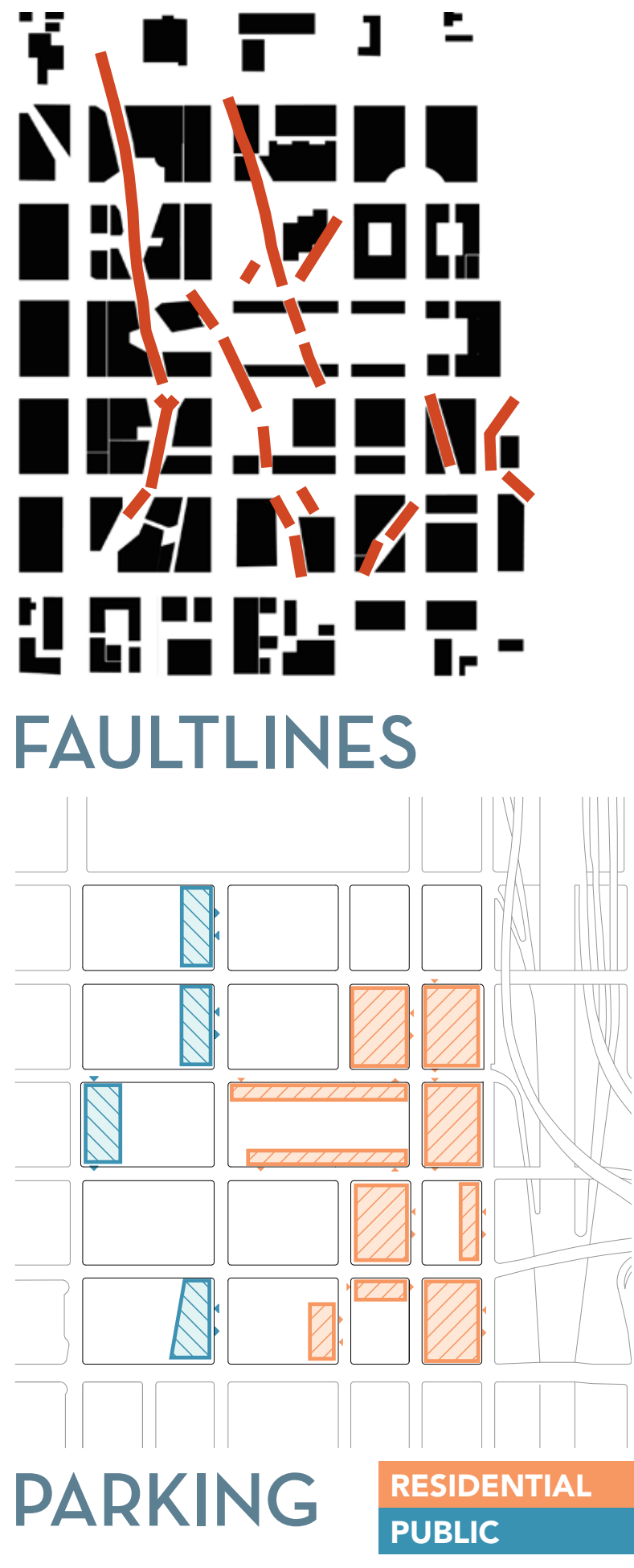


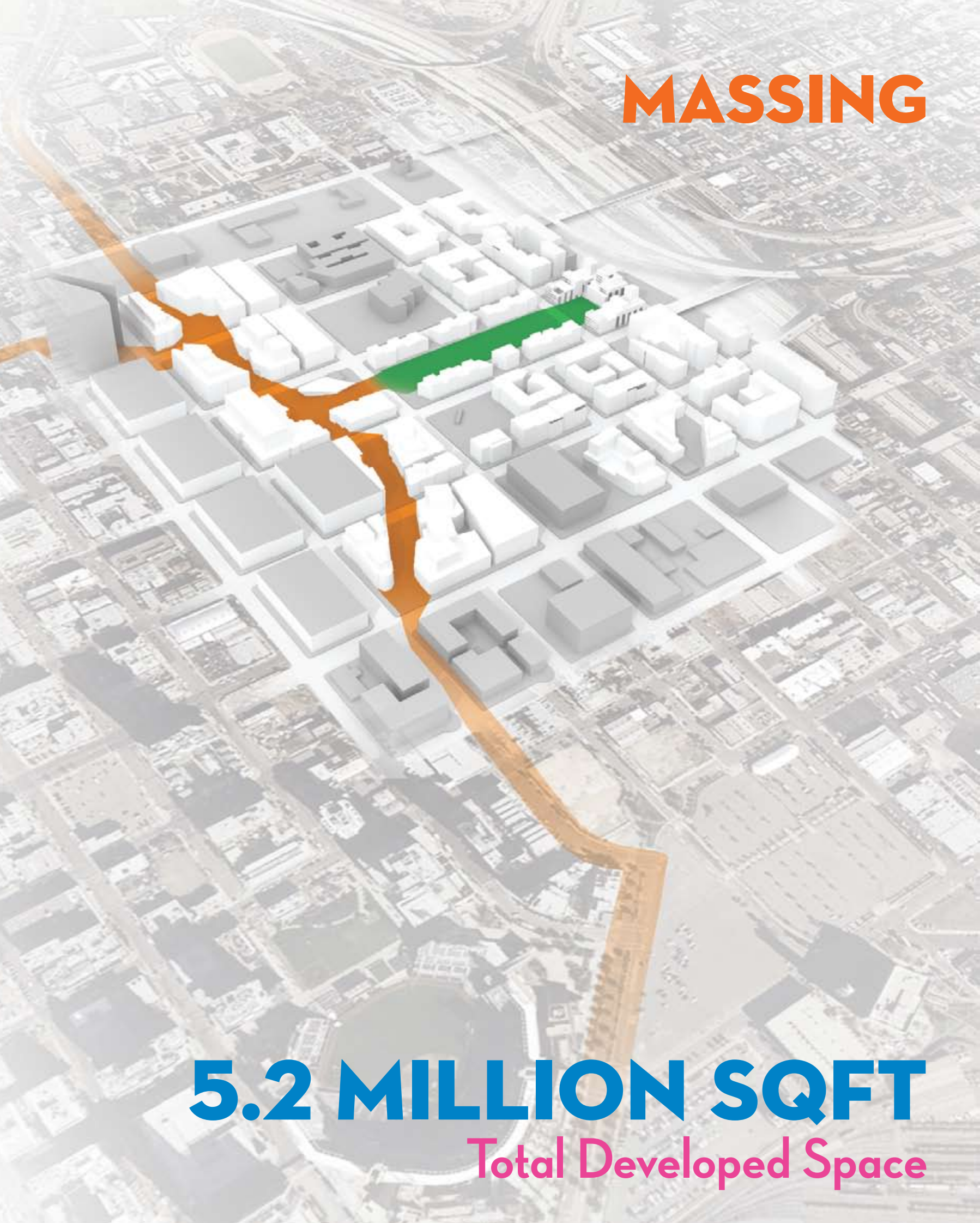
SITE CONNECTIVITY



PROGRAM

- 3,300** New Residential Units
- 3,200** Parking Spaces
- 400** Live / Work Flex Units
- 20%** Affordable Housing
- 353,000 SQFT** Office Space
- 423,000 SQFT** Retail Space

