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DOWNTOWN

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WELCOME LETTER

Downtown San Diego is one of the most dynamic urban centers in the western United States, and it's only going to get better. San Diego County's population is expected to grow by more than 1 million people in the next 40 years, and downtown will play a vital role in accommodating that growth. Downtown has become an economic engine for the region. Since 1975, more than \$1.54 billion has been publicly invested downtown, and that has been buttressed by more than \$12.8 billion in private dollars. Today, downtown generates nearly \$60 million annually in sales and transient occupancy taxes, which flow directly to the city's general fund to support basic city services for the entire San Diego community.

A major focus remains on improving long-term infrastructure. Streetlights, traffic signals, sidewalk improvements, parks and fire stations are just some of the many projects planned or being developed to enhance the urban environment and add important amenities that will serve downtown well into the future. Other large public projects in progress or design include the Harbor Drive pedestrian bridge, implementing the Quiet Zone and the North Embarcadero Visionary Plan, making safety enhancements along C Street, expanding the supply of affordable housing with projects like Cedar Gateway and 1050 B Street, and evaluating redevelopment opportunities such as a new civic center, expanded convention center and a sports and entertainment complex.

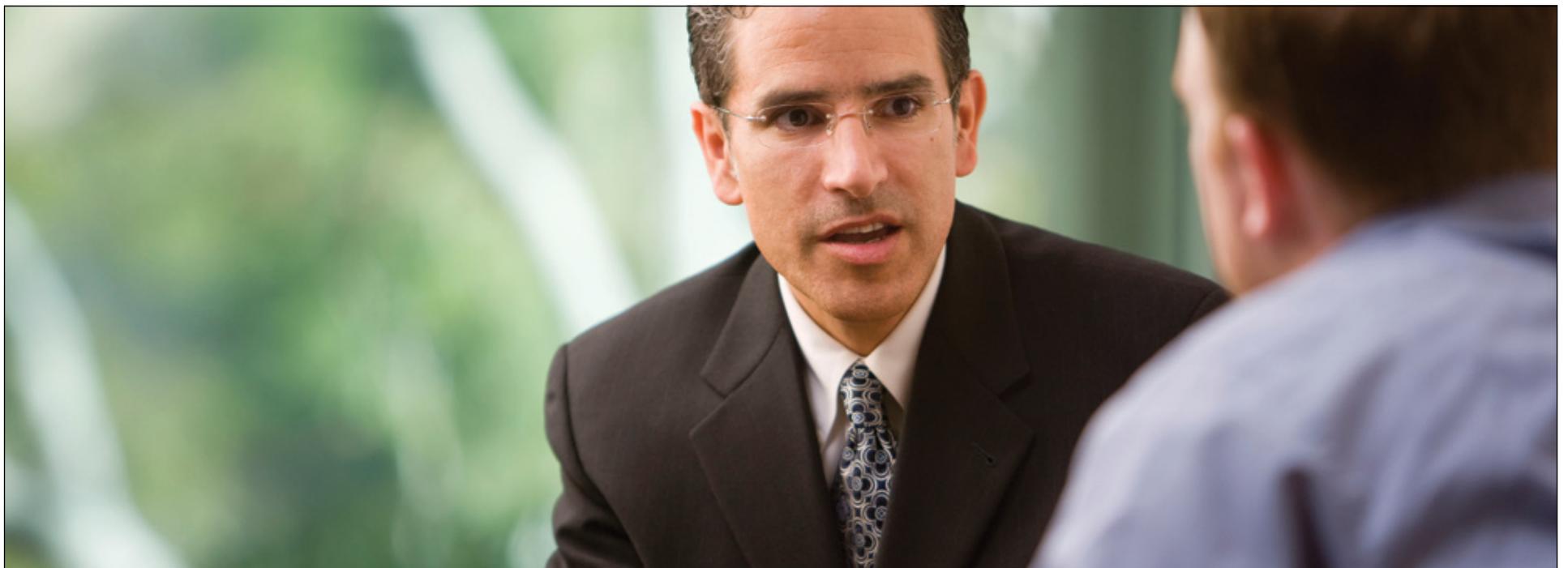
Downtown embraces density, and based on the 2006 Downtown Community Plan, this 1,500-acre area is expected to be home to 90,000 residents and as many as 165,000 jobs by 2030. It's vital that we plan for and deliver the myriad amenities and services a growing community demands.

We hope you enjoy reading this supplement and will consider downtown as your next business location or place to call home.

