

THE TRACE

THE SITUATION

Three overlapping systems exist within the context of the **EAST VILLAGE** site:

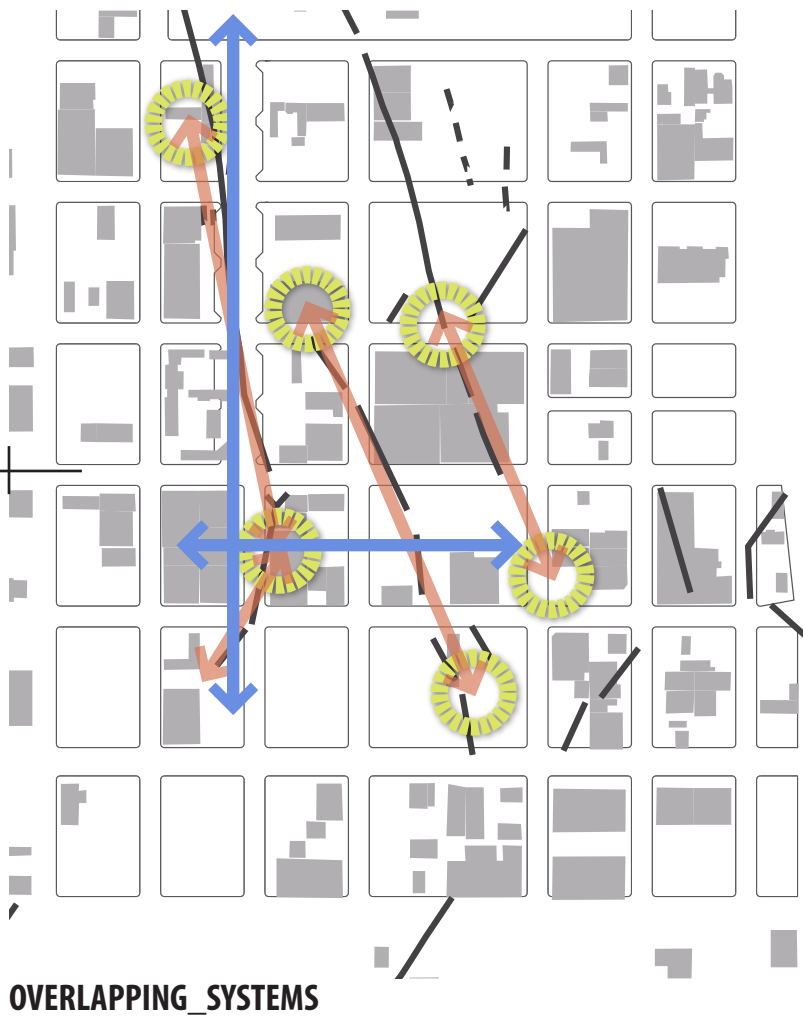
The Geologic Setting is the most fundamental of systems San Diego sits atop the seam of two vast tectonic plates, the jagged movements of which have created the broken line of faults that lie beneath **EAST VILLAGE**.

The Urban Framework was established unaware of the forces below. William Heath Davis and Alonso Horton laid out the orthogonal grid of New Town San Diego in the latter half of the 19th century. It survives intact. Though such a grid of streets and blocks is a boon to city growth and flexible development, in some places its pattern is at odds with the geologic faults beneath it. One of these places is **EAST VILLAGE**.