MASSING



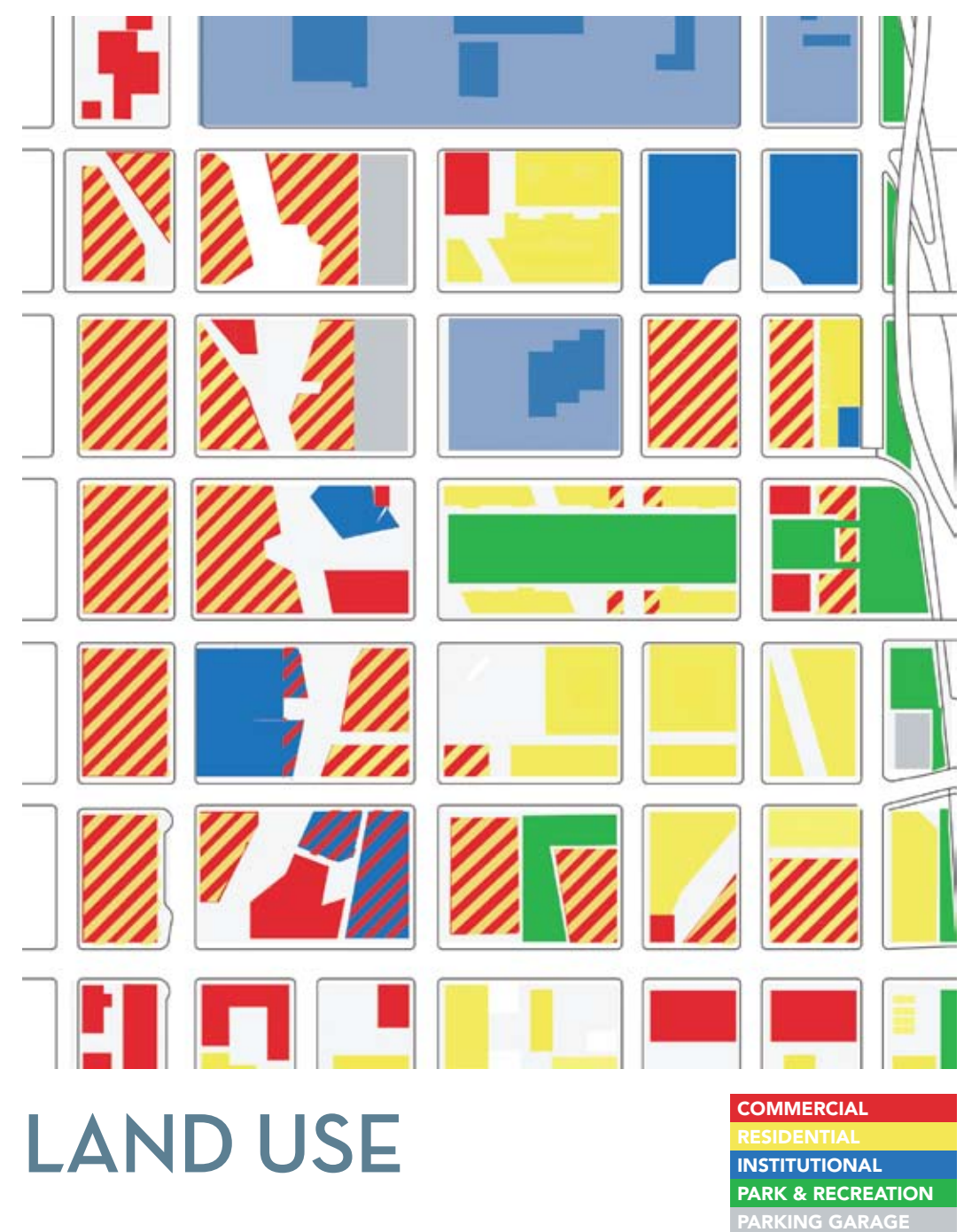
5.2 MILLION SQFT
Total Developed Space

URBAN DESIGN PLAN



LEGEND

- EDUCATION**
 - 1 San Diego City College
 - 2 NewSchool for Architecture & Design
 - 3 Culinary Academy
- ATTRACTIONS**
 - 4 Food Museum
 - 5 Corningstone Amphitheatre
 - 6 Farmer's Market
 - 7 Marie Park
- SHOPPING**
 - 8 Park Street Arts Corridor
 - 9 Albertson's
 - 10 The Village Green Shoppes
 - 11 City College Bookstore
- RESTAURANTS & NIGHTLIFE**
 - 12 Hive Sushi Lounge
 - 13 San Diego Public Market
 - 14 Panther Club
 - 15 Voz Alta
 - 16 Tino's Bar
 - 17 In-N-Out Burger
 - 18 Octagon Cafe
 - 19 Rocky's Bar Grill & Fine Dining
 - 20 Ling-Wong Chinese Restaurant
 - 21 Fifty Seven Degrees
 - 22 Jimmy John's
 - 23 Salazar's Fine Mexican Food
- LODGING**
 - 24 Hotel Mediterranean
 - 25 Burgundy Suites
 - 26 Hostel Cat
- RESIDENCES**
 - 27 Union Square
 - 28 City College Apartments
 - 29 Corningstone Apartments
 - 30 East Village Townhouses
 - 31 Tamland Lofts
 - 32 Plaza Del Sur
- SERVICES**
 - 33 Eat Street Gym
 - 34 San Diego Restaurant Supply
 - 35 US Post Office
 - 36 Dr. Kenneth Noisewater, DDS
 - 37 Ferrell McKay Architecture
- OTHER**
 - 38 City College Trolley Station
 - 39 San Diego Police Department
 - 40 Electric Substation
 - 41 Park & Market Trolley Station
 - 42 La Moda Food Waste Collection Facility
 - 43 Welcome Center