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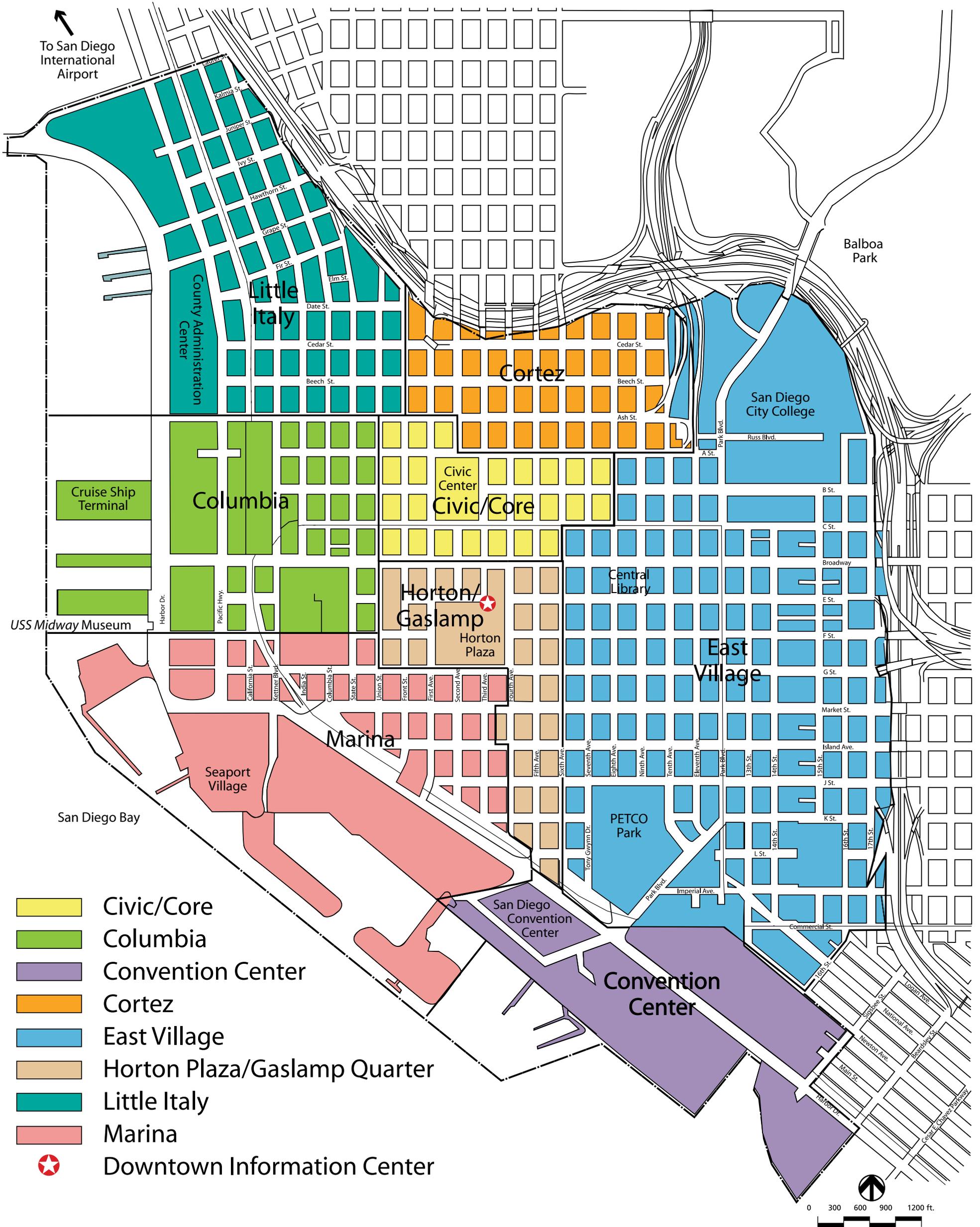
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Procopio Opts to Stay in the Heart of Downtown

BY SYLVIA TIERSTEN

A downtown presence is nothing new for Procopio, Cory, Hargreaves & Savitch LLP, which opened a 300-square-foot law office at Sixth and Broadway in 1946. What has changed is the firm, its offices, and the energy level in downtown San Diego.

When Managing Partner Tom Turner began his career about 28 years ago, downtown was a pretty sleepy area, he recalls. The growth of the Gaslamp Quarter and the development of Petco Park changed all that.

"There are always new restaurants opening, there's a high level of energy and a



Tom Turner



substantial new residential community downtown," he said. As a result, some of the firm's lawyers and staff have the luxury of walking to work.

Procopio, San Diego's second-oldest law firm, is today one of the largest full-service business law firms in Southern California, with more than 110 attorneys in San Diego, Carlsbad, Irvine and Den-

ver. For the past 40 years, Procopio has maintained offices in downtown's Union Bank building. In May, the firm will move across the street to Golden Eagle Plaza at 530 B St.

The decision to relocate was a no-brainer for the growing firm. Compared with the present facility, Golden Eagle Plaza offers floor plates that are about two and a half times larger, more than twice as much parking per square foot, and an additional 100,000 square feet of office space. Instead of scattering its attorneys on a dozen floors, Procopio will consolidate its legal staff on the top four floors that are connected through internal stairwells. "This will nurture the camaraderie we really value," said Turner.

Downtown is a longstanding focal point for the legal community. The San Diego

County Bar Association office is located here, as are the Lawyers Club of San Diego and several other groups of interest to attorneys. Procopio's B Street location is within strolling distance of the federal and county courthouses. This is particularly important for litigators of all stripes as well as attorneys engaged in land use or agency law who regularly deal with city and county governments.

Procopio offers its full range of legal services downtown, including intellectual property — a growing practice area for the firm. From B Street, it's a 15-minute drive to the University Towne Center (UTC) area — and its biomedical and biotechnology cluster.

Sylvia Tiersten is a freelance writer for the Business Journal.

DOWNTOWN SAN DIEGO NEIGHBORHOODS

CIVIC/CORE

Central government, financial and corporate institutions are concentrated in the Civic/Core District, which extends from A Street to Broadway and Union Street to Park Boulevard. Restoration and revitalization of many of the historic buildings are adding new residential, retail and commercial opportunities in the heart of downtown. City Hall is here and the historic Copley Symphony Hall and San Diego Civic Theatre integrate arts and culture in this neighborhood. The trolley runs along C Street, a major east-west artery in this district, and plans are in the works to improve this important travel corridor. In the near term, these plans include safety and landscape improvements; in the future, plans address the entire public realm of the corridor and its function as a link to essential services available at City Hall and the Civic Center.

COLUMBIA

Beginning at its namesake pier at the edge of the Columbia neighborhood, Broadway is downtown's ceremonial main street, with medians featuring lush foliage and lighted banners. This transportation hub is home to the historic Santa Fe Depot, serving the second-busiest Amtrak rail corridor in the country. The surrounding neighborhood is largely composed of commercial development, with residential opportunities dotted throughout.

The waterfront is a major segment of the North Embarcadero Visionary Plan (NEVP), which includes landscaping, activity sites and a pedestrian esplanade that will accentuate the bay views and enhance public access.

CONVENTION CENTER

At the edge of San Diego Bay lies one of the region's greatest economic assets, the San Diego Convention Center. Since it

opened in 1989, the Convention Center has generated \$364 million in sales and hotel room tax revenues, hosted more than 4,000 events and provided more than 12,500 jobs in the county. The 2.6 million-square-foot facility is surrounded by hotels and benefits from its proximity to the Gaslamp, East Village and Marina neighborhoods. Currently a Phase III expansion is being considered for the Convention Center, to construct additional exhibition and meeting space.

Access to the Convention Center neighborhood will be improved when the Park-to-Bay Link is complete. The link includes the Harbor Drive pedestrian bridge and provides access from the waterfront to East Village. A nonindustrial activity area is also likely to develop, in which hotels, green space, the Convention Center and the Park-to-Bay Link meet at the waterfront.