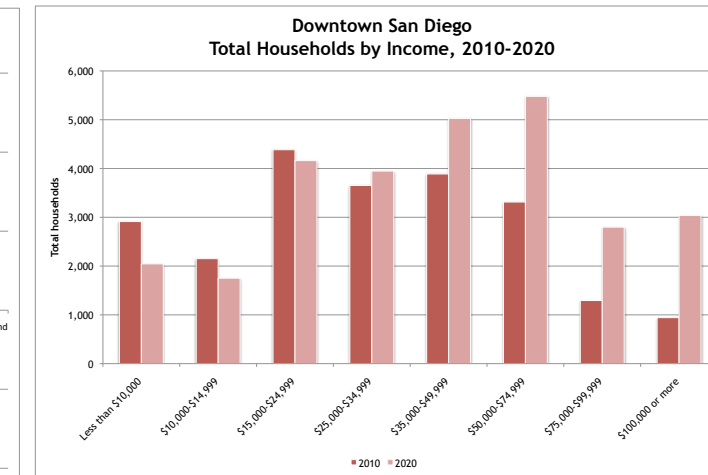
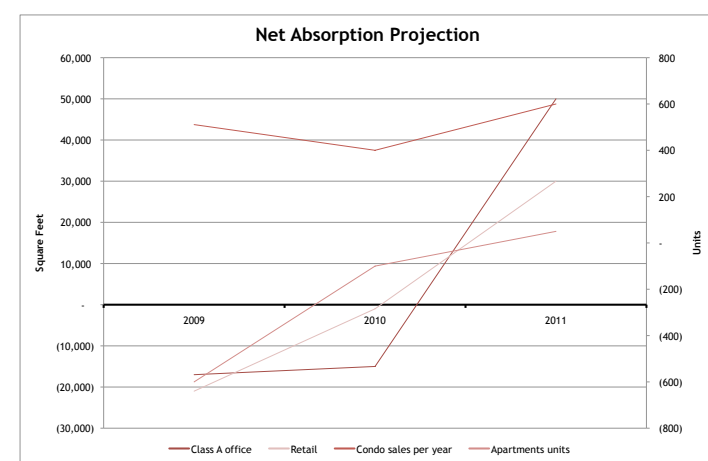
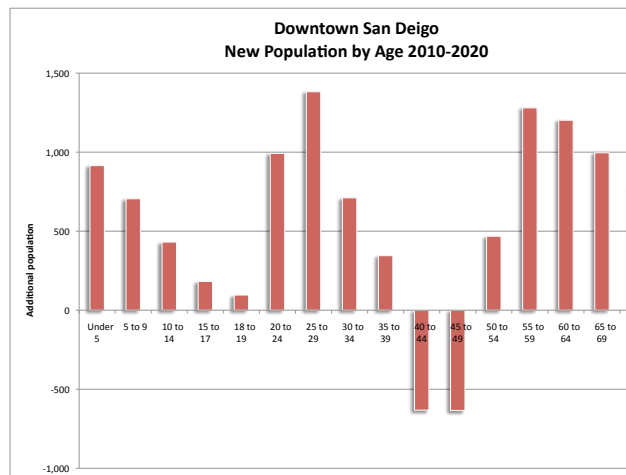
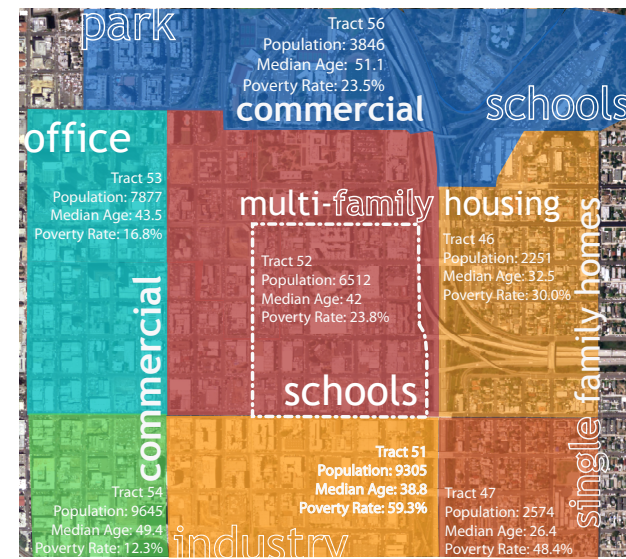
The Temporal Order is the ever-changing pattern of human inhabitants, their structures, and their activities, all of which fill the gridiron and make it their own. "The Market" is the expression of this pattern in the here and now. The time is ripe for human activity to re-inhabit **EAST VILLAGE** more fully, and change it once again to suite its needs.

Not an obstacle, but an opportunity

Yes, the geologic faults must be heeded in regards to future development. In some places streets and blocks cannot be used in the way that was originally intended. However, this does not mean a loss of utility. Instead, the trace of the faults becomes a framework upon which to build a system of open spaces. These open spaces, when designed correctly and surrounded with the proper uses, can be a catalyst to the revitalization of **EAST VILLAGE**.