EAST VILLAGE, SAN DIEGO

LA MODA FRESCA

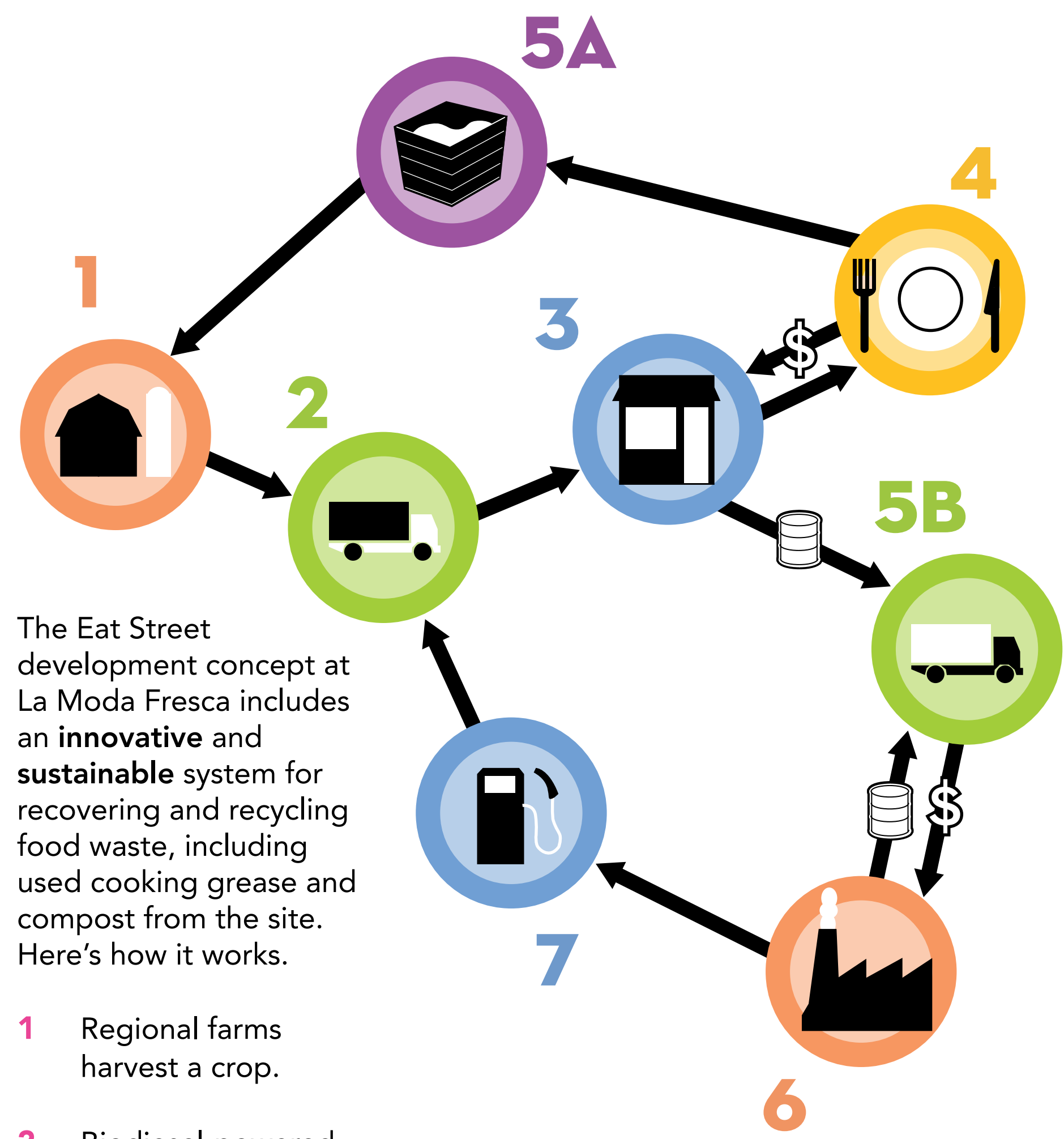
TEAM 1984

EAT STREET VIEW

