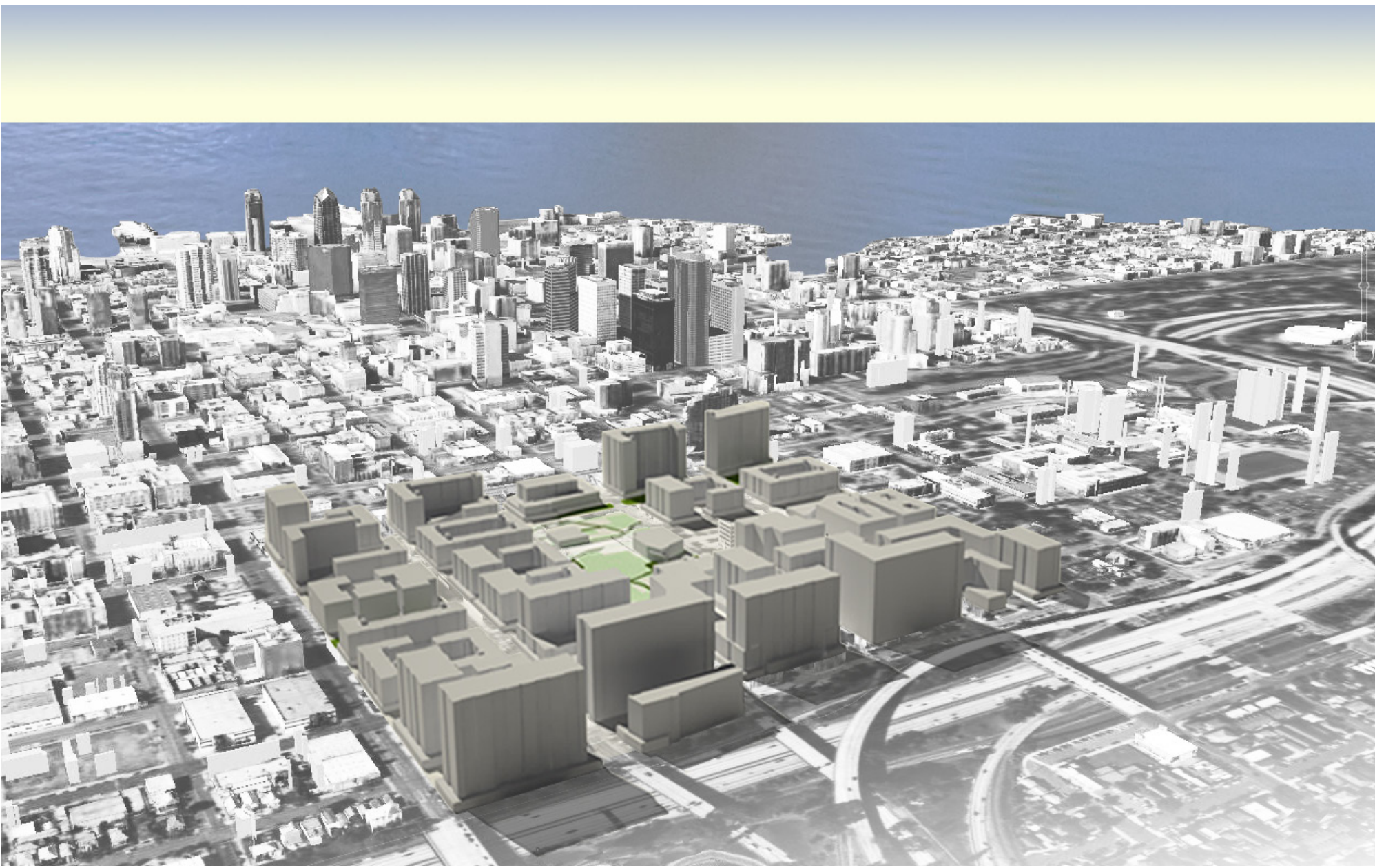


RE-ENVISIONING THE MARKET

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 re-envision 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

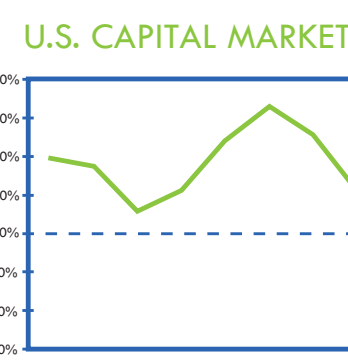
Create a sense of community and identity with East Village Park, making it a nucleus of activity with an Art Center, Ideas Market and Farmer's Market.

