

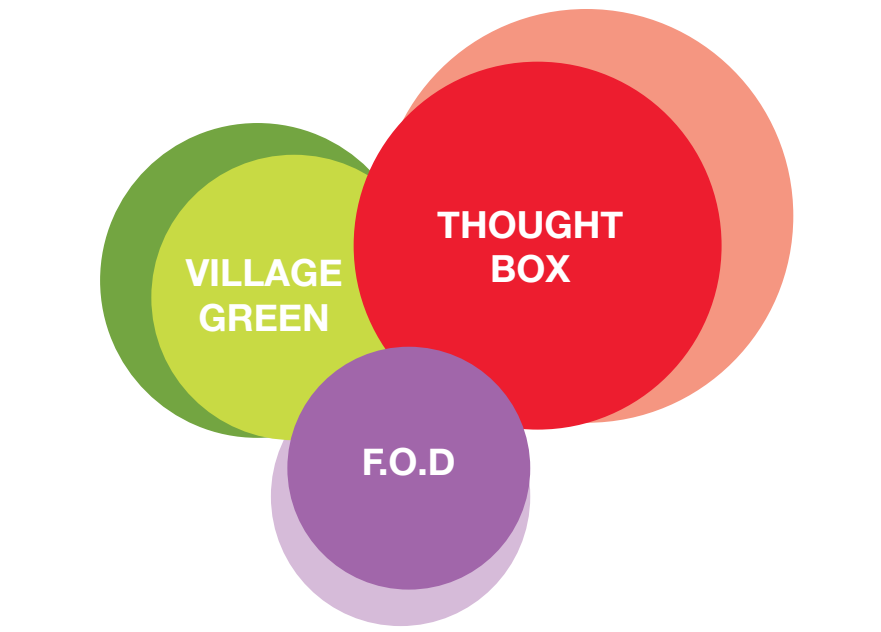
# F.O.D.

Family Oriented Development, Arts and Small Business Incubation in Downtown San Diego