4:47 PM, 2 APRIL 2014



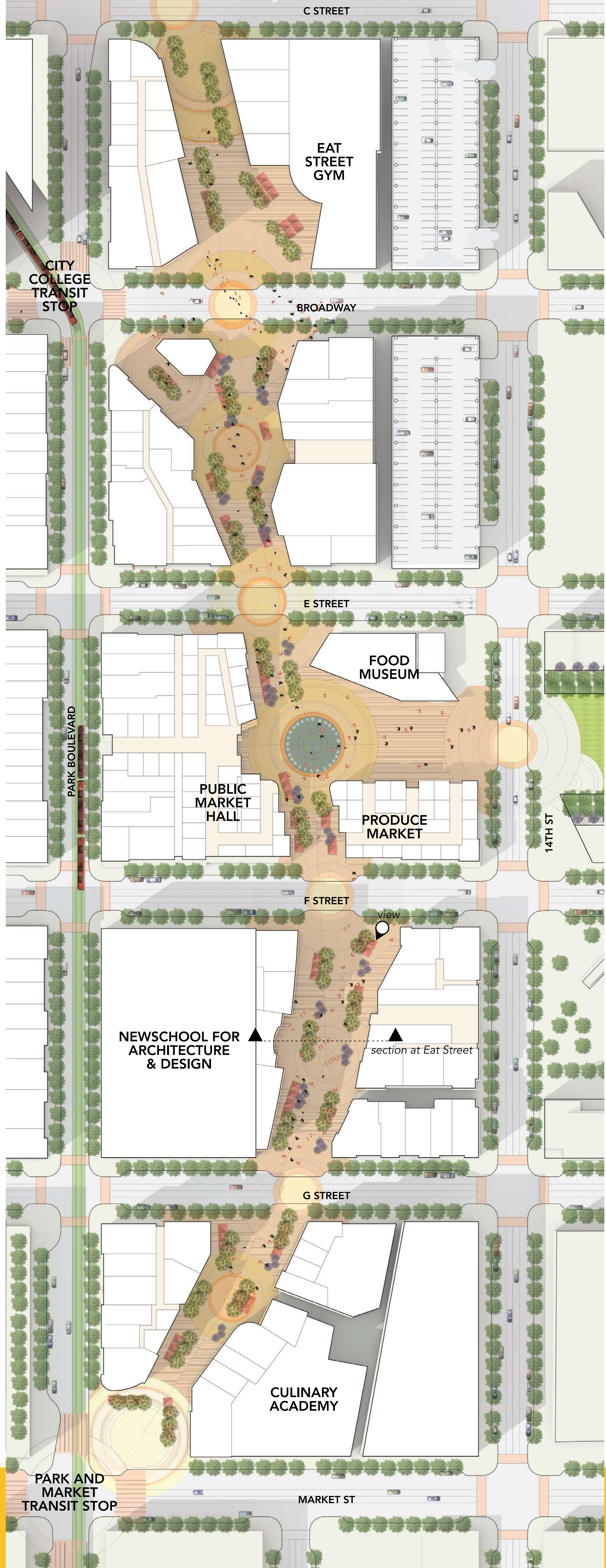
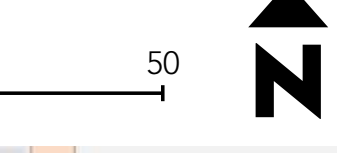
FOOD WASTE RECYCLING