CORTEZ

One of San Diego's oldest residential neighborhoods was named after the famous El Cortez Hotel, which has been restored and converted into condominiums. Views include Balboa Park, San Diego Bay, the Pacific Ocean and the urban scene below. Victorian-style homes populate the area, along with newer condominiums and apartments. The hill's topography separates it from downtown's hustle, yet its closeness makes it a very desirable address for those who want to live on the cusp of an active urban center. The character of this neighborhood is symbolized by the lavender blooms of jacaranda trees that line its main corridor and into its newest linear park, "Tweet Street."

EAST VILLAGE

At 325 acres, this is downtown's largest neighborhood. It will experience the greatest growth in the coming years, including thousands of homes and significant growth

of new office/retail space. Petco Park, home of the San Diego Padres, opened in April 2004. Artist's lofts, studios, galleries and shops are scattered throughout the area; even former warehouses have been transformed into charming residential units with mixed uses, creating a trendy and urban lifestyle close to San Diego Bay. San Diego City College, the New School of Architecture, two high schools and Thomas Jefferson School of Law (under construction) augment this neighborhood's youthful and creative population. The Harbor Drive pedestrian bridge, completing the 100-year vision of linking two of the region's best assets, San Diego Bay and Balboa Park, should be completed this year.

HORTON PLAZA/GASLAMP QUARTER

Named for the historic Horton Plaza Park, downtown's redevelopment began with the opening of the Horton Plaza shopping and entertainment center in 1985. The 15-block area is the center of downtown's commercial activity and includes high-rise office buildings, stores, hotels, theaters and restaurants. San Diego's Walk of Fame features statues of Alonzo Horton, former Mayor and Gov. Pete Wilson, and Horton Plaza developer Ernest Hahn. The historic Balboa Theatre, one of the oldest performing arts venues in San Diego, was completely restored by CCDC and reopened as a live performance and conference venue in 2008.

Revitalization has spilled into the Gaslamp Quarter where Alonzo Horton first encouraged downtown's redevelopment in the 1870s by building a wharf at the foot of Fifth Avenue to facilitate trade with the area's retail stores. The 16.5-block neighborhood is listed on the National Register of Historic Places, and the 94 structures identified as historically or architecturally significant now house more than 100 restaurants and nightclubs, movie theaters, stores, offices,

galleries and lofts. Yearly events, including Mardi Gras, Taste of Gaslamp and Sham-ROCK draw thousands of visitors to experience the vibrant and unique atmosphere.

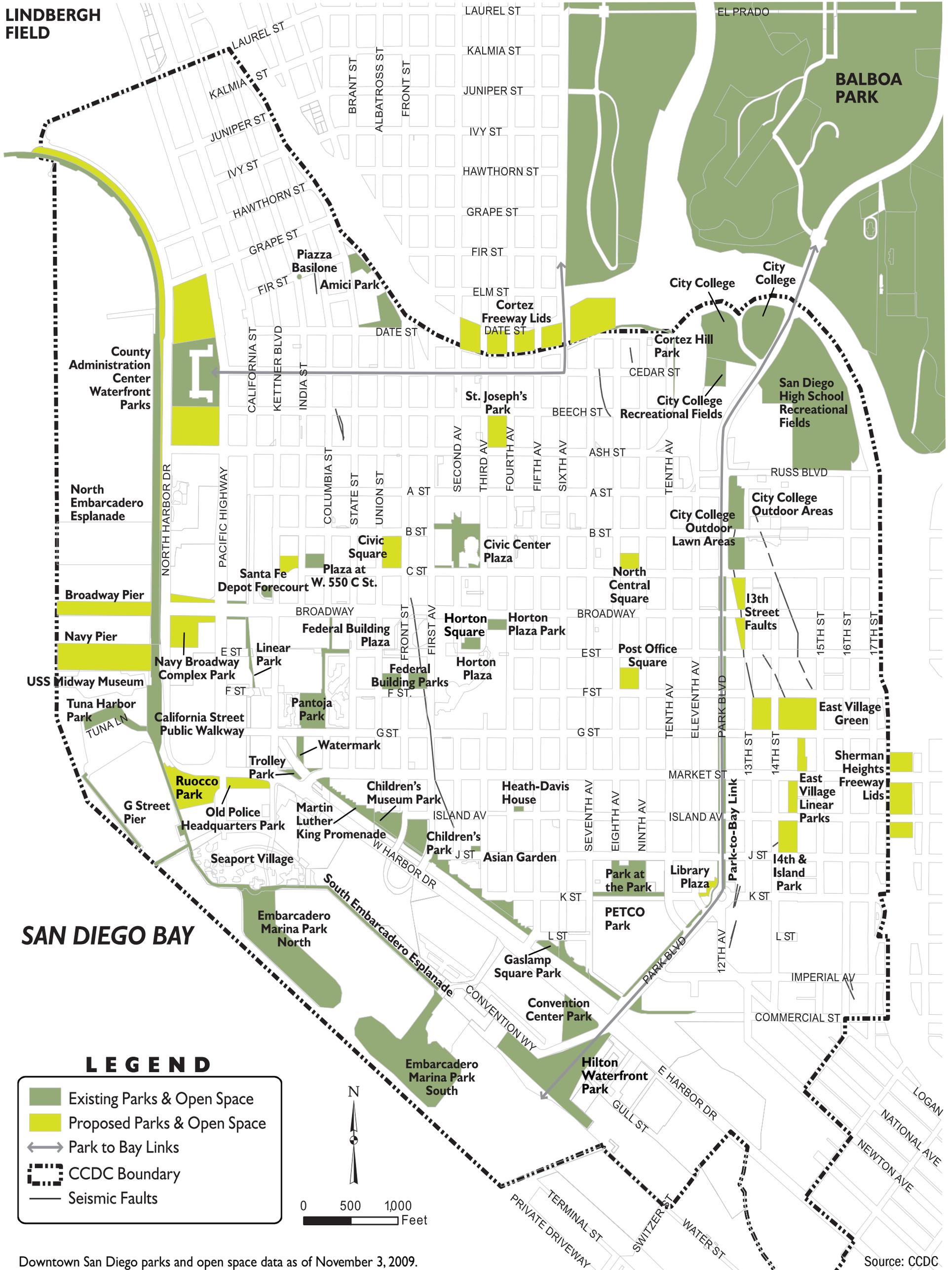
LITTLE ITALY

The sloping landscape at the northern edge of San Diego Bay was once home to a highly successful tuna fishing industry and the many Italian families who derived their living from the coastal waters. The unique streetscape now comprises a lively urban village with single-family homes, condominiums and apartments. The Little Italy sign hangs prominently over India Street, the main commercial corridor, which is alive with restaurants, small cafes, boutiques, galleries, specialty shops and abundant public art. Amici Park, lined with cypress trees and featuring a bocce ball court, adjoins the rebuilt Washington Elementary School, providing a playground for students and open space for the community. The neighborhood also hosts a variety of annual arts and holiday festivals, including ArtWalk and Festa.