FAULTLINE PLAZA and FAMILY NEIGHBORHOOD | LIVABLE

## CATALYTIC COMPONENTS



**Village Green**  
Flexible Community Yard

**Thought Box**  
Arts and Innovation Incubator

**F.O.D.**  
Family Oriented Development

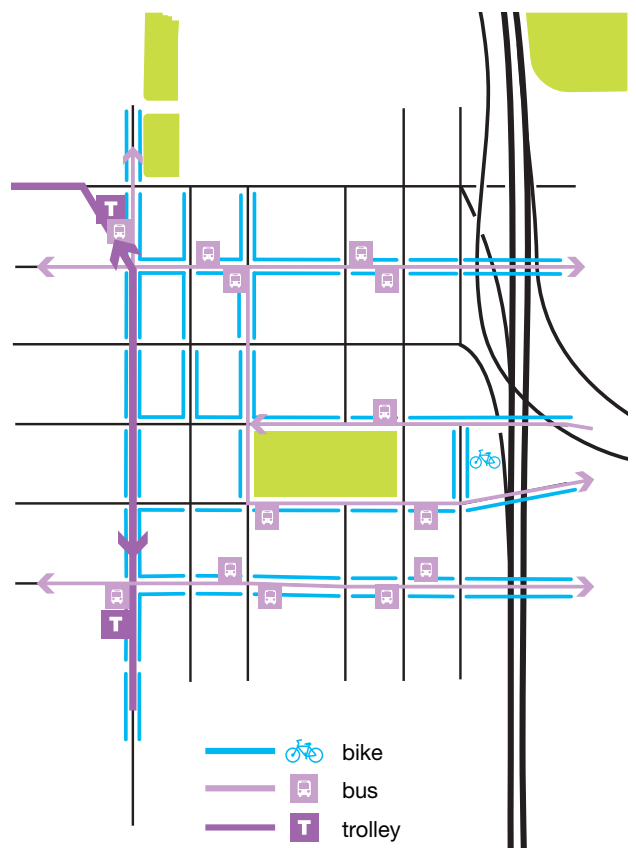


CONTEXT and CONNECTIONS

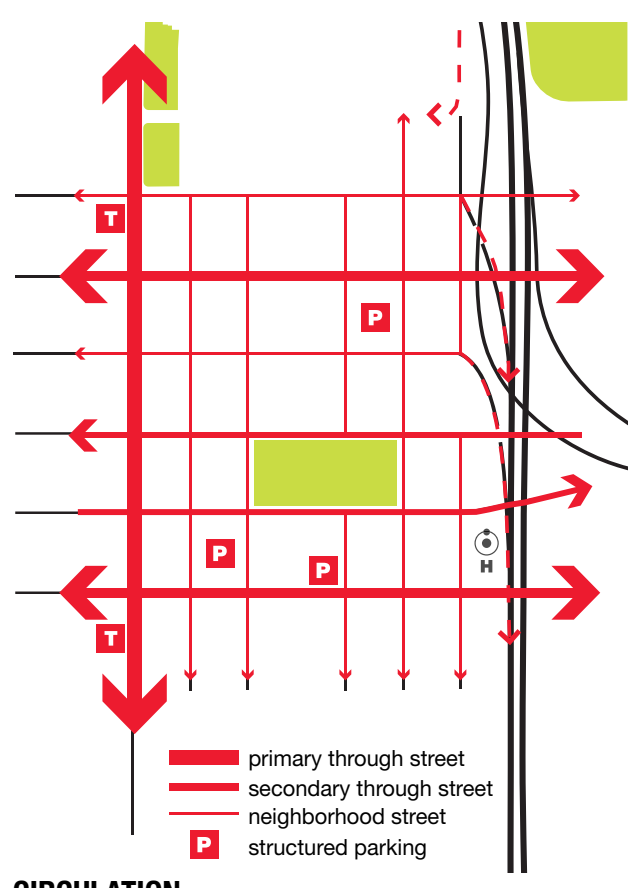
## F.O.D. CONCEPTS

A new CITY EXPERIENCE for families and companies harnessing urban energies:

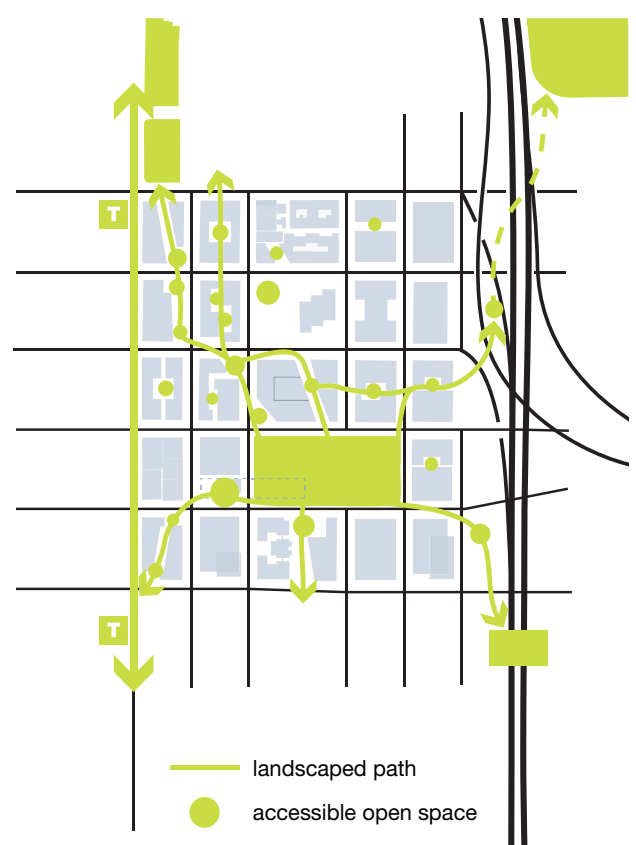
- SUSTAINABLE**  
A sustainable URBAN lifestyle
  - WALKABLE/BIKEABLE streets
  - Integrated and diverse TRANSIT
  - Local ENERGY production
  - Rooftop AGRICULTURE
  - Small CARBON FOOTPRINT buildings
  - COMPACT lifestyle
- LIVABLE**  
A livable city neighborhood with a compact, human-scale, mixed-use fabric
  - ACCESSIBLE work, recreation, transit
  - Flexible PUBLIC SPACES
  - Pedestrian oriented STREETScape
  - Co-ops: car, childcare, gardens
- NETWORKED**  
Connections, relationships and collaboration flourish in densely populated, close-knit environments
  - Social nodes
  - Active streets
  - Programming, events and institutions
  - Trolley / Bus / Foot / Bike / Car
- GROWTH and EXPRESSION**  
Integrated opportunities for growth and expression
  - ENTREPRENEURSHIP and JOBS:**
    - Live/Work space
    - Affordable office space
    - Job training, counseling
  - EDUCATION:**
    - Magnet Middle School
    - High School
    - City College
    - New College
  - ARTS:**
    - Performance venues
    - Arts Building / Outreach
    - Public Art