The Eat Street development concept at La Moda Fresca includes an innovative and sustainable system for recovering and recycling food waste, including used cooking grease and compost from the site. Here's how it works.

- 1 Regional farms harvest a crop.
- 2 Biodiesel-powered trucks transport food goods to restaurateurs along Eat Street.
- 3 Restaurants cook the food, resulting in grease byproduct. All restaurants are required by the lease to collect and store the used grease.
- 4 Diners consume delicious food.
- 5A Waste food - uneaten, leftover or used in the cooking process - is collected in special compost bins that can be sold to farms and used as fertilizer.
- 5B The development sells the collected grease to a biodiesel refinery, such as New Leaf Biofuel located in Barrio Logan. As a commodity, used grease generates income and allows the development to be competitive on rents, attracting more restaurants.
- 6 Refinery converts crude grease to biodiesel.
- 7 Biodiesel is a cheaper, greener alternative to traditional gas, and can be used to further power farm-to-restaurant transportation.

EAT STREET PLAN



SECTION - EAT STREET

11:51 AM, 8 AUGUST 2013

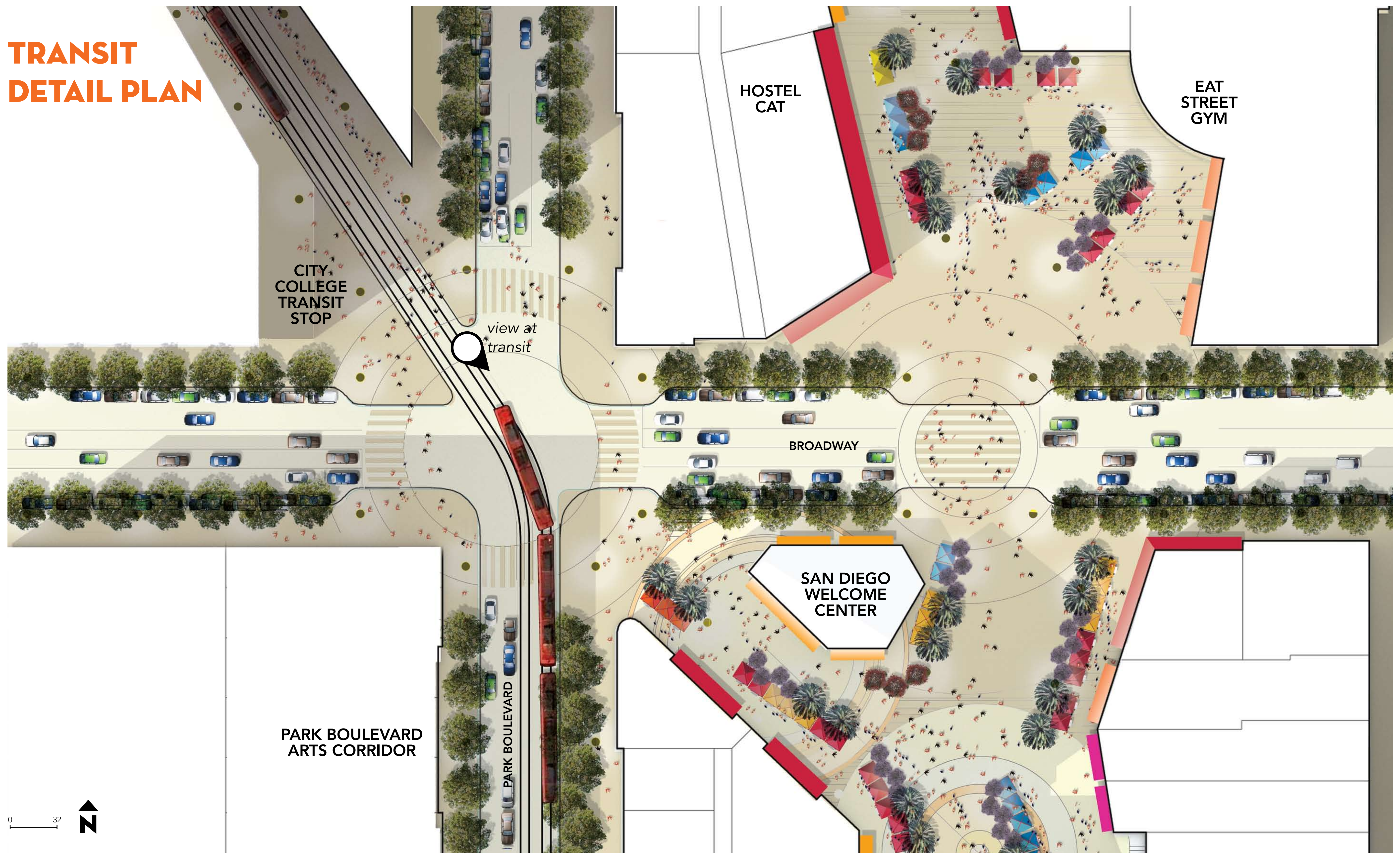


VIEW FROM TROLLEY STOP

7:45 PM, 4 AUGUST 2012



TRANSIT DETAIL PLAN



SECTION - THRU SITE

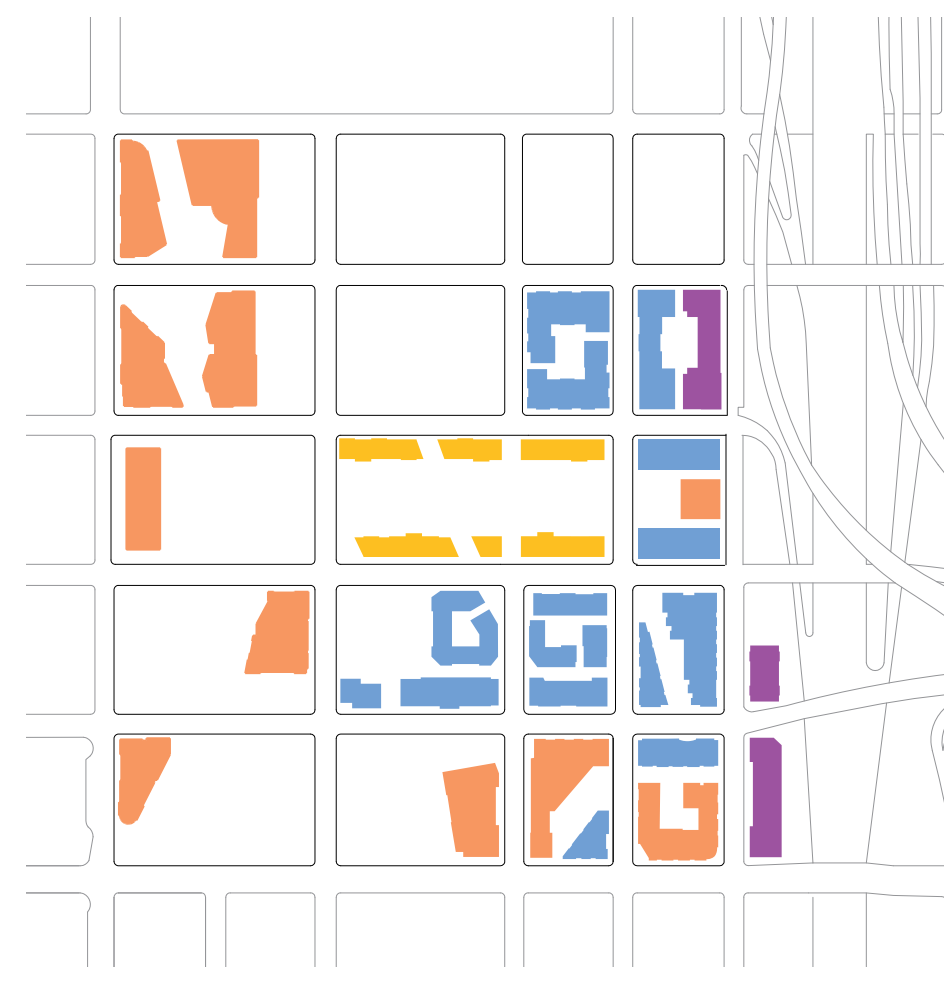
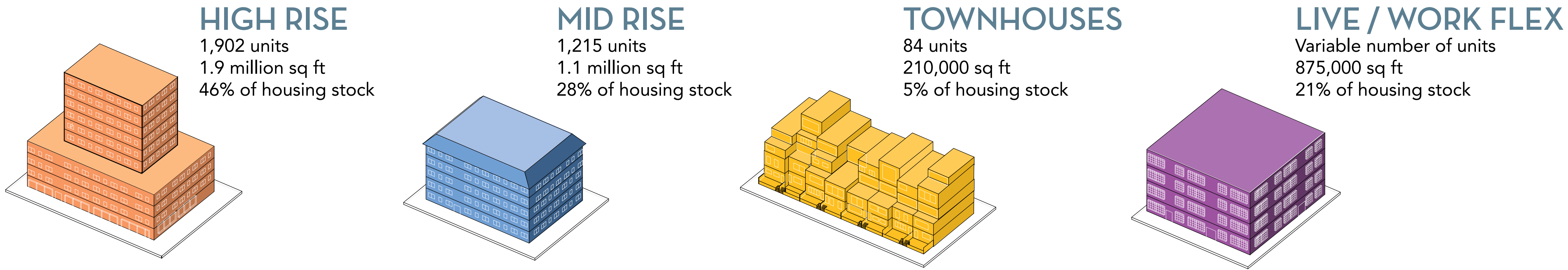


