

# EAST VILLAGE

## Ballpark Ancillary Development

Map No.	Public & Private Projects	Residential Units	Price-Restricted Units	Hotel Rooms	Commercial Sq. Ft.	Public Parking Spaces	Est. Value (000s omitted)
<b>COMPLETED PROJECTS</b>							
5	6th & K Parkade				15,000	1,000	\$1,500
17	Diamond Terrace	113			11,000		\$29,000
18	Diamond View Tower				325,000		\$81,000
27	East Village Cooling Plant				9,670		\$8,400
46	Element	65			4,000		\$23,000
38	Entrada	172	40				\$17,000
21	Fahrenheit Lofts	77					\$27,000
3	Hotel Solamar			235	7,000		\$50,000
23	ICON	327			16,000		\$115,000
32	Island Village	280	280		5,000		\$16,000
44	Lillian Place	74	74				\$14,500
20	M2i	230			12,000		\$82,000
41	Market Street Village I	225			43,000		\$38,000
30	Metrome	184					\$51,000
11	Nexus	68			3,000		\$24,250
6	Omni Hotel			512			\$110,000
22	Padres Parkade				3,000	1,000	\$23,000
5	Palm Restaurant				7,000		\$1,000
33	Park Blvd East	107					\$30,000
28	Park Blvd West	120			6,000		\$30,000
13	Parkloft	120					\$83,200
24	Park Terrace	233			25,000		\$81,000
42	Potiker Family Senior Residences	200	200				\$16,600
35	Tailgate Park					1,000	\$2,900
7	The Lofts at 677 Seventh	153			5,000		\$23,700
12	The Mark	260			8,000		\$105,000
6	The Metropolitan	32					\$62,000
14	TR Produce	0			42,000		\$12,000
<b>Subtotal</b>	Completed Projects	3,040	594	747	546,670	3,000	\$1,158,050
<b>PENDING/UNDERWAY</b>							
39	14th & K	222			9,000		\$79,500
43	15th & Island	617			20,000		\$188,100
45	15th & Market	274			25,000		\$100,900
2	Alta	179			11,000		\$64,850
24	Axiom	205	41				\$72,000
25	Ballpark Village	1,600			517,000		\$1,400,000
9	Cosmopolitan Square	290			29,000		\$107,300
29	Echelon	183					\$64,000
16	Hotel Indigo			210			\$47,250
47	Laundry Lofts	208			2,000		\$73,000
34	Library Tower	174	16		12,000		\$69,000
31	Main Library						\$185,000
36	Market Street Village II	244	24		14,000		\$88,200
19	Park-to-Bay Link						\$30,000
37	Parkside	77	76		10,000		\$17,000
27	Pedestrian Bridge						\$22,000
8	Seventh & Market	418	84	220	20,000	650	\$300,000
15	Strata	236			12,000		\$84,000
10	The Legend	183			30,000		\$80,000
1	The Lofts at 655 Sixth Ave.	106			12,000		\$18,000
40	Triangle (14th & Imperial)	57			4,000		\$17,000
<b>Subtotal</b>	Pending/Underway	5,273	241	430	727,000	650	\$3,113,100
<b>TOTALS</b>		8,313	835	1,177	1,273,670	3,650	\$4,271,150



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### Centre City Development Corporation (CCDC)

CCDC is the public, nonprofit corporation established in 1975 by the City of San Diego to plan and facilitate the redevelopment of the 1,500-acre downtown area. The redevelopment process is designed to turn around troubled neighborhoods by encouraging economic growth, developing homes at all price levels, and additions and upgrades to quality-of-life infrastructure.

More than \$10 billion of public/private investment has resulted in 14,800 new homes (2,600 workforce and low-income), 6,800 hotel rooms, 6.9 million square feet of office/retail space and more than 60,000 jobs. The 100-plus projects currently in the pipeline will add significantly to these numbers when completed. As a result of redevelopment to date more than \$500 million has been contributed to the City's General Fund. Landmark projects that have catalyzed downtown's redevelopment include Horton Plaza, the revitalization of the historic Gaslamp Quarter, the San Diego Convention Center and, most recently, PETCO Park.

To learn more and view all of the project activity via downtown Webcams, visit [www.ccdc.com](http://www.ccdc.com). For business, living and lifestyle information, visit [www.sandiegodowntown.org](http://www.sandiegodowntown.org). See downtown's transformation—CCDC offers free guided bus tours on the first and third Saturdays of each month. For reservations, call 619-235-2222.

PHOTOGRAPHS: Skip Jurus, CCDC, Lenska Aerial Images

# SCORECARD

## More than a Ballpark

2007 UPDATE



PETCO Park, home of the San Diego Padres since 2004, brought new life to one of San Diego's most blighted neighborhoods. Its remarkable transformation in so short a time is the direct result of public/private redevelopment efforts based on smart growth principles.