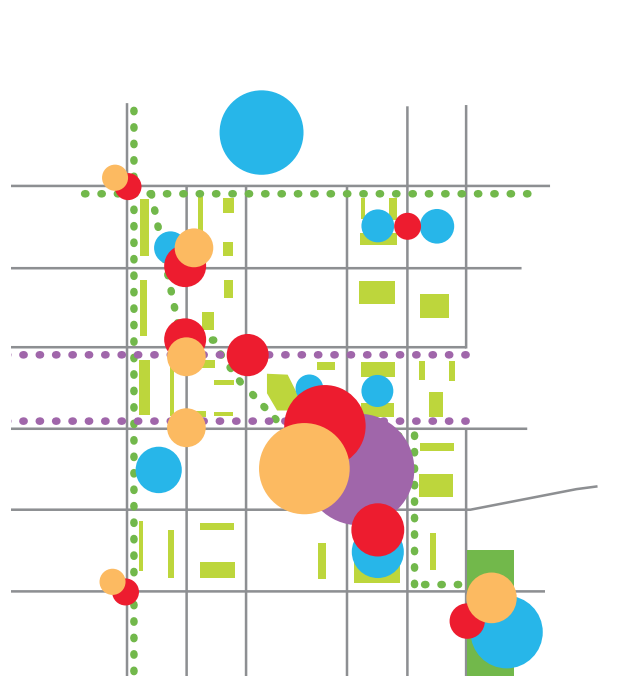
TRANSIT



CIRCULATION

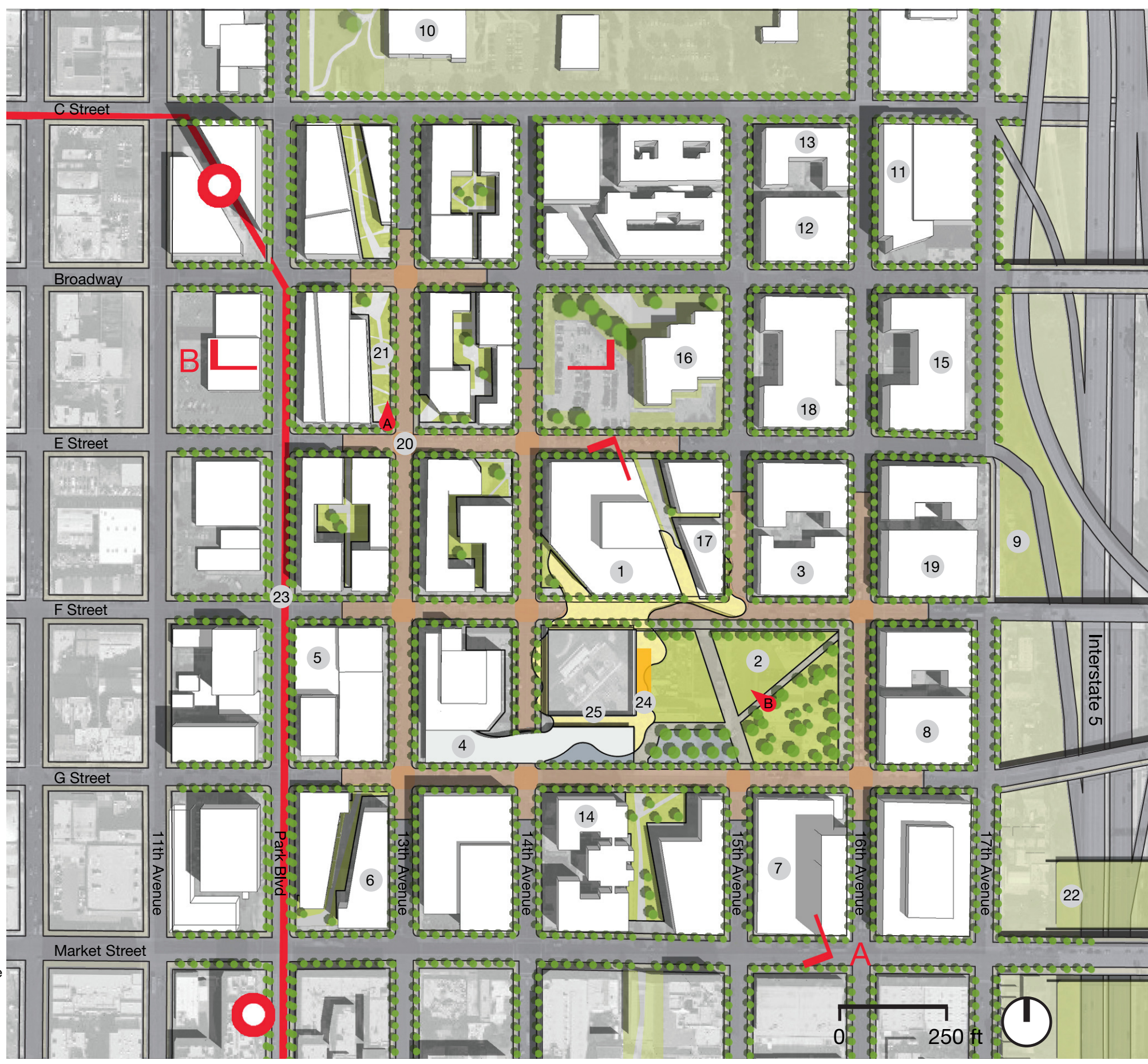


OPEN SPACE

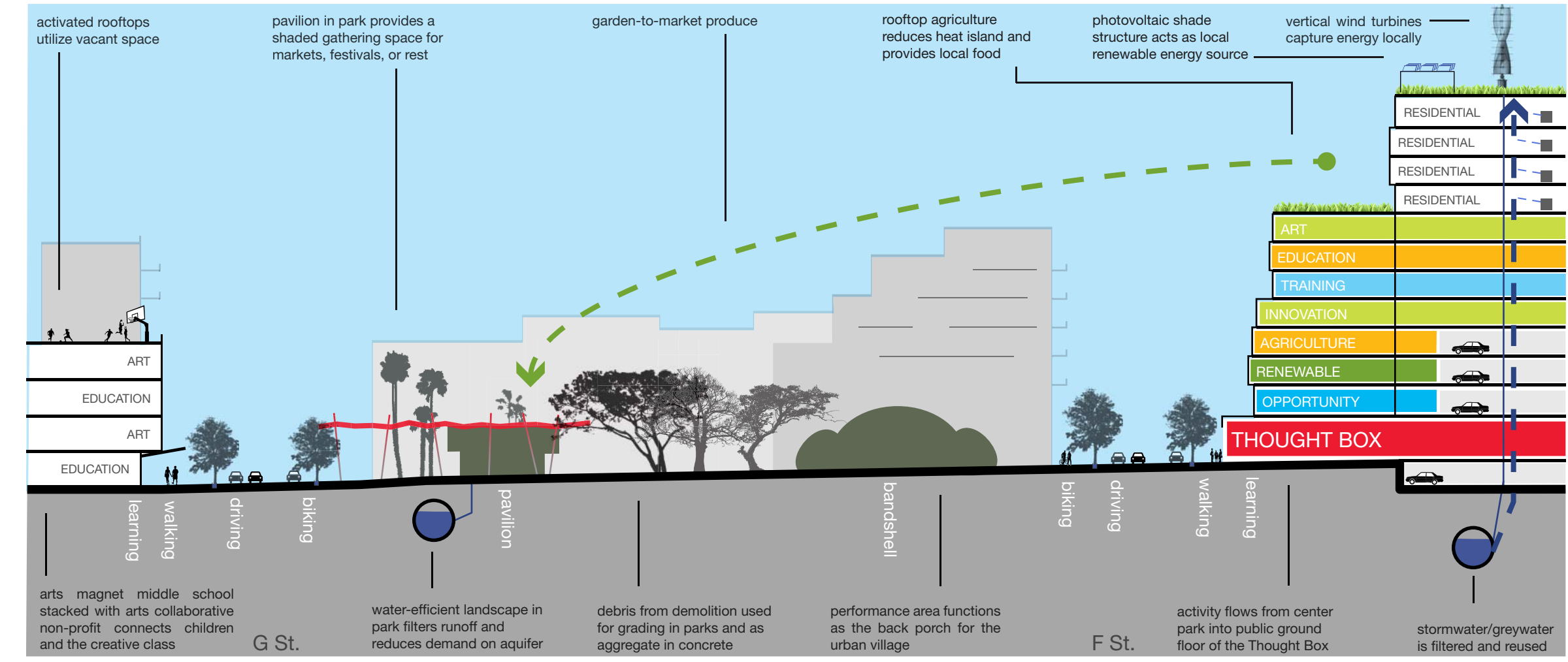
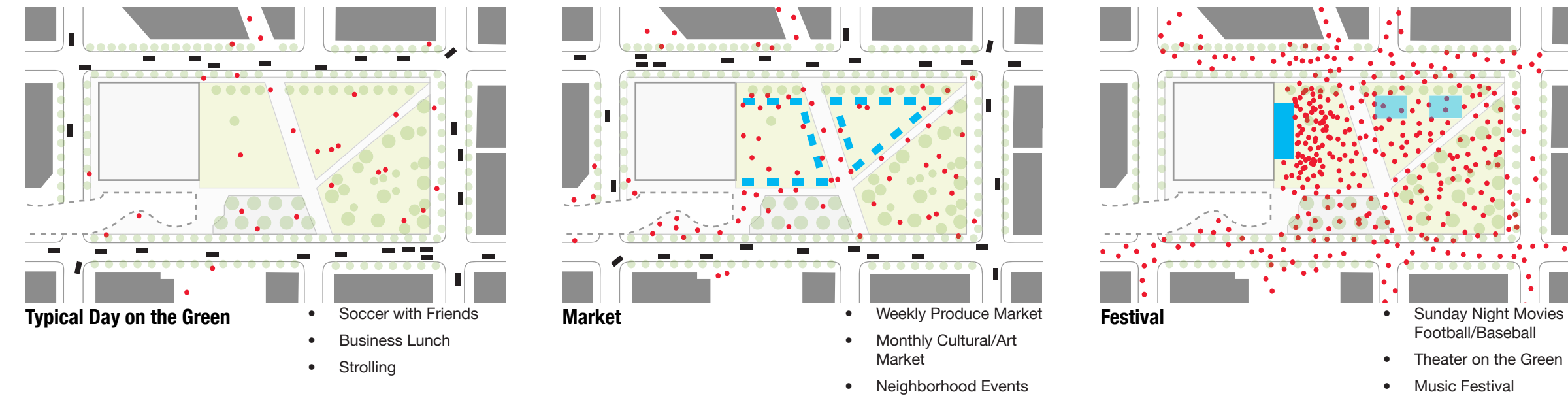


F.O.D. SYNERGY

- trolley stop
- trolley line
- perspectives
- Thought Box
- Village Green
- Arts Center
- Pavilion
- New School of Architecture
- Gateway retail block
- Arts Magnet Middle School
- Existing warehouse reused
- Freeway skate park
- San Diego City College
- SDCC Career Tech Center
- Salvation Army
- SRO transitional housing
- Albertsons Grocery
- Target store
- Police station
- Innovation Center
- Corporate headquarters
- Livable Street
- Faultscape
- Vegetated freeway lid
- Park-to-Bay Link
- Sculptural community stage
- Living Wall substation wrap



## THE LIFE OF THE GREEN



SECTION A | NETWORKED

## STRATEGY

- Phase One**
- Retail: 95,763 sq. ft.
  - Office/comm.: 261,166 sq. ft. (35% affordable)
  - Residential: 628,741 sq. ft. (15% affordable)
  - Parking: 1,367 spaces
- Program-intensive civic spaces and amenities begin a cycle of renewal and investment
- The gateway building to the East Village
  - An arts magnet middle school
  - Retail / residential project
  - Technical job training
  - Community center
  - Public park with art and performance shell
  - Pedestrian-friendly streetscape
- The THOUGHT BOX INNOVATION CENTER
- Accessible public space as extension of park
  - Civic offices for small business and arts
  - Office space for start-ups and studios
  - After school program activity space
  - Daycare facilities
  - Contributing education classrooms
  - Career counseling and job resource offices
  - Rooftop Demonstration Garden