MARINA

Formerly composed of warehouses and vacant lots, this neighborhood now offers a variety of home types, styles, sizes and prices. The area stretches between the waterfront, Horton Plaza and downtown's office towers, and its residents enjoy a number of open space and recreation areas, including Pantoja Park, Children's Museum Park, Martin Luther King Jr. Promenade and Seaport Village. Part of downtown's rich cultural history can be found here, including the Chinese Mission Museum within the Asian/Pacific Thematic Historic District, recognizing the contributions of Asian cultures to the city's development. It is also home to the San Diego Children's Museum.

LINDBERGH FIELD



SAN DIEGO BAY

Downtown San Diego parks and open space data as of November 3, 2009.

Source: CCDC

Cox Communications Basks in East Village Energy

BY MARTY GRAHAM

As the San Diego Padres broadcaster for the region, it makes sense that Cox Communications Inc. is the anchor tenant for DiamondView Tower in East Village, where employees enjoy a view of the Petco Park diamond.

"I can see all but right field from my office," says Sam Attisha, vice president of business development and external affairs. "I love working downtown."

The three floors of Cox's offices and studios are home to the cable television channel that broadcasts the Padres as well as Sam the Cooking Guy; the advertising department that sells and produces commercials for local clients including Jerome's Furniture and Valley View Casino; and the executive suite for the company.

Cox opened its doors on Federal Boulevard in 1961, and still runs its operations there. The company's tremendous growth pushed departments out of the main campus and put Cox offices all over the county. The tech support staff, for example, works out of the old Costco building near Interstate 805 and state Route 52, and the company fleet parks there.

The cable channel moved into DiamondView in 2005, and, as Cox outgrew its buildings, the advertising and administrative wing moved downtown in 2007.

Channel 4 covers 140 Padres games each year; broadcasts local high school sports; produces a news magazine show that profiles local leaders and covers regional issues in depth; and hosts the Academy Awards-



style "Salute to Teachers" each year.

And then there's that cooking show.

"Sam the Cooking Guy" may be our most popular show," Attisha says. "If you go anywhere with the guy, people are constantly coming up to say hello."

Attisha arrived at DiamondView three years ago. "I love the vibe downtown," he says. "I grew up here and I remember the area before all the improvements and growth – this is a testament to redevelopment done well."

Attisha likes how close his office is to a wide range of lunch places and services. "I go to Kebab, Lolita's, Spicy Pickle, Tin Fish, Basic Pizza – you can walk out spur of the moment and you can find something interesting," he says. "I find myself walking to meetings with clients and partners, eight or 10 blocks."

Many of his co-workers live downtown and walk to work, Attisha says. "We have an amazing gym in the building so you can come early or stay late and get your work day and workout done," Attisha said. "The convenience where we are has made it great."

Marty Graham is a freelance writer for the Business Journal.



Photo courtesy of Cox Communications

Sam Attisha can see most of Petco Park from his office. It's one perk of working downtown at Cox Communications.

PARKS: OUTDOOR LIVING SPACES IN THE URBAN ENVIRONMENT

BY MARK CARO

The backyard of a single-family residence in suburbia is often considered an extension of the home. In a high-density urban environment, however, among the high-rise condominium and apartment complexes, residents have no private yard to call their own and, frankly, not having a yard to maintain often is one of the reasons people choose to live downtown. Where can downtown dwellers go to escape the built environment and wiggle their toes in a manicured lawn? These folks find respite in local parks and open spaces.

Not merely a collection of outdoor spaces for engaging in recreational opportunities, parks are also outdoor living spaces that help enrich the quality of urban life. As the private backyard is to the suburban home, public open spaces serve as extensions of the urban home — shared by many. Urban dwellers visit parks and engage in activities for the same reasons people in the suburbs retreat to outdoor spaces connected to their homes: to play, exercise, read, enjoy music, socialize, eat and rest.

Parks also can be gathering spaces where communities come together to interact, play a game of chess, or just people-watch. In these public spaces, people can listen to a concert, view and enjoy nature, watch a sporting event, play or engage with other people.

WHAT'S PLANNED?

Re-evaluating — Sometimes it is neces-

sary to rearrange the furniture to "freshen up" the look or help a room function better. In the coming months, the Centre City Development Corporation will be looking into re-evaluating Children's Park and Gaslamp Square Park and rehabilitating Horton Plaza Park to ensure these outdoor living spaces can better serve downtown residents, workers and visitors in the future.

Room Additions — CCDC will be planning to expand local outdoor living spaces through development of a downtown parks master implementation plan. The Downtown Community Plan calls for adding 52 new acres of parks and open space. It also guides the way to create a system that allows every resident to live within a five- to 10-minute walk of a park or open space. The planned open space system highlights linkages between residential areas, parks and neighborhood centers, and enhanced connections between Balboa Park and the waterfront. CCDC is also developing an interim leash-free dog park in East Village to begin to meet the needs of our growing downtown pet population.

Stay informed about park and open space topics and future public outreach opportunities. Subscribe to CCDC's e-mail notification system by visiting www.ccdc.com and signing up today.

An advertorial submitted by the Centre City Development Corporation. Mark Caro is senior planner and landscape architect for the CCDC.

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Artist rendering of the new law school entrance.

Thomas Jefferson School of Law

THOMAS JEFFERSON SCHOOL OF LAW'S NEW DOWNTOWN CAMPUS TAKES SHAPE

BY CHRIS SAUNDERS

Location, location, location.