SECTION - EAST VILLAGE GREEN

9:32 AM, 11 JUNE 2018



HOUSING TYPOLOGIES



PHASING



MAIN COURSE

2011-2015
The orientation 13th Street between Market and C Streets are closed to thru-traffic. The infrastructure is laid in place for the development of the Eat Street Corridor. Boutiques and artisan shops align Park Blvd, taking advantage of the trolley connection and the adjacent architecture and design school. Eat Street begins drawing large numbers of visitors.

Retail square footage: **305,000 sqft**
Housing units: **1,271 units**

COMFORT FOOD

2016-2018
The City develops East Village Green, a publicly accessible community park at the center of the development, extending eastward from the Public Market. Stacked townhouses line the park, with a public amphitheater at the east end with opportunities for summer movie watching and other festivities. Orchard Walk, a community garden along I-5, begins implementation.

Retail square footage: **49,000 sqft**
Housing units: **416 units**

SIDE DISHES

2019-2021
Properties at the northeast are ground-leased to San Diego City College for its expansion, creating a new gateway to the campus. Student housing and artist flex space at the south end of the development site help create a street wall along Market Street. Orchard Walk continues north and south to connect to the college, Balboa Park, and south further along along the freeway.

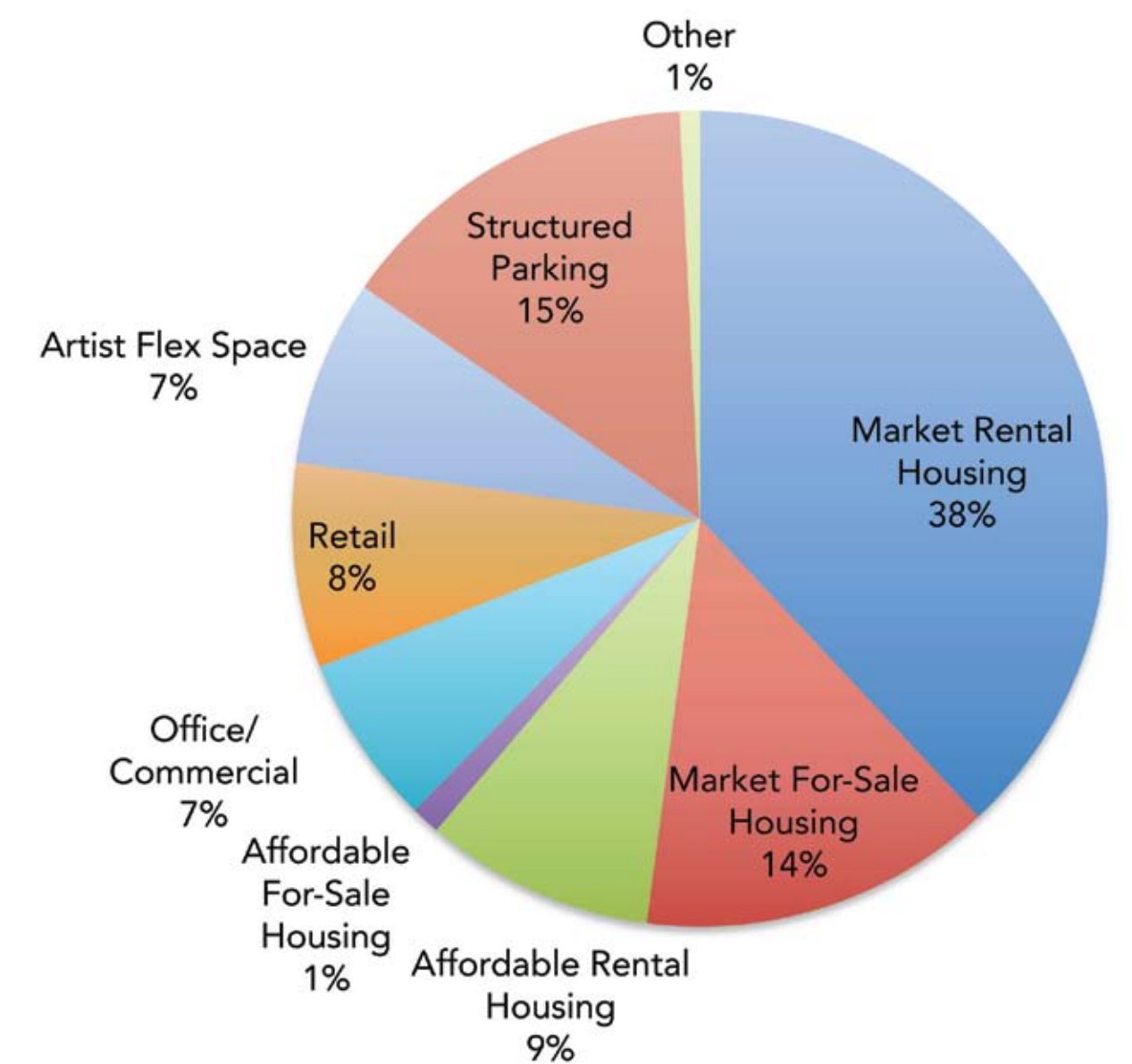
Retail square footage: **4,700 sqft**
Housing units: **667 units**