DEMOGRAPHICS AND PROJECTIONS



According to Beacon Economics 2009 San Diego Economic Forecast, the metro office market should begin to see positive absorption by 4Q 2010, although vacancy rates won't return to levels favorable for new development until 2012 or 2013. Beacon Economics forecasts that by 2012, the metro San Diego office market should be absorbing one million square feet per quarter, and that the metro retail market should reach the same absorption rate by 2011.

Downtown Market Snapshot	2009
Class A Office Net Absorption	(17,500)
Office Vacancies	15.8%
Annual Units of Condo Sales	511
Condos for Sale	746
Months of supply	17
Retail Net Absorption	(21,000)
Retail Vacancies	8.3%
Apartment Net Absorption	(600)
Apartment Vacancies	6.70%

While including a significant portion of traditional housing options, The Trace specifically targets three underserved markets - seniors, families, and low-income households. East Village already has a disproportionate level of poverty, and populations of families and seniors. Downtown are projected to grow through 2010. These markets drive the product types in each phase of The Trace.

OBJECTIVES

- Provide a catalyst** for broader redevelopment.
- Generate new **economic activity**.
- Achieve **highest and best** sustainable use.
- Mitigation of the negative impact of development on our **environment**.
- Increase options of **mobility** by public transit, bicycle, or footpath.
- Promote **social equity** by incorporating citizens across all age, race, and income spectrums.

THE DEVELOPMENT AGREEMENT: QUID PRO QUO

In the spirit of the joint effort between San Diego and the Padres to revitalize southwestern **EAST VILLAGE** through the construction of PETCO Park and related investments, we propose a similar arrangement, but this time focused on the opposite corner of **EAST VILLAGE**. Both public and private halves of the arrangement will commit to deliver specific projects according to a cooperative time line. Once complete, this 10-year program will revitalize the quarter and provide a new amenity that will improve the quality of life for all citizens of San Diego.