CONTEXT



DOWNTOWN SAN DIEGO

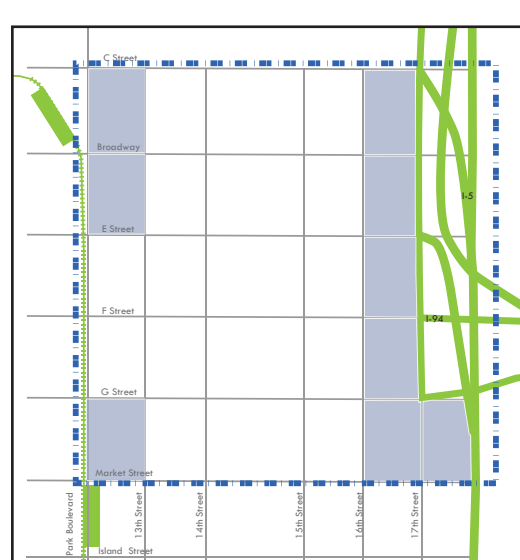
MARKET CONDITIONS



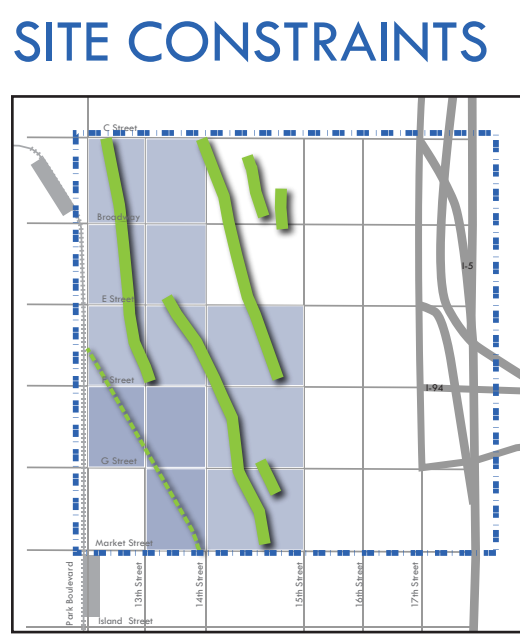
SAN DIEGO: CURRENT VACANCIES

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

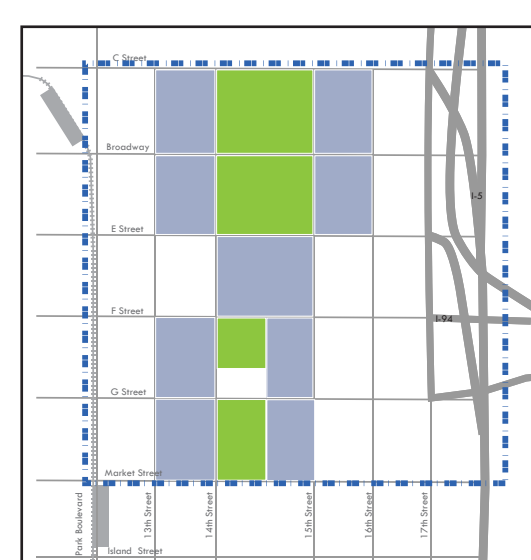
