

LA MODA FRESCA

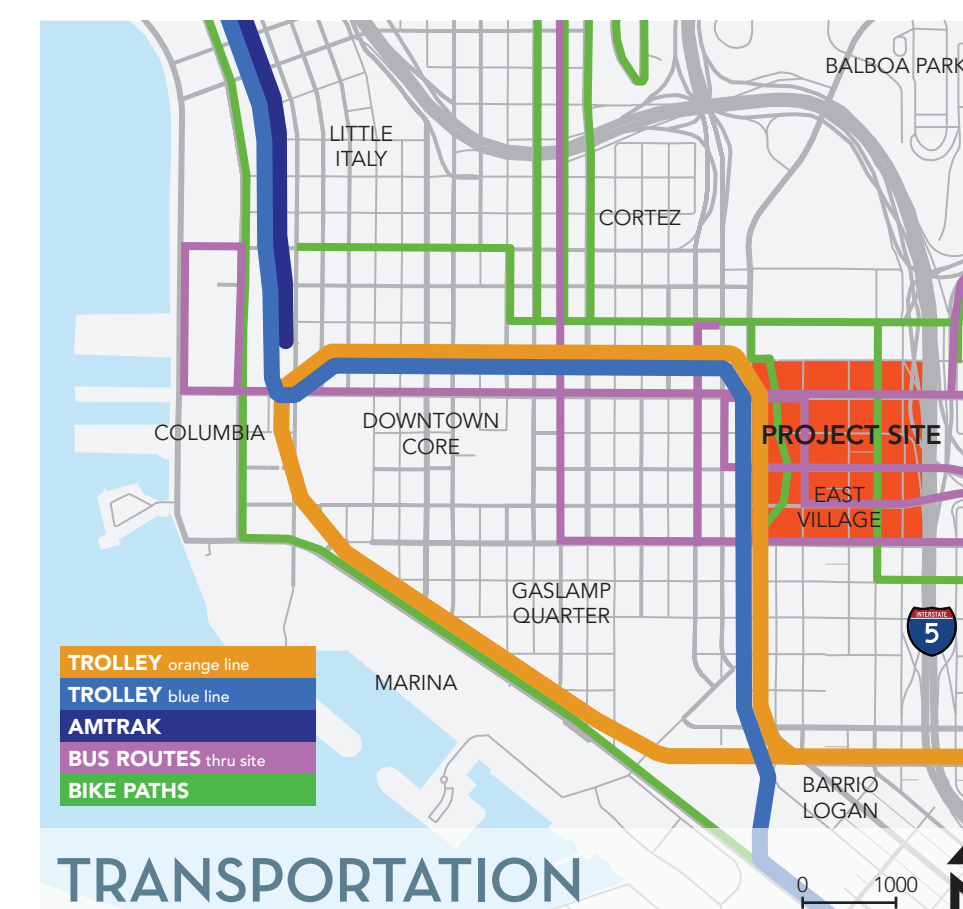
East Village is San Diego's new food arts district. Here, a new culinary arts academy graduates over 1,000 chefs annually. The test kitchen serves ceviches, enchiladas and pico de gallo. Produce from local farms is sold weekly at a farmer's market outside the doors of the new culinary museum. At the public market hall, purveyors sell artisan foods, cookwares and spices. Food carts flaunt frosty horchatas and fiery burritos.

Sewing together all these amenities is the district's central promenade, **EAT STREET**. It is a paseo for strolling, al fresco dining, and people-watching. Restaurants spill into the street, blurring the line between interior and exterior. A canopy of lights zigzags from rooftop to rooftop, and wafting aromas enrich an edible atmosphere.