## Phase Two

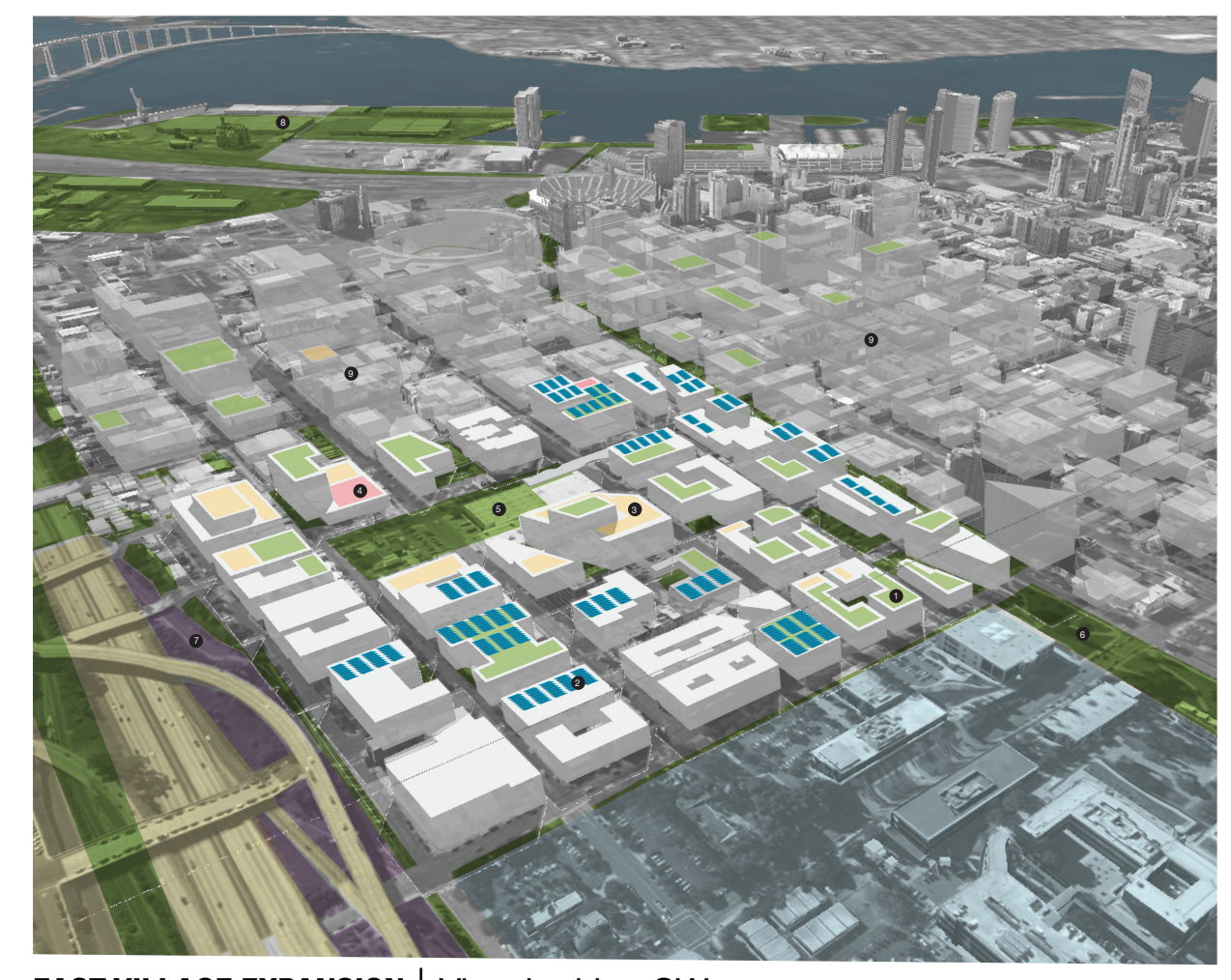
- Retail: 127,684 sq. ft.
  - Office/comm.: 130,583 sq. ft. (35% affordable)
  - Residential: 373,317 sq. ft. (15% affordable)
  - Parking: 1,014 spaces
- Capitalizing on the civic infrastructure of phase one, two introduces, new dense, livable, family-oriented residential units
- Donated land for a linear urban park on fault lines
  - Garden space
  - Arts building
  - Blackbox theater
  - Galleries, studios, classrooms
  - Adult Rehabilitation Center
  - Core family residential community
  - Park Blvd. retail frontage