"Downtown San Diego is a natural location for our law school," says Rudy Hasl, dean of Thomas Jefferson School of Law. "It is close to so many law firms, the courts and regulatory agencies."

TJSL's new campus is now under construction at 11th and Island avenues in the heart of downtown's East Village – Ballpark East. The eight-story building will be ready for move-in in December.

"It's going to be a real landmark – an architectural highlight of the city," Hasl says.

Not only is the law school going to add a unique new profile to the city skyline with its chevron roof, but TJSL promises to be a great new neighbor for the surrounding community. "We want to be good, welcoming neighbors," said the dean.

The welcome mat will definitely be out for the people who live and work in the East Village. There will be a bookstore and café in the lobby that are open to the public. The school will operate a street-level law clinic offering low-cost legal services to small businesses and would-be entrepreneurs.

Relocating from Old Town to Downtown was an easy decision for Hasl and the law school's board of trustees to make. The Old Town facility, in a residential neighborhood, was not originally designed as a law school and there was no room to grow under the conditional use permit from the city of San Diego. "We could not meet the ever-growing demand by quality students for a legal education," according to Hasl.

It all made irresistible the idea of TJSL building its own building, complete with its own underground parking, in a vibrant area of downtown.



Photo courtesy of Thomas Jefferson School of Law
A distinctive, chevron-shaped roof makes the school a landmark.

"The Ballpark East neighborhood is a natural because it's undergoing revitalization and already has academic institutions," says Hasl.

And the law school already feels welcome in its new neighborhood.

"Community forums were quite positive," the dean says. "And we're already getting an enthusiastic response by businesses in the Ballpark East that can expect more than a thousand students, faculty and staff to be in the area on a daily basis."

Hasl adds that working with the Centre City Development Corporation on the development was a highly positive experience. "CCDC was enthusiastic about our decision to relocate to Ballpark East. And the CCDC staff was very helpful in helping us move through the process at a record pace."

GOING FOR THE GOLD

The new law school is "Going for the Gold" – a gold level certification for the

The Thomas Jefferson School of Law Downtown Campus

Value: \$68.25 million

Estimated Completion Date: January

Location: 1155 Island Ave., San Diego, CA 92101

Owner: Thomas Jefferson School of Law

General Contractor: Bovis Lend Lease

Design: Carrier Johnson Architects, S2 Architecture and ID Studios Construction

Manager: Midwest General

Project: Eight-story, 178,000-square-foot, LEED Gold law school facility in Downtown San Diego above a three-level, 90,000-square-foot subterranean parking garage with 177 spaces.

The facility will serve the needs of 1,025 students and 150 faculty and staff with 12 classrooms, two learning centers, one moot courtroom, two recording studios, five conference rooms, an executive boardroom and a 40,000-square-foot library as well as space for a café, bookstore and a law clinic. Notable features of the facility will include expansive view terraces on the fifth and eighth floors with seating and reception space surrounded by extensive landscaping. The luxurious finishes to the building will include top line casework, stonework and high ceilings. The building will operate with a state-of-the-art computer center, wireless access and audio video capabilities throughout. The roof will support a 50-kilowatt solar array with 270 modules.

building under the LEED Program (Leadership in Energy and Environmental Design) of the U.S. Green Building Council. That includes an array of photovoltaic panels on the roof which will deliver solar energy to the SDG&E grid – enough to power 200 private homes.

Once construction was under way, nothing could slow down the project – not even the discoveries of an ancient mammoth and whale during excavation that are among the most significant paleontologi-

cal finds ever in San Diego County.

The project is ahead of schedule and under budget. In construction, those are the magic words everyone wants to hear.

And the law school, which was founded downtown 41 years ago, is about to come back downtown where it belongs – "a natural location for a law school."

An advertorial submitted by the Thomas Jefferson School of Law. Chris Saunders is a communications specialist at the school. For more information, visit www.tjssl.edu.

REDISCOVER DOWNTOWN

BY DEREK DANZIGER

One only need look at the great cities of the world to see that a vibrant downtown can foster economic growth for an entire region, provide wonderful experiences for people and allow culture to bloom. With its decision to create Centre City Development Corporation (CCDC) in 1975, the City of San Diego put into action its commitment to reverse the area's physical, social and economic decline, and create jobs, increase business activity and tax revenues. That commitment helped develop a livable and vibrant downtown community.

Today, more than 75,000 people work downtown and more than 30,000 live here. Thousands more come downtown daily to conduct business, shop, dine, attend cultural, educational and entertainment events, and enjoy the waterfront. The numbers increase with each passing year.

AREA HISTORY

Its prominence adjacent to the harbor and its access to Pacific Rim countries long ago determined that downtown San Diego would become the urban heart of this region. Beginning with the building of a wharf at the foot of Fifth Avenue to accommodate trade and commerce, Alonzo Horton assured that the 960 "barren, sun-burnt desert" acres he purchased in 1867 for 27.5 cents an acre would flourish.

In the early 1900s, developers and business people including John Spreckels, George Marston and Efreim Morris continued to develop a strong sense of downtown San Diego's future. Major events also played a significant role in shaping the area, including two world wars, international expositions and the opening of the Panama Canal.

Soon after mid-century, however, downtown began to experience a decline due to the growth then occurring in suburban areas. By the late 1960s, downtown properties could not generate enough tax revenue to cover such basic city services as police and fire protection. It was evident that deterioration and decay had entered San Diego's urban heart.

ENTER REDEVELOPMENT

In 1972, then-mayor and eventual California Gov. Pete Wilson outlined an aggressive program for revitalizing the physically and economically blighted downtown. His goals included bringing retail and commercial business and residents back to the area and creating a strong job base and regional government hub. California's Community Redevelopment Law provided the major tools.

Wilson and the City Council created CCDC, a public nonprofit corporation, to redevelop 325 acres in four project areas: Horton Plaza, Marina, Columbia and Gaslamp Quarter. CCDC's area of responsibility was expanded in 1992 to include almost all of downtown's 1,450 acres. Since



The Downtown Information Center at Horton Plaza features the San Diego cityscape in miniature. CCDC/Stephen Whalen

its inception, on behalf of the city and redevelopment agency, CCDC has facilitated the public-private partnerships necessary to revitalize downtown. Responsibilities also include strategic planning, urban design, property acquisition and relocation programs, public improvements and public financing for downtown projects.