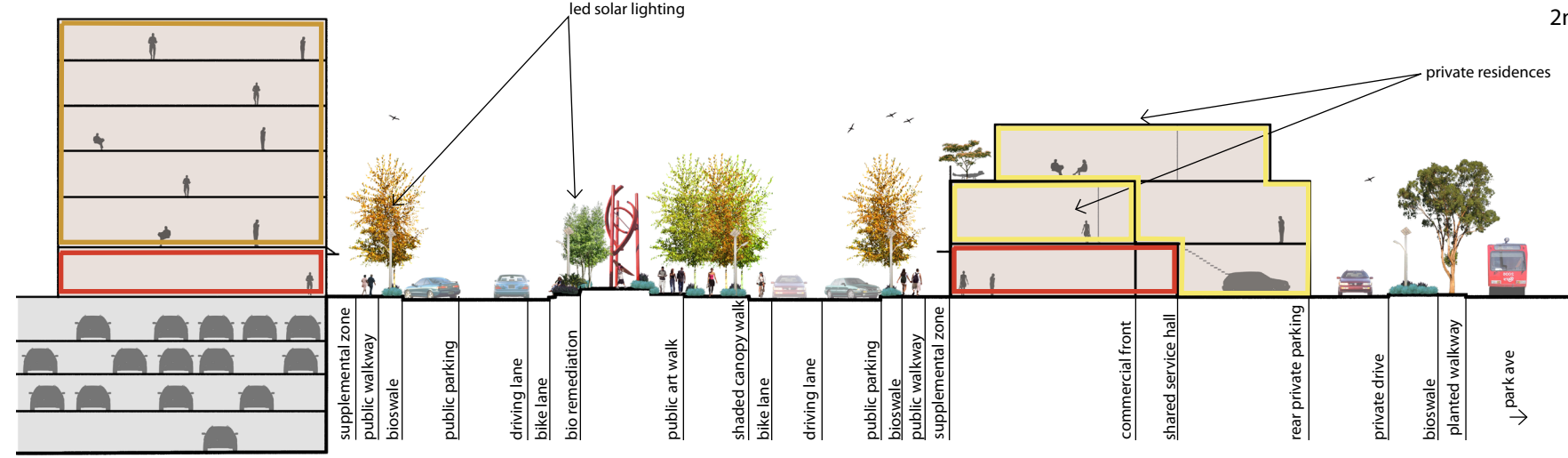
MAJOR MOVES

- Underlying Geology:** A network of faults lie under the district creating opportunity for design intervention.
- Regulatory Pattern:** The strong, orthogonal grid provides a rigid network for development. Interspersed with the fault network, a unique urban pattern emerges.
- The Trace:** Creates a linear park system that will draw people into the district and energize the community. The Trace capitalizes on the underlying geographic conditions to activate the distressed community and bring opportunity to all members.
- The Forum:** Establishes a terminus for the Trace that will provide flexible community open space and civic engagement. The Forum offers gathering space for the various civic and cultural needs of the region.
- The Eastside:** Once the neighborhood is stabilized, the remaining district will continue to develop.

MASTER PLAN



THE TRACE



SECTION A-A

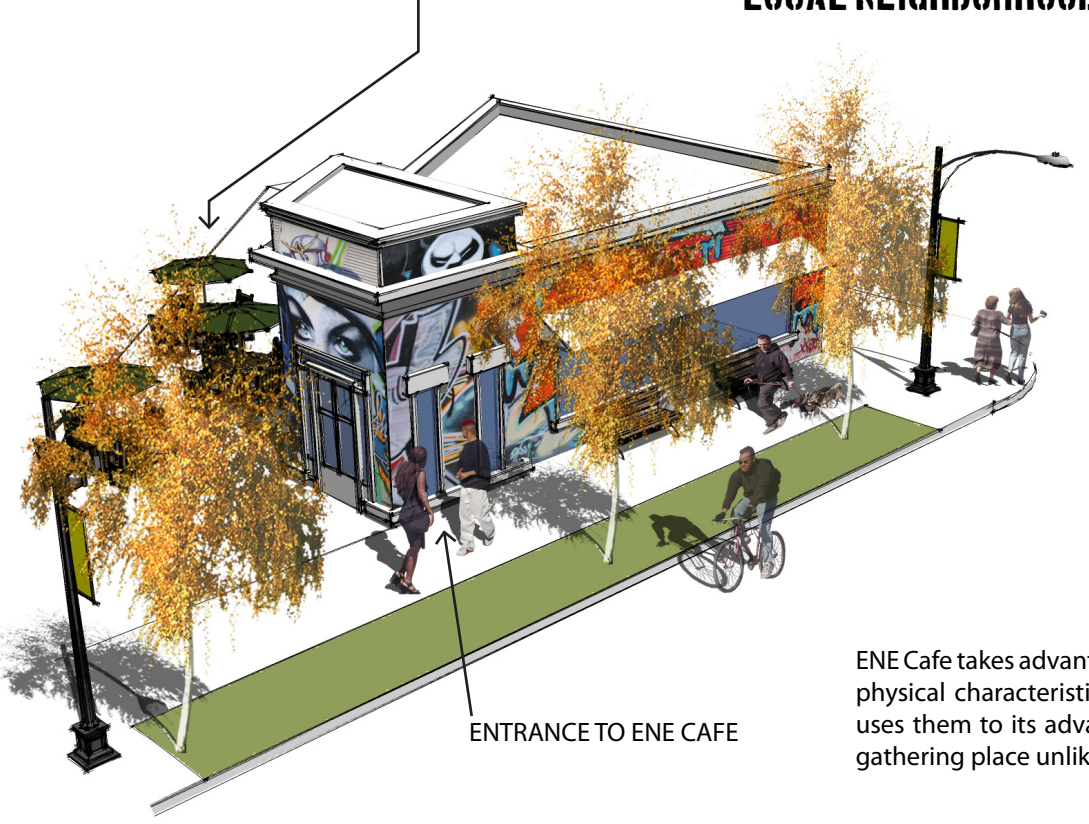
LAND USE PLAN



PARKING PLAN



ENE CAFE LOCAL NEIGHBORHOOD RETAIL



HOUSING ON THE TRACE PHASE ONE TYPOLOGY



EAST VILLAGE GREEN



PHASE ONE: TRANSFORMING THE TRACE

Phase one will concentrate on providing the quarter with a commercial corridor along 13th Street. Ground level retail will be topped with residential units and planned expansions of City College facilities. The Downtown Graben Fault will be accommodated while preserving utility on the affected blocks for street-front retail by creating a 60-foot wide median/park called the Trace. The Trace and the larger Trace Park will provide a physical and experiential connection between **EAST VILLAGE GREEN**, City College campus, and the Park to Bay Link. Meanwhile, the city will begin construction of the **EAST VILLAGE GREEN** complex, delivering the western most block (West Green) as Phase One completes construction. This will provide a southern terminus for the Trace. The northern terminus is the City College campus.