## Phase Three

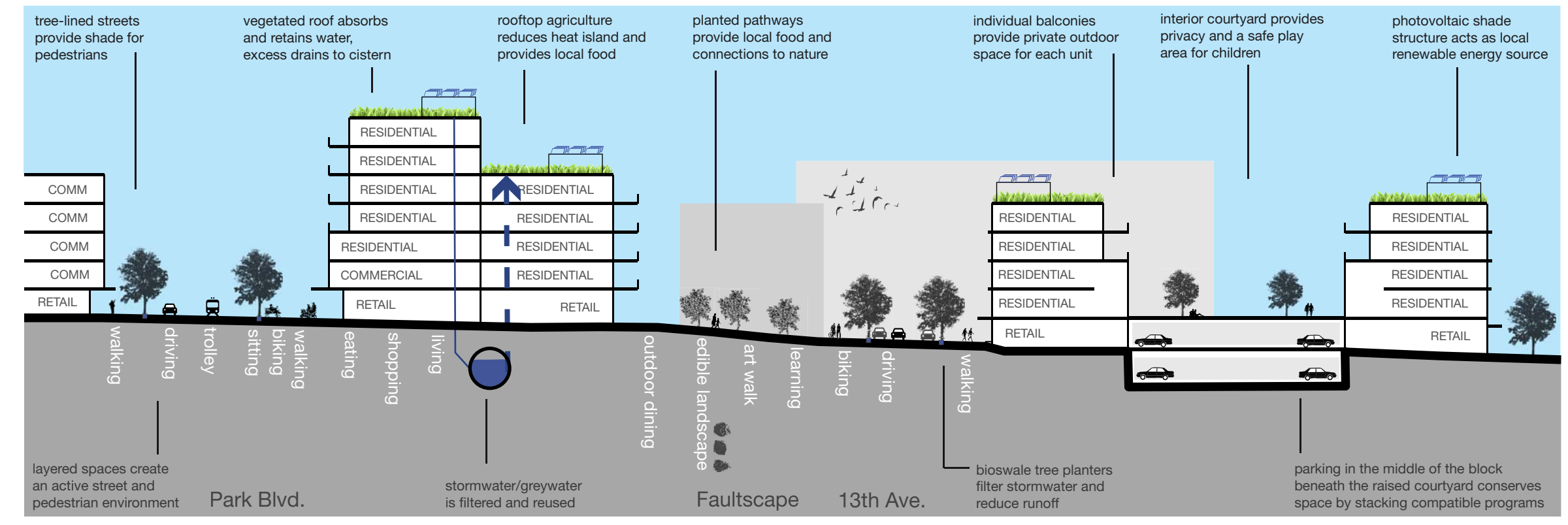
- Retail: 414,873 sq. ft.
  - Office/comm.: 361,166 sq. ft. (35% affordable)
  - Residential: 103,974 sq. ft. (15% affordable)
  - Parking: 1,787 spaces
- Large retail spaces and support for a variety of small businesses ventures complete the initial investment cycle
- Final build out of family residential
- Two commercial buildings for large anchor tenants, e.g. Target, H&M
- Continued support and space for small business: hi-tech industry startups
- small-scale production: micro brewery
- innovative green tech ventures: urban agriculture and solar farms

## Final 10 yr Build Out

- Retail: 638,420 sq. ft.
- office/comm.: 652,914 sq. ft. (35% affordable)
- residential: 1,106,031 sq. ft. (15% affordable)
- parking: 4,168 spaces