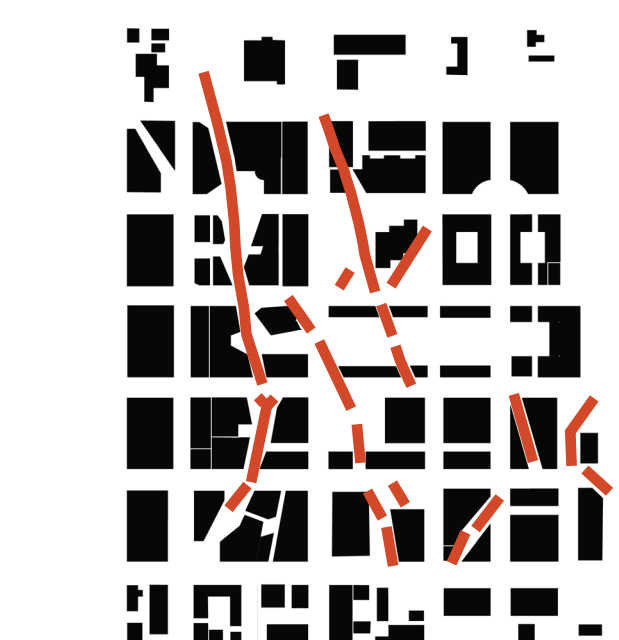
The East Village is a hub of fresh food and fresh ideas. Artists create and innovate in the district's 600,000 square feet of affordable flex hspace, and over 22,000 students live or attend