PHASE TWO: FRAMING THE FORUM

In Phase Two, public and private will join in completing the **EAST VILLAGE GREEN** complex. Landmark architecture will accentuate The Green's main axis, with the new Main Library placed at the eastern end. This land will be donated to offset costs associated with moving the location of this valuable regional amenity and re-orienting its primary facade. Land on the south of the Green will also be donated for a new Civic Theater. Also framing The Green will be residential towers, a boutique hotel, and the independent movie theater completed in Phase One. The Green will connect to The Trace through its northwest corner and to future fault-related green spaces to the south.

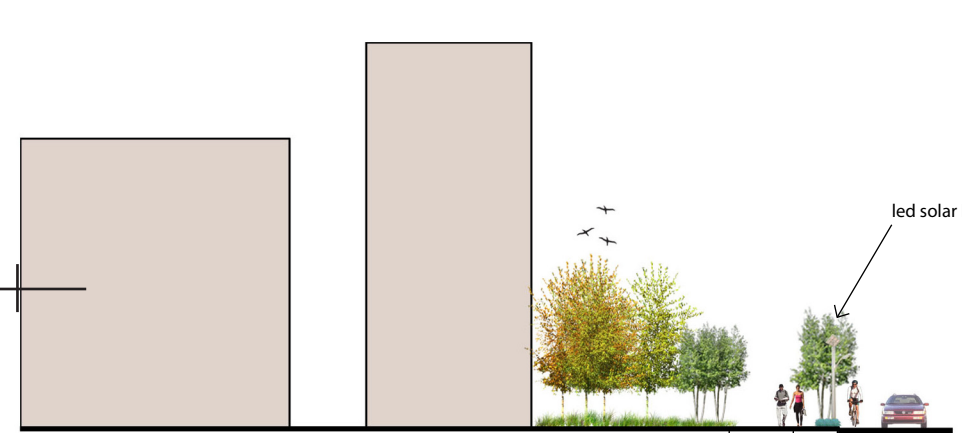
PHASE THREE: TAPPING THE TROLLEY

Phase Three is intended to coincide with the city's completion of a circulator trolley line (see diagram) by laying two miles of new track that will join with existing track to create a 5-mile loop through downtown and the neighborhoods east of I-5 (Golden Hill, Logan Heights, Sherman Heights, and Barrio Logan). One of three new stations will be at Broadway and 17th, just shy of the interstate overpass. Phase Three will develop the four blocks surrounding this new station with residential units and neighborhood retail facing Broadway and C streets.

PHASE FOUR: PREPARING THE PADS

In Phase Four remaining development sites will be prepared as pads for later development, with some buildings of character and/or historic value preserved for adaptive re-use. It is envisioned that these blocks will see the highest densities achieved in the development area.

