 % MARKET OCCUPANCY: 15 %



COLD

CAPITAL INVESTMENT PER PROJECT: \$25 million MARKET RENT GROWTH: 0 % MARKET OCCUPANCY: 20 %



EAST VILLAGE PARK