SITE OPPORTUNITIES



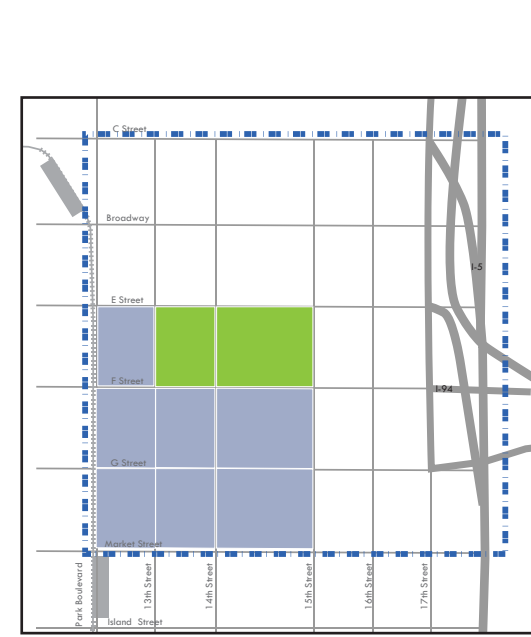
TRANSIT & ROADWAYS



FAULT LINES AND UTILITIES



EXISTING USES

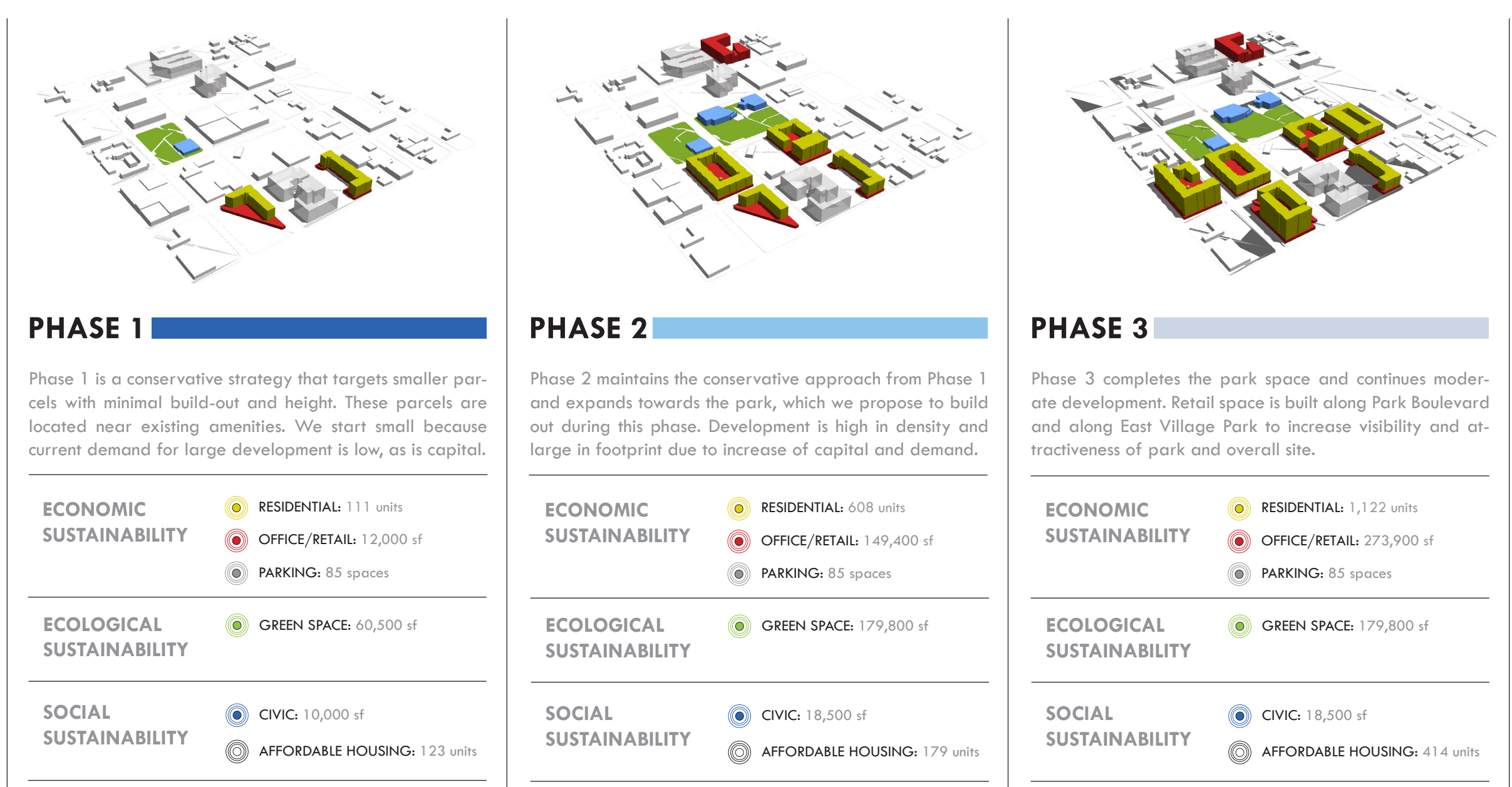


SUN-BASED HEIGHT LIMITS

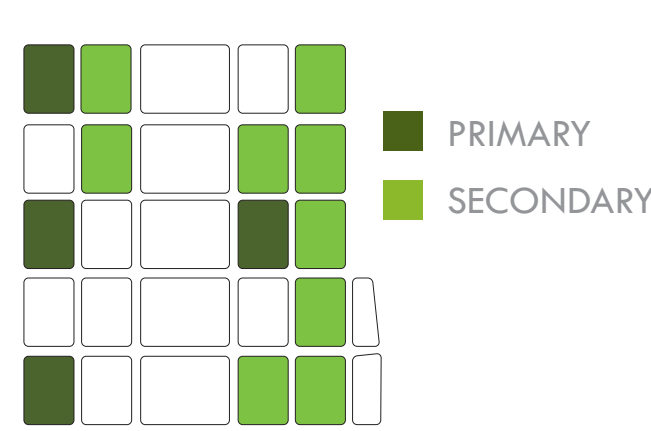
PROPOSED SITE PLAN



PHASING