classes at one of the three educational institutions in the district. East Village life is **LA MODA FRESCA**.

PLANNING CONTEXT

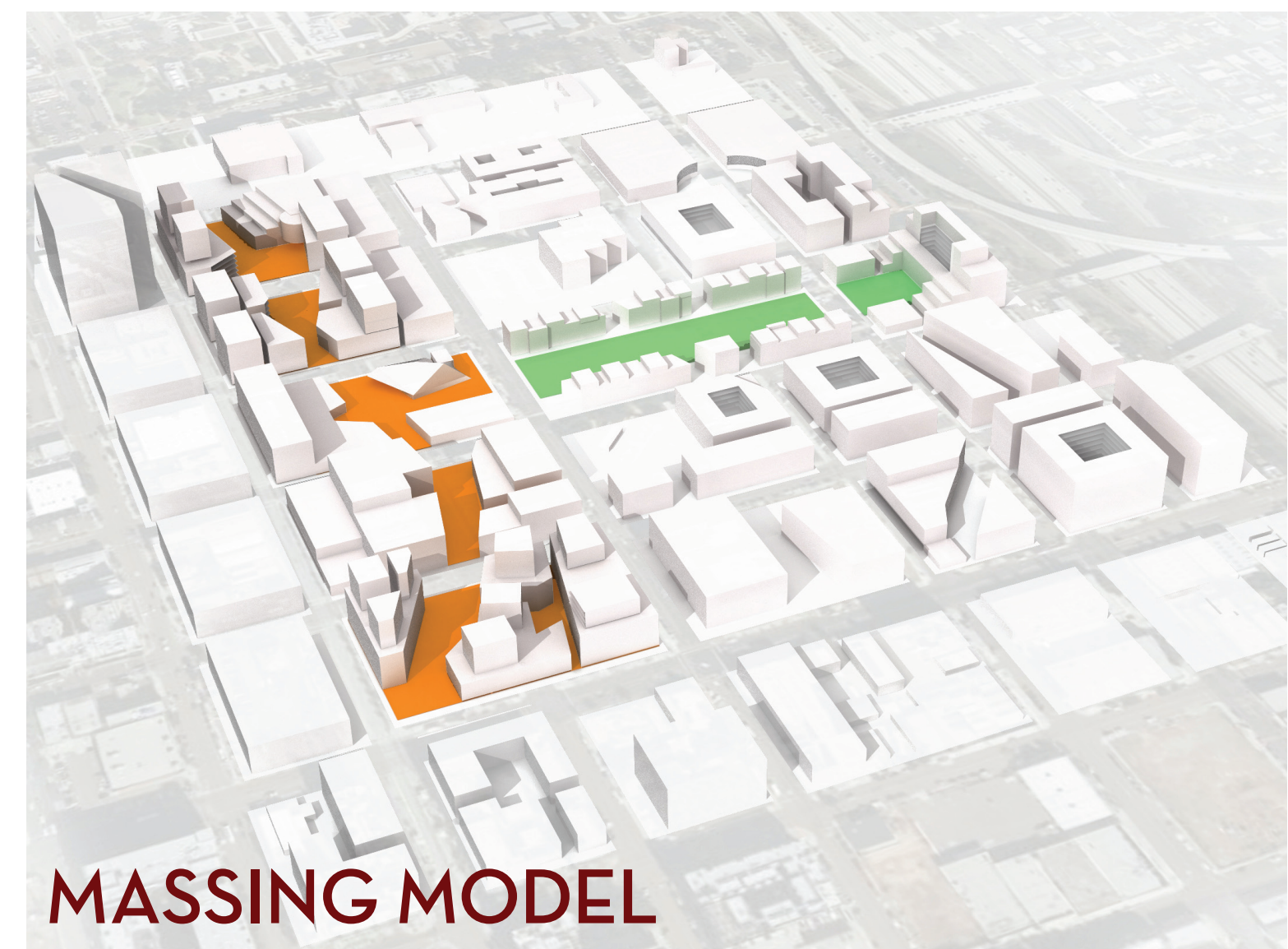
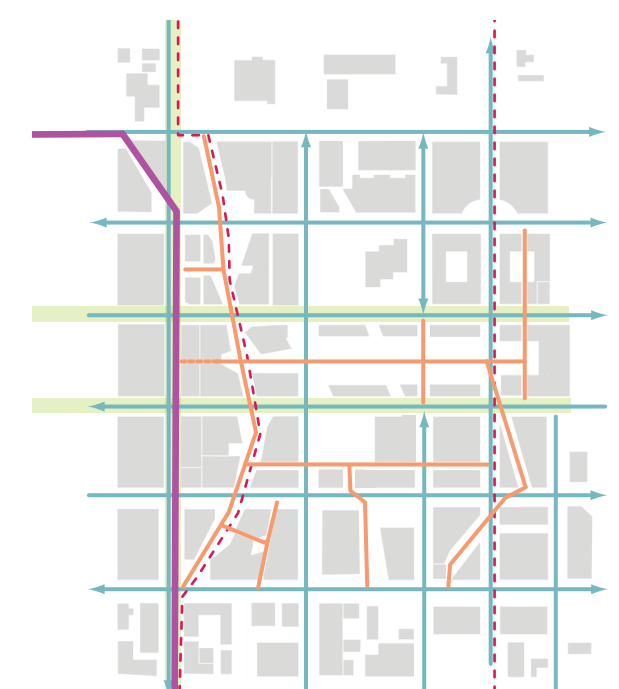
PROPOSED AND EXISTING