THE RESULTS

San Diegans and visitors now enjoy the beauty and amenities of this downtown on the bay. After 35 years and an investment of \$1.54 billion in public monies, redevelopment has leveraged \$13 billion in private developments. As a result, annual sales tax, hotel room tax and property tax escalated nearly \$192 million. Today, downtown generates nearly \$60 million in sales and transient occupancy tax (TOT) annually that goes directly to the city's general fund to benefit the entire region. More than 26,000 permanent jobs and nearly 50,570

construction jobs have been created. New and expanded businesses thrive here and neighborhoods have developed their own unique character and charm.

Over the past three decades, major projects including Horton Plaza, the convention center and Petco Park have catalyzed tremendous changes in their respective areas and drawn millions of visitors to downtown. Since 1975, public-private efforts have also led to building 18,205 housing units (3,648 affordable), 7.96 million square feet of office and retail space and 9,308 new hotel rooms. Dramatic rehabilitations of numerous structures occurred throughout downtown, many within the nationally recognized 16½-block Gaslamp Quarter Historic District.

Uniquely urban parks enhance the character of the eight downtown neighborhoods. The Embarcadero Park, waterfront boardwalk, Martin Luther King Jr. Promenade, Children's Park and the

See It For Yourself

CCDC invites you to visit the Downtown Information Center located in Horton Plaza (above CVS pharmacy). A 200-square-foot scale model and video provide great opportunities to learn more about how San Diego redefined its downtown and about programs that continue the forward progress. The facility also hosts free bus tours highlighting the areas of redevelopment and ongoing projects. To reserve a seat for an upcoming tour, please call 619-235-2222. Group tour requests can be accommodated as well.

Gaslamp Quarter Park each offer different vistas and varied experiences. Amici Park in Little Italy provides bocce ball courts and Children's Museum Park and Tweet Street welcome children to play and explore.

Downtown is the place to pursue varied culture and entertainment, with museums and live performance venues throughout the area. Artists live and work here. Galleries can be found in each neighborhood. Movie theaters and jazz clubs draw fans to downtown. Fine dining is available in the Gaslamp Quarter, Little Italy, along the waterfront and in Horton Plaza.

FUTURE PLANS

In 2006, a new Downtown Community Plan was approved. Based on the plan, commercial and residential development is envisioned to accommodate up to 90,000 residents and 165,000 jobs by the year 2030 and downtown is expected to absorb a large percentage of the region's future population growth.

As it absorbs such high density, it is vital that downtown remain livable and accessible. The focus now is on adding the amenities and infrastructure to sustain downtown into the future. Plans call for adding significant parks and open space, street lights, sidewalks and fire stations, development of affordable housing, expansion of educational opportunities and schools, strategically managing parking and confronting social issues such as homelessness.

Downtown has something for everyone. As the San Diego region continues to grow, downtown will be a vital component to regional growth and supporting businesses and residents seeking a strong quality of life.

An advertorial submitted by the Centre City Development Corporation. Derek Danziger is the agency's vice president of marketing and communications. For more information, please visit www.ccdc.com.

C STREET SAFETY ENHANCEMENTS

The 2006 San Diego Downtown Community Plan envisions C Street as a main transportation and business corridor in the area. To accomplish the visions and goals set forth by the plan, Centre City Development Corporation (CCDC) and several partner agencies have been working on a C Street Master Plan.

Last year, CCDC allocated \$283,500 for area safety enhancements and public improvements to advance removal of blight on C Street, support the businesses along the corridor and improve safety in line with the master plan's long-term goals.

Expected to go out to public bid soon, the planned remedies will complement future

plans and include replacing tall, overgrown, mismatched landscapes with drought-tolerant low-lying plants, updating street lights and repairing damaged curbs. These updates will enhance the area by making it easier to police, increasing the viability of businesses' storefronts and improving the walking experience.

C Street is jointly maintained by the Clean and Safe Program (existing and future landscaping) and the city of San Diego (street lights and public right-of-way).

An advertorial submitted by the Centre City Development Corporation. For more information on C Street, visit www.ccdc.com and click on the C Street Master Plan link.

No Dowdy Matron: Old City Hall Is a Well-Established Night Spot

BY MARTY GRAHAM

Established in 1995 on two floors of the late 19th century building that was once San Diego's city hall, Jimmy Love's has its own unique history with the Gaslamp Quarter.

"The downtown area has cleaned up well," says co-owner Kathy DiMatteo. "We've kept our longtime customers and we've gained more as more people come in to live and to visit."

Kathy and her husband Jim DiMatteo established the nightclub on Fifth Avenue near G Street – in the afternoon shadow of Horton Plaza – when downtown was grittier, long before the condominium boom brought 20,000 new residents to the area.

"We wanted to be the classic, well-es-



tablished nightclub with live music and good food every night, the place you can count on to have a wonderful time and make a good impression on friends and family," DiMatteo says. "We wanted to avoid being the newest, trendiest hotspot where people come for a few months and

then move on."

They've succeeded. Their menu is simple and direct, full of great appetizers that have been featured in national foodie magazines, pizzas the right size for sharing, fresh seafood and chophouse specialties.

Even in these tough economic times, Jimmy Love's is doing well.

"Because of the economy, people are looking for value and we benefit from that," DiMatteo says. "We don't charge \$15 for cocktails or have a three-bottle minimum for tables; we make a point of keeping things affordable because people still want to go out and we're here to make sure they have a great night out."

During the week, many of the customers are from out of town, here for conventions.

But on weekends, most are San Diegans – and many are downtown residents.

"The expansion of hotels and condos has brought a lot of new people here and many of them have become loyal customers," DiMatteo says.

But redevelopment – particularly the addition of Petco Park – has been a mixed blessing, DiMatteo says.

"You get a weekend night baseball game that goes into extra innings and we just pull our hair out," she explained. "Our regular customers stay away because traffic and parking are so terrible, they don't want to have to work so hard to go out and have fun."

Marty Graham is a freelance writer for the Business Journal.