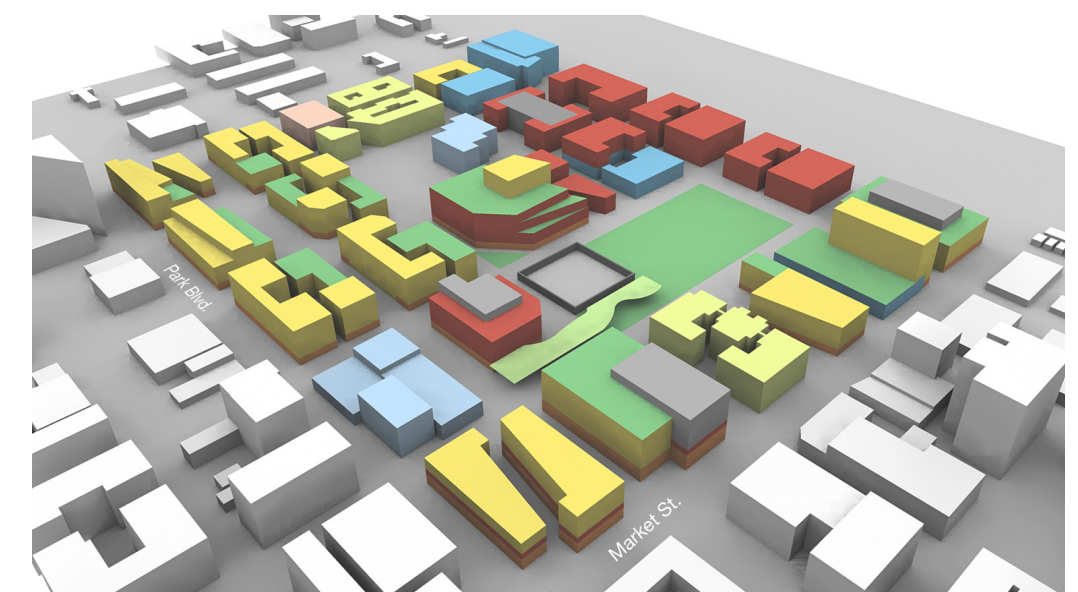
EAST VILLAGE EXPANSION | View looking SW



SECTION B | SUSTAINABLE

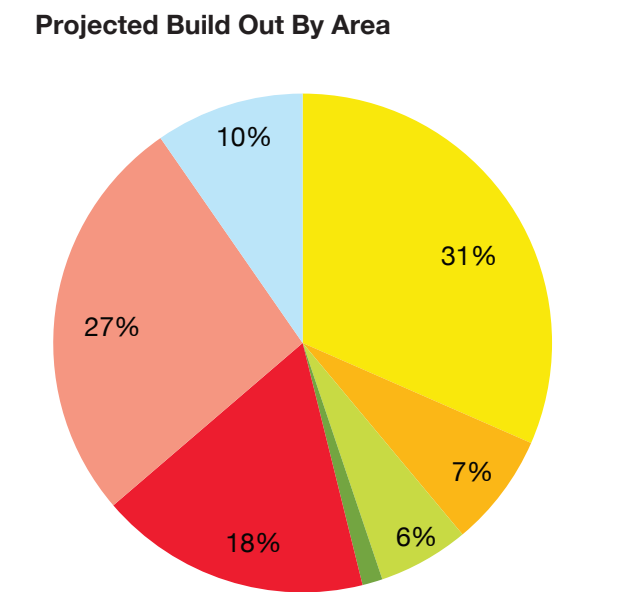


THOUGHT BOX and VILLAGE GREEN | GROWTH and EXPRESSION



Projected Build Out by Area

- LAND USE | View Looking NE
- Accessible green roof
  - Rooftops leased to solar tech company generate local energy
  - Urban agriculture roof
  - Active recreation roof
  - Village Green acts as the core of East Village
  - Park-to-Bay Link connects Balboa Park & Waterfront Park
  - Greenway corridor and urban skate park connects Balboa Park & Chicano Park
  - Waterfront park & marina
  - Catalyst-influenced future expansion of East Village
- Market-rate Rental Housing
  - Market-rate For-sale Housing
  - Affordable Rental Housing
  - Affordable For-sale Housing
  - Office/Commercial
  - Retail
  - Incubator/Arts



Annual Energy Use - Million BTUs/Yr.

- Suburb Detached (SF): 108 (H)
  - Urban Multi-Family (SF): 26 (S)
  - Urban Green Multi-Family (SF): 20 (L)
  - Suburb Conventional (SF): 31 (M)
  - Urban Green (SF): 19 (S)
- Transport (T)  
Office (O)  
Home (H)