

Downtown San Diego Business Resource Guide 2006 March 2006

San Diego's Ballpark District Isn't Just for Play

San Diego's Ballpark District, part of the city's East Village, is where locals go not only to catch a Padres game but also to enjoy new restaurants, shop at some of the area's most alluring boutiques, enjoy a picnic in Park at the Park or to walk along the 26 blocks that make up this very unique area of our city. DiamondView Tower, Downtown San Diego's newest high rise office building, will add one more item to the list of things to do in the Ballpark District - go to work - as the project will have 236,350 square feet of office space in addition to 68,950 square feet of retail space.

The Rebirth of East Village

The Ballpark District sits within San Diego's East Village - one of San Diego's redevelopment areas - which is part of our downtown region. In its heyday, the East Village was a bustling warehouse district. Over the years, as the city spread out, the



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area became neglected. When the Padres chose the location for their new ballpark, East Village immediately began an incredible revitalization.

East Village includes several of San Diego's historic buildings, many of which are being preserved, including the San Diego Gas & Electric building, the Simon-Levi building, Rosario Hall and the famous Candy Factory, a non-reinforced three-story brick structure that was moved to construct the Park at the Park. The

architects of Petco Park included another famous landmark, the historical Western Metal Building, into the design. The building now houses the Padre Store and multiple suites.

When the Ballpark District was first envisioned, its designers saw an area that kept the character and heritage of the warehouse district. The architects of DiamondView Tower, which is located at 10th Avenue and J Street, are staying true to that vision.

“The first four floors of DiamondView Tower will feature a brick facade that compliments the Old Candy Factory, the Western Metal Supply Building and other nearby buildings,” says Jason Wood, Director of Development for Cisterra Partners, the developer of DiamondView Tower. Designed by Carrier Johnson, the tower will dramatically rise from the brick base and will feature a contemporary facade of glass and steel, complementing the San Diego skyline.

Even though East Village is the largest downtown neighborhood, it has been, until now, without a high rise office structure. When Class A DiamondView Tower is completed in early 2007, hundreds of workers will flock to the area Monday through Friday. Even though the area is growing, many of the businesses rely upon baseball season to bring in enough revenue to keep their businesses open year round. The DiamondView Tower tenants will eat in the East Village restaurants and shop in the area’s stores.

Comerica Bank, one of DiamondView Tower’s tenants, will have a first-

floor bank branch, in addition to two upper floors for operations. “Having Comerica open a branch in our building will bring even more people into the East Village during the work week,” says Wood. “The more people working and traveling into the area during the day, the greater the economic benefit.”

Calling it Home

Locals don’t just visit the East Village and the Ballpark District, many also choose to live here. The former warehouses and even an old church have converted to lofts. East Village has several new home developments with a current average selling price of more than \$890,000.

When large office buildings like DiamondView Tower go into an area that has been predominately residential, it provides many benefits for the area and for those living there. Office towers cut down on traffic congestion as people have the opportunity to work closer to where they live and/or seek entertainment. Less traffic congestion helps to eliminate noise and air pollution. Office buildings in such areas also provide “eyes on the street” – people coming and going during the day

that give the streets a dynamic feel even when the residential occupants are not in the area.

Many Other Features

The Padres, urban dwellers and the tenants of DiamondView Tower aren’t the only ones moving into East Village and the Ballpark District.

A new main library, a part of the city’s plan to update our library system, is planned for inclusion in Library Circle, a new \$30 million public-improvement project. The goal of Library Circle is to aesthetically improve the public right-of way in East Village and surrounding areas by creating a landscaped pedestrian promenade with parking, street-trees, lighting and public art linking nearby Balboa Park to the San Diego Bay.

East Village is home to four hotels including the 511-unit Omni San Diego Hotel which is connected by a suspension sky bridge to the Petco Park. In addition to San Diego City College, which borders the East Village, the New School of Architecture is located here.

Cox Communications is relocating its Channel 4 studios into the area. One of the lower floors of DiamondView Tower will house the station that

telecasts 150 Padre games each season. The new studio will have a backdrop of Petco Park. Cox will have a second floor for its administrative offices and those of its advertising sales group, San Diego Interconnect Operated by Cox Media.

And where will all of these workers and visitors park? In total, East Village has 8000 structured parking spaces available to the public. DiamondView Tower has the best ratio of parking spaces of any downtown office tower -- tenants will be allotted up to four spaces per 1000 sq. ft. For Downtown San Diego, the typical allotment is two spaces per 1000 sq. ft.

"That's a big issue in Downtown," says Stacy Meronoff, a member of the CB Richard Ellis downtown office leasing team. "DiamondView Tower's three-level subterranean parking garage allows us to offer the best parking available." CB Richard Ellis is the leasing agent for DiamondView Tower and will also be a tenant in the building.

Parking isn't the only 'best of' amenity that DiamondView Tower offers.

"We have incredible, one-of-a-kind views," says

Wood. "Each floor has private balconies with sky-box like views of the Padres playing field and you can see San Diego Bay, the Coronado Bridge and more."

The top floor of the 15-story tower will feature a conference and entertainment center for the use of tenants. The common areas of the building, including this rooftop room, will be equipped with the most technologically up-to-date infrastructure for tenants and their visitors, including wireless broadband connectivity and high definition video presentation equipment. A free tenant shuttle is planned for trips to the airport, courthouse and other locations. Cisterra is also planning a baseball-themed display in the building's lobby.

"We look forward to sharing DiamondView Tower and the East Village with the rest of San Diego and visitors to our city," states Woods. "Those that haven't been to the area in a while will be surprised at the tremendous transformation taking place. The Ballpark District isn't just for

taking in a Padres game anymore."