REMAKING DOWNTOWN: ONE DEVELOPER'S POINT OF VIEW

Joe Werner, the San Diego-based chief operating officer for Intergulf Development Group, conducted the following interview with a representative of Blue Moon Advertising. Intergulf submitted the transcript for this special section.

QUESTION: What is your business philosophy for building urban developments in San Diego?

JOE WERNER: The future is in densification. The urban sprawl is basically done. Infrastructure has a difficult time to catch up, environmental concerns restrict suburban development, folks don't want to spend three hours a day commuting. North America is now going through a trend that Europe went through a hundred years ago. Live in the area that you work and play in.

Q: How has your experience in building in Southern California over the last 11 years changed from when you built Treo and Alicante in downtown San Diego?

A: In Vancouver (British Columbia), we were used to small units! When we first came to San Diego and designed Treo, we copied the Vancouver model with 650-square-foot, one-bedroom homes. We commissioned a market study; the study showed that a one-bedroom needs to be a minimum of 800 square feet. The researcher argued that no one would buy small units. For 800 square feet I can provide a two-bedroom unit. We actually started to convert a bunch of the small one-bedrooms to larger units. We felt strong that in a rising market, price point was important and we proceeded with the smaller units. To make a long story short, these units were the first to sell. Now the market researcher emphasizes small units!

Q: The team of Lennar and Intergulf has a history of developing properties together. How do you envision this relationship going forward? Or, please tell us about your relationship and how you came together and what the future might be?

A: The relationship was formed when Lennar wanted to enter the urban market but was struggling to make the first project work. Lennar decided to partner with an urban developer to learn the business.



Photo courtesy of Intergulf Development Group

Intergulf Development Group brought urban know-how to its partnership with Lennar, says Joe Werner, Intergulf's local chief operating officer.

High-rise is a very different product and great attention must be given in the building efficiencies to make the project work. Since the initial partnership at La Vita, we joint-ventured three further projects.

Q: What are your guiding principles that you use to lead Intergulf USA?

A: To provide a quality product with reasonable prices and provide excellent customer service.

Q: What is the best business decision you have made (besides hiring Blue Moon)?

A: Best business decision has been to con-

centrate on unique and strong locations and provide a good value.

Q: What is the toughest decision and what opportunities do you wish you had taken advantage of?

A: The toughest decision was to have to lay off some very good staff during this past recession. Opportunities that we missed? Well, before the ballpark was built there was a lot of land available at very reasonable prices. I remember driving through the area looking at sites and thinking: "Nice location, but not in our lifetime." Three years later the prices are fivefold, when land became available.

Q: What was your best and most profitable decision?

A: To concentrate on our business model, focus on good location.

Q: What do you like best about being COO of Intergulf USA?

A: I love the design phase of a project. You make numerous design decisions and then watch the project evolve from paper to an actual building. You then look at it and can say, "That detail is there because I wanted it and it looks great, a good decision." But sometimes you think, "What was I thinking?" or "How did I miss that?"

Q: What has the current real estate marketing situation taught you and how has that changed the way you drive this company?

A: This market has again confirmed that it always comes in cycles. I have seen at least three "boom to bust." One thing you can always count on is change, up or down! In the long term, however, you will always gain with real estate.

Q: Where do you see the future of building in San Diego and how will Intergulf be a part of the future?

A: San Diego will continue to be an attractive place to live and the market will recover. Downtown will continue to develop as will the surrounding area, densification will continue. Intergulf will position itself to be part of this upcoming growth.

Q: What other developments do you have planned in the next 12 to 18 months?

A: We have a great site in La Jolla for which we are currently applying for re-entitlement. We are also exploring options for our Long Beach site. Over the next couple of years we will concentrate on ground-oriented housing.

An advertorial submitted by Intergulf Development Group, currently selling units at Breeza. The Breeza Living Sales Studio is at 1431 Pacific Highway, Suite M-108, San Diego, CA 92101. For more information, visit www.breezaliving.com, or contact Michael Chious at 619-234-8736 or mchious@intergulfusa.com.

METRO MAKEOVERS: FAÇADE IMPROVEMENT PROGRAM OFFERS FRESH, NEW LOOKS

BY MICHELLE MATTER

New signs, paint and other exterior improvements are helping to add aesthetic and economic value to existing buildings, thanks to Focus on Downtown, a façade improvement program. To date, 56 projects have been completed through the program, created in 1995 by the Redevelopment Agency of the City of San Diego and the Centre City Development Corporation.

Focus on Downtown is designed to assist property and business owners with rehabilitating their commercial façades, as part of an overall redevelopment program to improve the quality of life and create a more pedestrian-friendly environment in downtown San Diego.

Repair and renovation of building façades is important to neighborhood businesses and can increase sales by creating a positive visual impact, stimulating private investment and complementing other community revitalization efforts.

Eligible participants can receive a



rehabilitation rebate for one-third of the improvement costs, up to a maximum program limit. In addition, design assistance and architectural services are available to help with plans to ensure that projects will enhance the character of the downtown neighborhoods.

An advertorial submitted by the Centre City Development Corporation. Michelle Matter is a communications and event specialist with the agency. For additional information, please visit www.ccdc.com.



Java Jones

The Java Jones Coffeehouse didn't always have that inviting façade. Yes, that is the same building in the photo at left.

BUILDING ON 21 YEARS OF SUCCESS

San Diego Convention Center Spawns Investment and Jobs

If you stand at the corner of Fifth Avenue and Harbor Drive today, it is hard to imagine a San Diego when warehouses, peep shows and crime dominated the landscape. Start with Navy Field itself, the abandoned acreage at the foot of Fifth Avenue where the San Diego Convention Center now stands. For decades before, the tracks were as close as anyone could get to the bay because the rusting chain-link fences blocked public access.

Since the convention center opened its doors 21 years ago, then expanded in 2001, the landscape, economy and fabric of downtown San Diego have been transformed. The San Diego Marriott Hotel & Marina, originally an InterContinental Hotel, wouldn't have been built without the advent of the San Diego Convention Center on Navy Field. The same is true for the improved Embarcadero from Seaport Village to Embarcadero Marina Park South, site of the Summer Pops concerts. Thousands of pedestrians now stroll along the bayfront each day where they could not go as recently as the late 1980s. Thousands now stroll the Gaslamp Quarter where they didn't dare to go 20, 30 or 40 years ago.