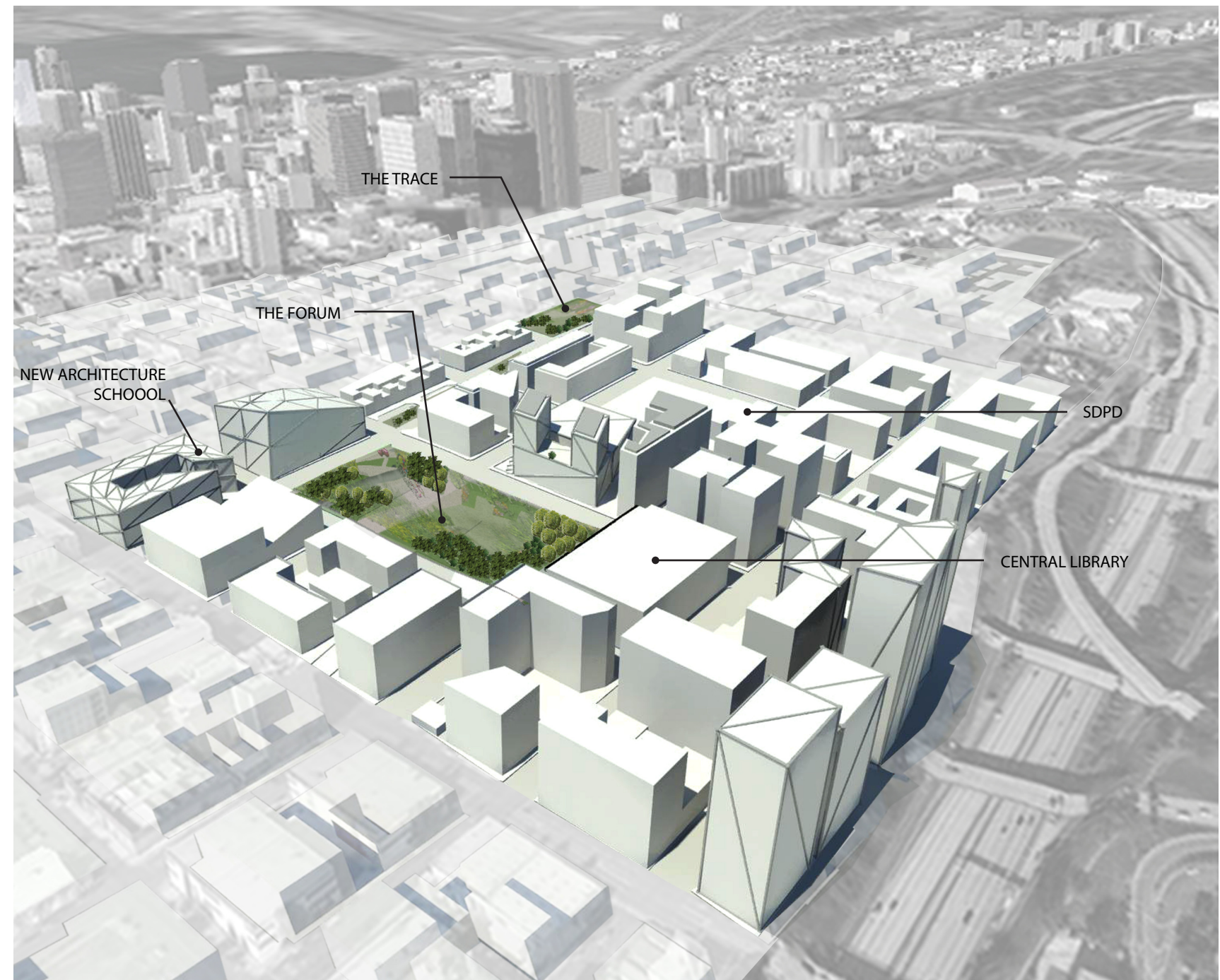
SECTION B-B



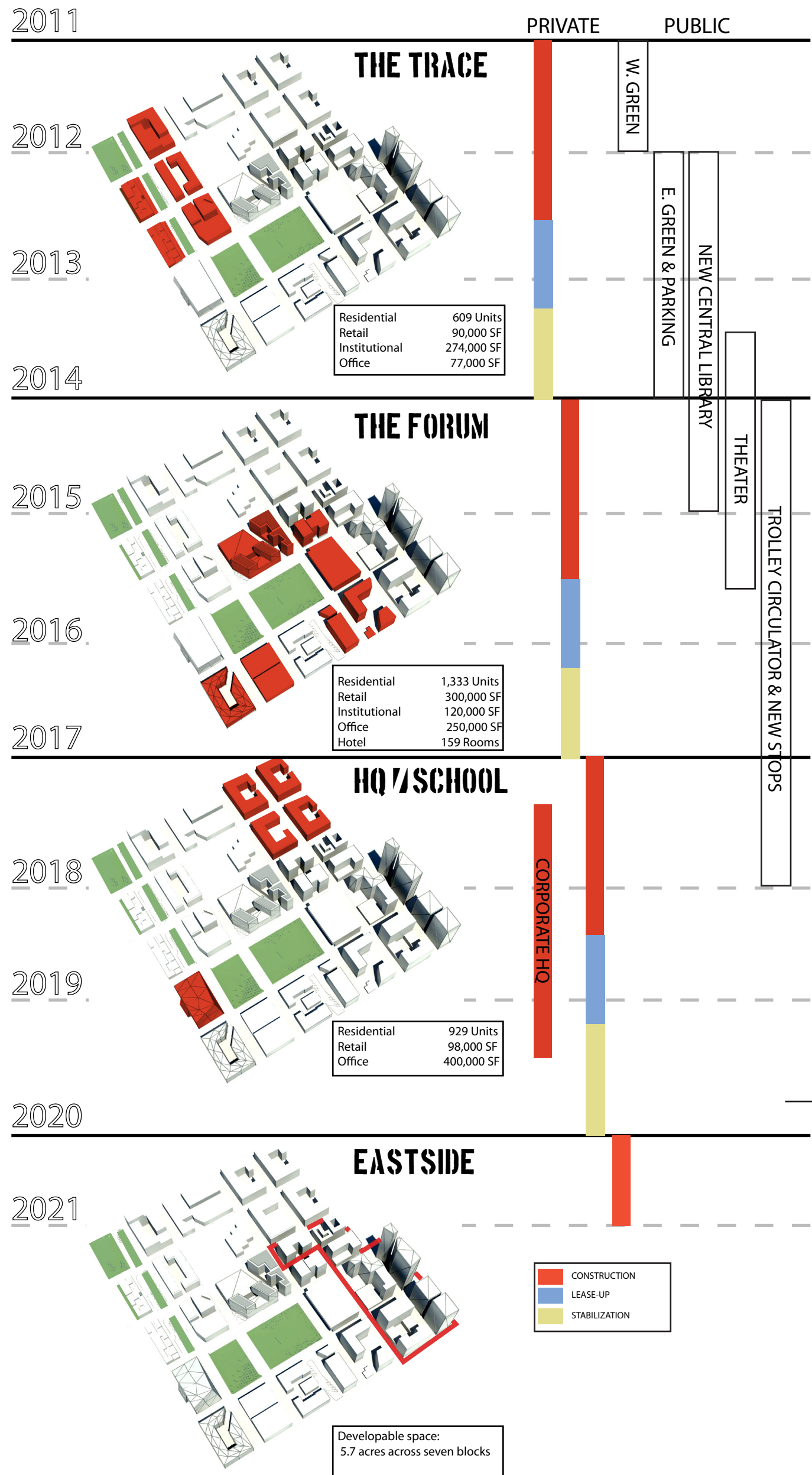
SECTION C-C



VISION PLAN



PHASE ANALYSIS



KEEPING THE NEW SCHOOL IN TOWN

The New School of Architecture is growing, and currently considering a move to a new campus outside the city center. Our development plan keeps the school in East Village and allows it a new marquee location on Market and Park.

Phase One: The New School stays in its current location.

Phase Two: The block at Park and Market will be developed to house current New School needs and allow for expansion by leasing excess space to office tenants.

Phase Three: The New School's former block at the east end of the Forum will be developed as Class A office space suitable for a corporate headquarters.

THE CASE FOR MOVING THE SITE OF THE NEW MAIN LIBRARY

Equal or greater access to highways and public transit vs. 81 or more days of interference from game-day traffic.

A site of honor for a landmark structure, overlooking 4 acres of public park and associated amenities vs. a site overlooking 12 acres of surface parking.

Strengthened branding of the NE as an educational hub vs. mixed branding of the SW as a sports and entertainment zone.

Re-doubled catalytic value when coupled with the Forum vs. squandered catalytic value on an area that has already seen tremendous economic development.

CIVIC THEATER RATIONAL

The San Diego Civic Theatre is part of the Civic Concourse district, a 1960s era urban revitalization project. The current theater has poor street design and little contribution to a meaningful public space. As the City considers re-developing the rest of the Civic Concourse, a new Civic Theatre should be built on the Forum. This new, state-of-the-art facility will front the new park, include programs with the Performing Arts School at San Diego High School, and will be a natural fit with the arts community already prevalent in East Village and being fostered by The Trace. A new Civic Theatre on the Forum will capture the full catalytic power of the City's investment in their performing arts community.