FAULTLINES



CIRCULATION



The project site connects to downtown San Diego attractions, such as the Convention Center, Petco Park, and the San Diego Zoo. Its adjacency to transit stops and I-5 makes it ideal for new development. However, the fault lines which underly the site provide a challenge for cohesive development. To address this issue, the La Moda Fresca concept centers on pedestrianizing 13th Street and re-aligning it along an underlying fault line with a 25-ft

buffer zone. While gathering is not permitted in the buffer zone itself, the space widens at key points to allow for cafe dining, a farmer's market, food carts, and other activities. 13th Street becomes Eat Street. The paseo links two transit nodes at the northwest and southwest corners of the development site. A new East Village Green, owned and operated by the City, stretches eastward from the midpoint of Eat Street.

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 Maria 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 Tim'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 Transit Hub
- 42 La Moda Grease Collection Facility
- P Public Parking Garages

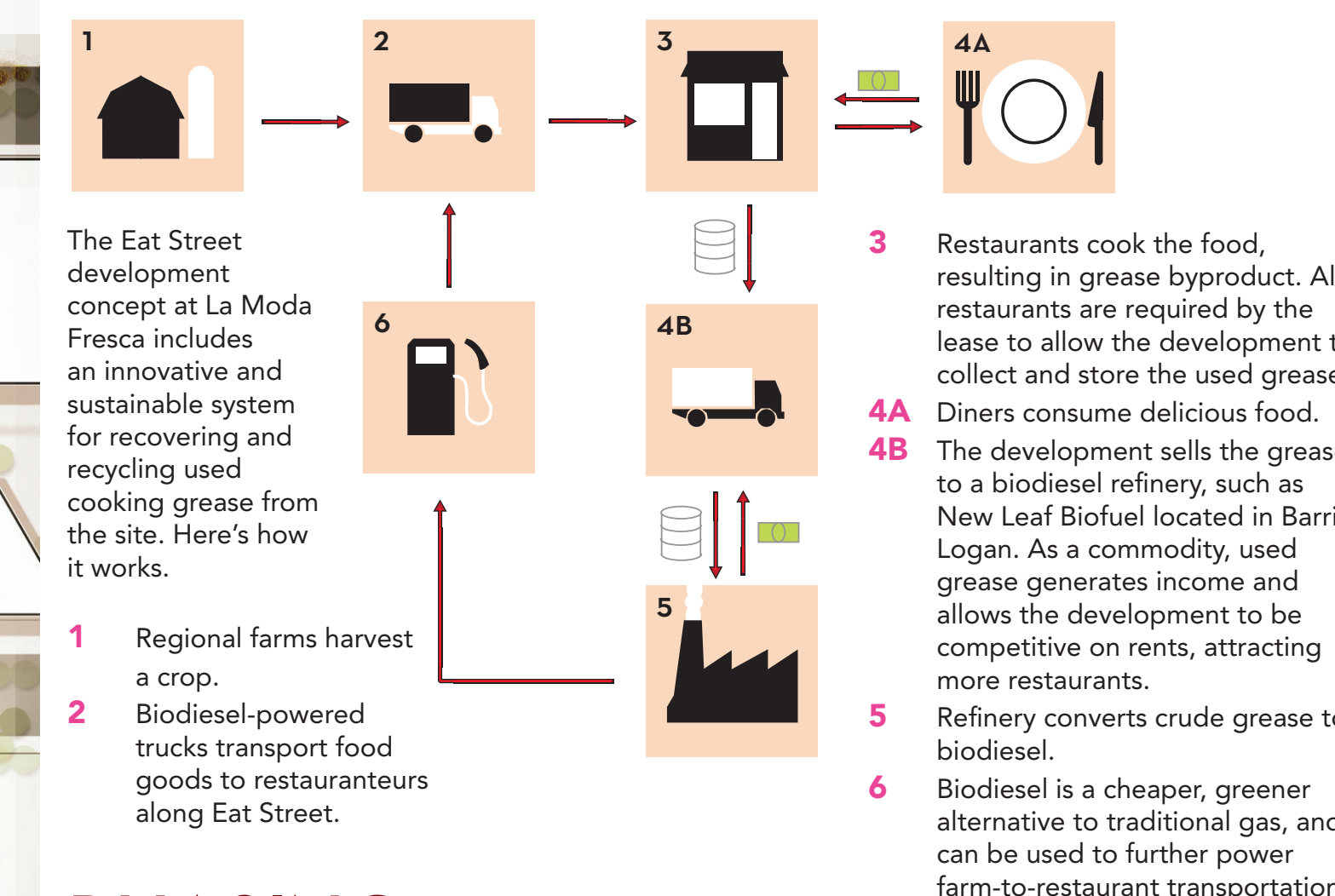
LAND USE DIAGRAM



EAT STREET PLAN



BIOFUEL SYSTEMS



PHASING

PHASE ONE

2010-2013
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 12th Street, taking advantage of the trolley connection and the adjacent architecture and design school. The development ensures that the character of East Village is preserved by limiting the amount of formula retail allowed in the proposed, new shopping and dining district. Land for the food museum and culinary academy is ground-leased to separate operators; these act as anchors to the development.

Retail square footage: 350,875 sqft
Housing units: 775 units

PHASE TWO

2014-2018
The City develops East Village Green, a community park at the center of the development, extending eastward from the Public Market. Eat Street is complete across the full five blocks of development. Modern style stacked townhomes line the park. 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 connect this side of development to shopping, dining and transit.

Retail square footage: 32,100 sqft
Housing units: 2,168 units

PHASE THREE

2019-2021
Major attractions and anchors are complete, generating income for the development within the ten-year hold period. The development begins infilling the remaining lots with additional mixed-use retail and residential housing.

Retail square footage: 7,700 sqft
Housing units: 375 units

SECTION

