**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 availability have severely altered the investment landscape. In order to reinvigorate San Diego’s East Village, an area with great potential for great change, we must re-envision the market as an unprecedented locale to which we respond with flexibility to meet demands. Our initial developmental targets strategic, low-density 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 which we respond with flexibility to meet demands, will transform the East Village into an economically, ecologically and socially vibrant place.

**MARKET CONDITIONS**
- **ECONOMIC**
  - Affordability: 40%
  - Stability: 30%
  - Demand: 20%

**VITALITY**
- **ECONOMIC**
  - **COLD**
    - Affordability: 50%
    - Stability: 40%
    - Demand: 10%
  - **MODERATE**
    - Affordability: 30%
    - Stability: 30%
    - Demand: 40%
  - **WARM**
    - Affordability: 20%
    - Stability: 30%
    - Demand: 50%

**STATEGIES**
- **Economic sustainability**
  - With the predictability of the market and low real estate demand, our small-scale approach to new development is an efficient market.

- **Ecological sustainability**
  - “Green” Street, complete with bicycle lanes, will transform 14th Street into a “Green” Street, complete with bicycle lanes, making it more attractive to local residents and visitors from other areas of the city. San Diego is known for its city parks, green spaces, and its verdant green environment.

- **Social sustainability**
  - Prime parkfrontage
  - Visibility for branding
  - Outside of shade zone
  - Full block potential
  - Adjacent to transit
  - Full block potential

**SITE OPPORTUNITIES**
- **EXISTING USES**
  - Office
  - Retail

**SITE CONSTRAINTS**
- **EXISTING USES**
  - Office
  - Retail

**MARKET OPPORTUNITIES**
- **EXISTING USES**
  - Office
  - Retail

**MARKET CONSTRAINTS**
- **EXISTING USES**
  - Office
  - Retail

**PARCEL HIERARCHY**
- **TERTIARY PARCELS**
  - Adjacent to fault lines & utilities
  - Visibility for branding
  - Outside of shade zone
  - Full block potential
  - Adjacent to transit
  - Full block potential

**PHASING**
- **PHASE 1**
  - **FULL POTENTIAL**
    - Price
    - Population

**PROPOSED SITE PLAN**
- **PHASE 1**
  - **FULL POTENTIAL**
    - Price
    - Population

**ECONOMIC SUSTAINABILITY**
- **MARKET OCCUPANCY**
  - **LOW**
    - Affordability: 20%
    - Stability: 30%
    - Demand: 50%

**SOCIAL SUSTAINABILITY**
- **URBAN FARM & IDEAS MARKET**
  - **POLICIES**
    - Price
    - Population

**ECOLOGICAL SUSTAINABILITY**
- **GREEN SPACE**
  - **POLICIES**
    - Price
    - Population

**ECONOMIC SUSTAINABILITY**
- **AFFORDABLE HOUSING**
  - **POLICIES**
    - Price
    - Population

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