Development investment within the 60-block area surrounding the ballpark is expected to exceed \$4 billion, more than *four* times the amount required to support the public investment made by the Centre City Development Corporation (CCDC), the City of San Diego and its Redevelopment Agency. Projects completed, underway and planned will result in 8,300 new homes, 1.3 million square feet of commercial space, 1,200 hotel rooms, 3,000+ parking spaces, and the Park-to-Bay Link, all in an area well served by public transportation. And that's just the beginning. CCDC is now addressing the public realm with plans for additional parks, public safety facilities, cultural venues and a new main library.

Adjacent to downtown's popular Gaslamp Quarter, the East Village neighborhood had declined physically and economically to a point that crime and other health and safety issues were major concerns. A strong project was needed to attract the necessary private sector resources that could cause serious change. That project was the ballpark, uniquely financed with revenues to be derived from future private development in the area.

INVESTMENT IN BALLPARK	Amount
<b>Public</b>	
City of San Diego	\$206 million
Redevelopment Agency	\$ 95 million
<b>Padres</b>	\$153 million
<b>Total</b>	\$454 million
<b>INVESTMENT IN REDEVELOPMENT BALLPARK AREA</b>	
Padres/JMI Development	\$2.03 billion
Other Private Development	\$1.96 billion
<b>Total Private Investment</b>	\$3.99 billion
<b>Total Public Investment</b> (Main Library, public parking, Park-to-Bay Link)	\$285 million
<b>Total</b>	\$4.27 billion

All information subject to change.

"This project is so much more than simply a ballpark," said CCDC Board Chair Fred Maas. "It sparked the transformation that resulted in a thriving neighborhood, now one of the most sought-after locations to live, work and play in San Diego."

Acquisition of the ballpark site began in 1999, with 56 properties involved. Great care during the site-assembly process assured fair compensation, choices in both residential and business relocation sites and reinvestment opportunities. All of the properties contained contamination and required an extensive environmental cleanup program.

The momentum fueled by the ballpark will carry East Village, and surrounding neighborhoods, well into the future as it continues to develop into a vibrant mixed-use, mixed-income community.

# "IT'S MORE THAN A BALLPARK" - EAST VILLAGE, DOWNTOWN SAN DIEGO

**1 The Lofts @ 655 Sixth Avenue**  
Residential/Retail



**2 Alta**  
Residential/Retail



**3 Hotel Solamar**  
Hotel



**4 Palm Restaurant**  
Commercial



**5 6th & K Parkade**  
Parking Garage/Retail



**6 Omni Hotel & The Metropolitan**  
Hotel/Residential/Retail



**7 The Lofts @ 677 Seventh Avenue**  
Residential/Retail



**8 Seventh & Market**  
Parking Garage/Residential/Commercial



**9 Cosmopolitan Square**  
Commercial/Residential/Fire Station



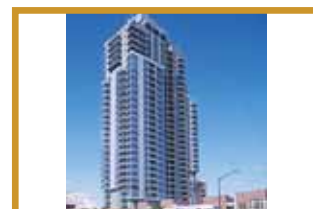
**10 The Legend**  
Residential/Retail



**11 Nexus**  
Residential/Retail



**12 The Mark**  
Residential/Retail



**13 Parkloft**  
Residential



**14 TR Produce Building**  
Retail/Office



**15 Strata**  
Residential/Retail



**16 Hotel Indigo**  
Commercial



**17 Diamond Terrace**  
Residential/Retail



**18 DiamondView Tower**  
Office/Retail



**19 Park-to-Bay-Link**  
Landscaped Pedestrian Promenade



**20 M2i**  
Residential/Retail



**21 Fahrenheit**  
Residential



**BALLPARK AREA DEVELOPMENTS = \$4.3 BILLION**

- 8,313 new homes (835 price restricted)
- 1,273,670 sf retail/office space
- 3,650 public parking spaces
- 1,177 new hotel rooms



**PETCO Park and Park at the Park**  
Ballpark/Outfield Park



**22 Padres Parkade**  
Parking Garage/Retail



**23 ICON**  
Residential/Retail



**24 Park Terrace**  
Residential/Retail



**25 Ballpark Village**  
Residential/Retail/Commercial



**26 East Village District Plant**  
Central Cooling Plant



**27 Harbor Drive Pedestrian Bridge**  
Pedestrian Bridge



**28 Park Boulevard West**  
Residential/Retail



**29 Echelon**  
Residential



**30 Metrome**  
Residential



**31 Main Library**  
Library



**32 Island Village**  
Residential



**33 Park Boulevard East**  
Residential/Retail



**34 Library Tower**  
Residential/Retail



**35 Tailgate Park**  
Ballpark Parking Lot



**36 Market Street Village II**  
Residential/Retail



**37 Parkside**  
Residential/Commercial



**38 Entrada**  
Residential



**39 14th and K**  
Residential/Retail



**40 Triangle**  
Residential/Retail



**41 Market Street Village I**  
Residential/Retail



**42 Pottiker Family Senior Residences**  
Senior Housing/Residential



**43 15th & Island**  
Residential/Commercial



**44 Lillian Place**  
Residential



**45 15th & Market**  
Residential/Retail



**46 Element**  
Residential/Retail



**47 Laundry Lofts**  
Residential/Retail

