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 investments have severely altered the economic landscape. In order to revalue San Diego’s East Village, an area with great potential for great change, we must re-envision the market as an unmanageable issue to which we respond with flexibility and patience. Our initial development plan targets smaller, low-cost sites to capitalize on the value of primary parcels near transit and the proposed East Village Park. Our product approach, rooted in the concept of small, will later transform the East Village into an economically, ecologically and socially vibrant place.

MARKET CONDITIONS

<table>
<thead>
<tr>
<th>Market Conditions</th>
<th>Cold</th>
<th>Moderate</th>
<th>Hot</th>
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</thead>
<tbody>
<tr>
<td>Vacancy Rate (%)</td>
<td>5%</td>
<td>3-4%</td>
<td>0%</td>
</tr>
<tr>
<td>Rent Growth (%)</td>
<td>5%</td>
<td>3-4%</td>
<td>0%</td>
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STRATEGIES

- **Economic sustainability**
  - With the unpredictability of the market and two macro markets, our small and save the best parcels for later development in a “hotter” market.

- **Ecological sustainability**
  - Small “green” spaces at the fronts of buildings, gardens, green roofs, green streets and a farm’s market located in the East Village Parks.

- **Social sustainability**
  - To ensure a greater density, with East Village Park, making it a more livable and pedestrian-friendly neighborhood.

MARKET OPPORTUNITIES

- **Primary Parcels**
  - Full block potential
  - Accessible to highways

- **Secondary Parcels**
  - On key commercial streets

- **Tertiary Parcels**
  - Prime park frontage

SITE CONSTRAINTS

- **PHASING**
  - Phase 1
    - Full potential
  - Phase 2
    - Full potential
  - Phase 3
    - Full potential

PROPOSED SITE PLAN

<table>
<thead>
<tr>
<th>Phase</th>
<th>Description</th>
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<tr>
<td>Phase 1</td>
<td>Full potential</td>
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</tr>
<tr>
<td>Phase 3</td>
<td>Full potential</td>
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PARCEL HIERARCHY

- **Primary Parcels**
  - Park and headquarters
  - High-rise office
  - Farmer's market

- **Secondary Parcels**
  - Mixed use, residential
  - Multi-family
  - Retail

ECOLOGICAL SUSTAINABILITY

- **Economic Sustainsbility**
  - URBAN FARM & IDEAS MARKET

SOCIAL SUSTAINABILITY

- **Economic Sustainsbility**
  - URBAN FARM & IDEAS MARKET

ECONOMIC SUSTAINABILITY

- **Economic Sustainsbility**
  - URBAN FARM & IDEAS MARKET

DOWNTOWN SAN DIEGO

Create a sense of community and identity with East Village Park, making it a sustainability hub. With minimal build-out and height. These parcels are located near existing amenities. We start small because of the market scenario, none of them called for development on average.

Downtown retail

- East Village Living
- Farmer’s Market

- San Diego City College
- Horton Plaza

- Little Italy Cortez
- Columbia West

- East Village
- Farmer’s Market
- URBAN FARM & IDEAS MARKET

- East Village Centre
- Farmer’s Market
- URBAN FARM & IDEAS MARKET

- East Village
- Farmer’s Market
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