A LA CARTE

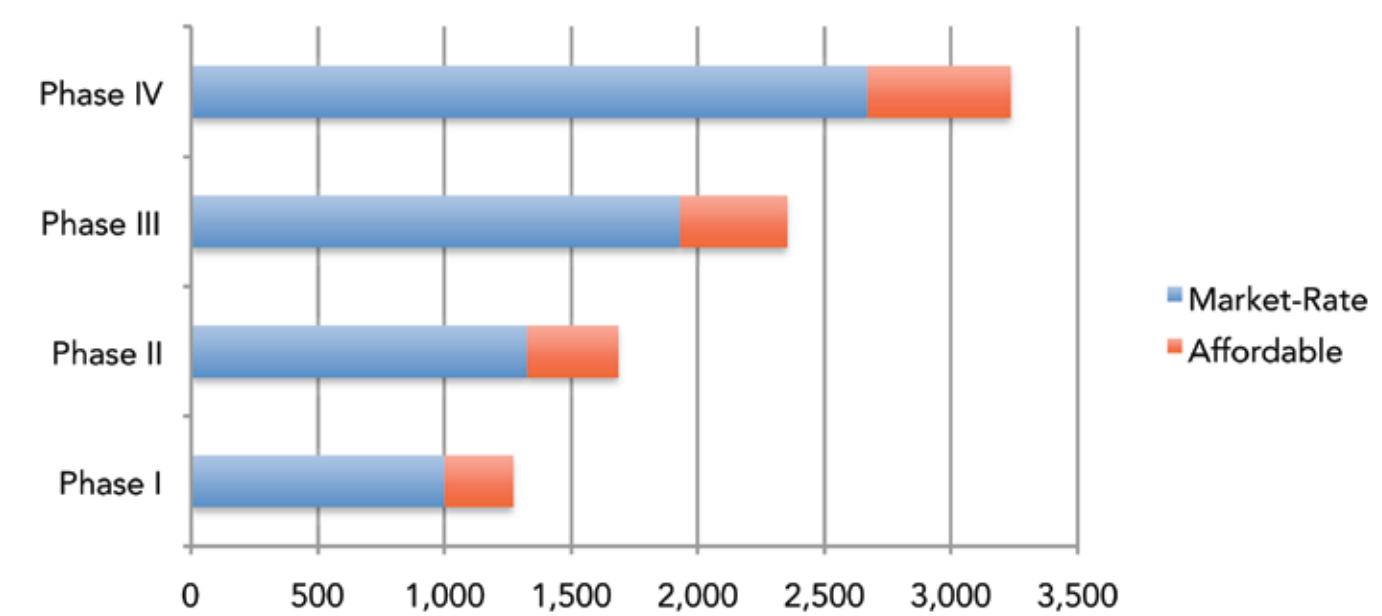
(Flexible Timeline)
As major attractions and anchors are completed, income generated helps to infill the remaining lots, as market demand allows, with additional mixed-use retail and residential housing, particularly for students and artists that reside in East Village. Buildings in this phase can be incorporated into each of the previous phases, or added over time after the end of the ten-year hold.

Retail square footage: **2,200 sqft**
Housing units: **883 units**

FINANCIAL CHARTS



USES BY GFA



HOUSING ABSORPTION BY UNIT

6:19 PM, 6 JULY 2017