PARCEL HIERARCHY

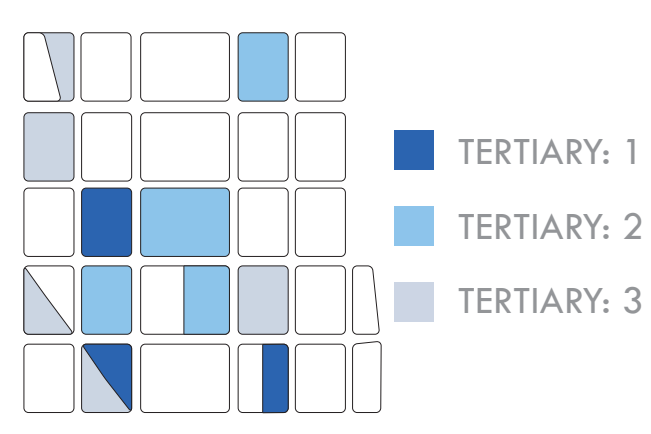


PRIMARY PARCELS

- 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

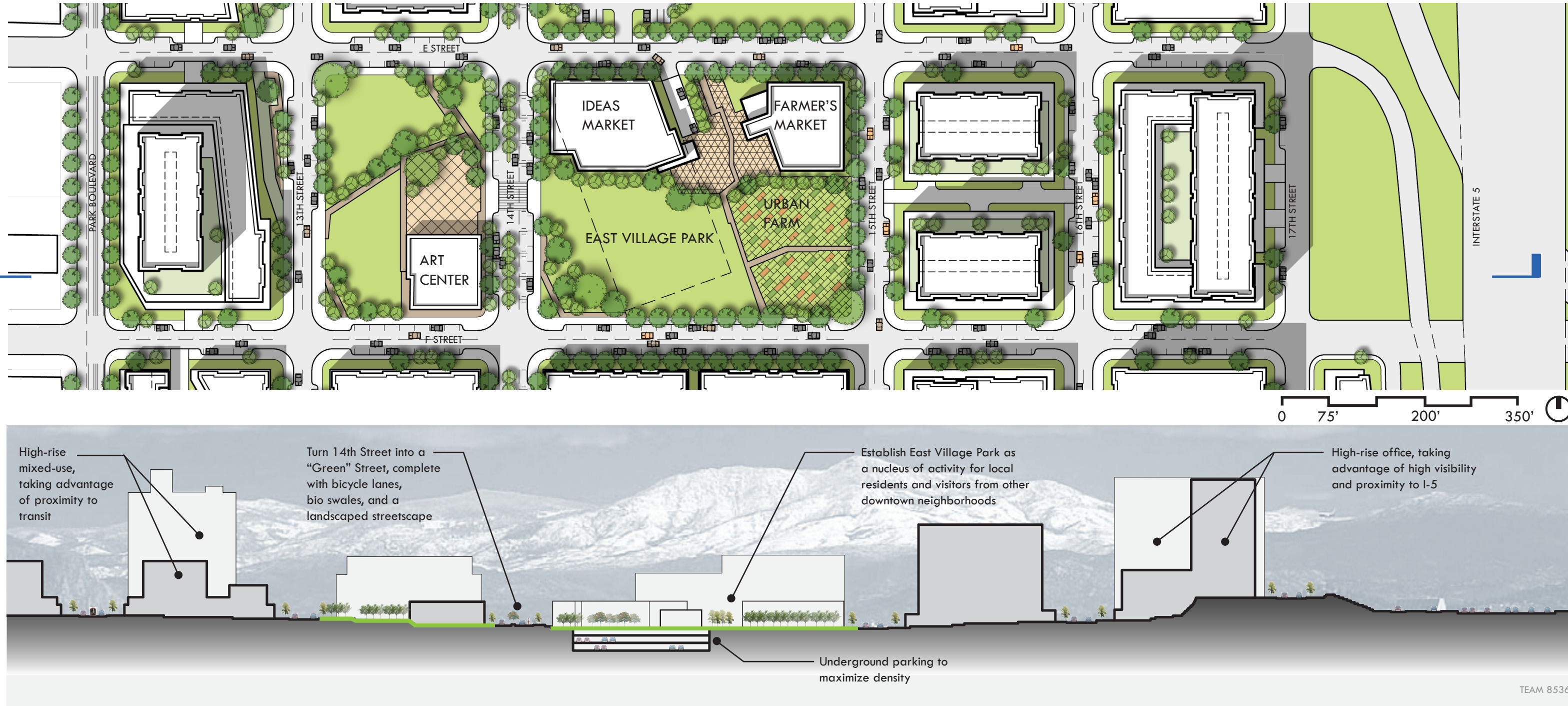
ECOLOGICAL SUSTAINABILITY



SOCIAL SUSTAINABILITY



EAST VILLAGE PARK



ECONOMIC SUSTAINABILITY

