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DiamondView Tower – Build it and they will come



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“Build it and they will come” was once said about a baseball diamond in an Iowa cornfield in the movie *Field of Dreams*. It can also be said about the Padres’ Petco Park and the surrounding East Village. What once was an area dominated by warehouses and eroding properties in recent years has become a growing, thriving area which attracts visitors and residents alike. When Petco Park opened in 2004, the area fugitively exploded with new condos, upscale eateries, trendy retail stores and more.

East Village is once again going to benefit from the “build it and they will come” mantra. **DiamondView Tower**, a Class A office building, has started construction next to Petco Park and is slated for completion in the first quarter of 2007. DiamondView Tower will bring businesses with hundreds of employees who will support the East Village’s restaurants and stores during the workweek.

DiamondView Tower has been drawing favorable attention since the developer, Cisterra Partners, first announced their intent to raise an office tower, only the second such project to be built downtown in 14 years.

Anchor tenants immediately signed up.

“The response to DiamondView Tower has been extraordinary,” says Jason Wood, Director of Development for **Cisterra Partners**. “We already have 33% of the building leased with three major tenants and are in talks with several other prospects. The unique location, amenities and views combined with the opportunity to be in a brand new building has caught a lot of companies’ interest.”

Cox Communications will occupy two of the lower floors which will serve as home to the Channel 4 San Diego television station, as well as the company’s advertising sales group San Diego Interconnect Operated by Cox Media. Channel 4 broadcasts 150 Padres baseball games each season and also airs a pre-game show.

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Comerica Bank has signed on for two mid-level floors where the bank will consolidate its San Diego regional banking services. Comerica Bank will also have a first-floor bank branch site at DiamondView Tower.

Both Cox and Comerica Bank will have signage that will be visible from the stands at Petco Park and there is still one more building top sign available on the west side of the building that will be visible from the ballpark and the Gaslamp Quarter.

CB Richard Ellis will also be relocating to DiamondView Tower. The real estate brokerage firm will be taking 6000 sq. ft. which will serve as the new location for the company's downtown office.

The 15-story, 308,000 sq. ft. building will sit just beyond the outfield fence of Petco Park, at the corner of 9th Avenue and J Street. DiamondView Tower will offer suburban-like parking as well as skybox-type views of the ballpark, San Diego Bay, and the Coronado Bridge. The design includes 236,000 sq. ft. of office space featuring private balconies on every floor, a 15th-floor conference/entertainment room, 72,000 sq. ft. of first and second-floor retail amenities, and a free tenant shuttle.

The new building will be located next to the Park at the Park, it's a short walk from the Gaslamp Quarter and mass transit stops, and has easy freeway access.

Since DiamondView Tower was first conceived by Cisterra, the process of getting the necessary approvals, rights, and funding has gone smoothly and swiftly. The San Diego City Council approved the project in November 2004. In December, Cisterra closed on the acquisition rights with the San Diego Padres for the site and Prudential Real Estate Investors became a partner in the project. Cisterra already has a right of entry to the site and taking title from CCDC will be happening soon.

Construction started in June 2005 and excavation of the site will be complete in November.

"We're right on schedule to be open for business in early 2007," says Wood. "We've assembled a great team to work on the project – the best that San Diego has to offer."

Reno Contracting is the general contractor, Carrier Johnson is the shell and public space architect and Howard Sneed will be the designated tenant build out designer.

DiamondView Tower is Cisterra Partners' second significant project in San Diego. Last year, the international development company, which was founded by Steve Black and Todd Anson, completed Biogen Idec's west coast research and corporate campus. The UTC facility has six buildings spanning 364,000 sq. ft., including 125,000 sq. ft. of laboratories.