San Diegans today owe a debt of gratitude to our forebears for getting the San Diego Convention Center opened in 1989 and the expansion opened in 2001. The convention center's momentum of spinoff redevelopment has been impressive: Some 7,500 of the 9,308 hotel rooms hosting visitors to Centre City are direct spinoffs of the center, including two Marriott towers, Embassy Suites, the two Manchester Grand Hyatt towers, the Hilton Gaslamp, Hotel Solamar, the Gaslamp Marriott, Hard Rock Hotel and the new 1,200-room Hilton San Diego Bayfront. Even the Omni San Diego Hotel, which owes its existence to the advent of Petco Park, markets itself smartly as the San Diego Convention Center headquarters hotel, while its neighbor, McCormick & Schmick's seafood restaurant, attributes most of its business to convention center

attendees.

That is typical for retailers and restaurateurs throughout the Gaslamp Quarter, Ballpark District and East Village. Thousands of people owe their downtown jobs to the wisdom of the San Diegans who created and expanded the San Diego Convention Center. And the amount of operational activity – day-to-day spending on hotels, restaurants, shopping, recreation and entertainment – keeps downtown humming, reducing the tax burden on residents. Some 40 percent of shoppers at Horton Plaza are from outside San Diego. Without the upscale retail choices, it's fair to say many of the residents who fill downtown's 18,205 new homes would have found more attractive places to live, and many of these condos never would have been built downtown.

The economic impact and jobs created by the convention center are enjoyed beyond downtown. The regional economic impact exceeds \$18.1 billion since the center opened, and even in the downturn, the center stimulates \$1.3 billion a year countywide. More than 12,500 full-time jobs are supported by San Diego Convention Center activity throughout the county, not just in hospitality, but in transportation, manufacturing, construction, telecommunications and other sectors.

Since the center opened, convention attendees have paid \$364 million in taxes to the city alone. Those are taxes San Diegans did not have to pay for police, fire protection, road repair, park maintenance and library staff.

While the center was designed with out-of-town visitors in mind, for more than 20 years it also has been San Diegans' favorite place to gather for garden shows, graduations, corporate meetings, weddings, and of course, Comic-Con.

You can go to conventioncentertaskforce.org for details on why an expansion makes sense. In the meantime, know that the future will be built on a 21-year record of success.

DOWNTOWN PARKING

BY DEREK DANZIGER

Most urban environments face challenges that naturally come as a result of the movement of people who live, work or visit in the downtown area. Highly urbanized cities, including San Francisco and New York City, have focused on solutions such as a significant public transit system to deal with increased downtown traffic. Southern California, however, has a car commuter culture, and attempts to solve increased traffic must also address parking issues. With a downtown of more than 30,000 residents and 75,000 workers, San Diego is one among many urban centers that must also find ways to accommodate an increasing population. Centre City Development Corporation (CCDC) and its downtown partners continue working to address these challenges by implementing a Comprehensive Parking Plan to make being downtown as pleasant and as convenient as possible for its visitors, employees and residents. It's a plan that has long and short-term goals that deal with both new supply and effective management of existing spaces. Today, there are more than 60,000 parking spaces throughout downtown, located in a mixture of structure and surface lots, public and private and on-street parking.

PARKING METERS

Downtown's on-street meter parking system currently utilizes innovative technologies. Re-timed meters with green tops vary the rate and time for selected meters in certain areas of downtown – with rates ranging from 50 cents to \$1.25 an hour and parking times from four to nine hours. Rates and time allowed are posted on blue signs near some meters as well as on the meters themselves. Parkers can pay at these new-technology meters with coins, bills or rechargeable meter debit cards. Rechargeable parking meter debit cards are also available for purchase in \$10 and \$45 amounts at numerous locations and can be used at any parking meter in the city.

PARKING STRUCTURES

In recent years, CCDC has constructed and opened new multistory public garages that were outlined in its 1997 Compre-

hensive Parking Plan. The public garages, Park-It-On-Market (Sixth Avenue and Market) and the Sixth & K Parkade, serve the business core, Gaslamp Quarter and East Village – providing parking for patrons and employees with rates as low as \$1 per hour between 6 a.m. and 6 p.m. Additional private structures have been built recently near Petco Park, in the Columbia neighborhood and by the port on the waterfront near the new Hilton hotel.

In addition to constructing new spaces, some of CCDC's goals include: Reducing the necessity of utilizing single-occupancy vehicles; implementing new parking programs to optimize the utilization of on-street parking; effectively using every downtown parking space 24 hours a day via a shared-parking approach; improving the signage of current parking available; and encouraging transit use and improvements and car-sharing programs to reduce the need for additional parking spaces.

CCDC also plans to incorporate additional bike racks and pursue development of a comprehensive bike program throughout downtown to help ensure that all residents, employees and visitors will be able to enjoy everything downtown has to offer.

CCDC recently updated its Downtown Comprehensive Parking Plan, which focuses on parking solutions to accommodate the expected population of an additional 60,000 residents over the next 20 years and the growing business environment in downtown San Diego. Given the promise of downtown San Diego's future, CCDC's focus has to be one that balances the creation and management of parking resources, while working collaboratively with public agency partners like the San Diego Association of Governments (Sandag) and Metropolitan Transit System (MTS) to improve public transit and encourage more pedestrian activity.

An advertorial submitted by the Centre City Development Corporation. Derek Danziger is the agency's vice president for marketing and communications. Visit www.ccdc.com and click on the Downtown Parking Program link to read the Downtown Comprehensive Parking Plan.

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Photo courtesy of California Western School of Law

Whether they are faculty, staff, students or alumni, the people affiliated with the California Western School of Law welcome pro bono work.

CALIFORNIA WESTERN STUDENTS, FACULTY SHARE A PASSION FOR GIVING BACK

At California Western School of Law, pro bono work is more than just a requirement of the legal profession. Members of the California Western community – faculty, staff, students and alumni – share a passion for giving back, which reflects the school's view of the law as a helping, collaborative profession.

This passion for giving back was recognized nationally this year when the law school was named to the President's Higher Education Community Service Honor Roll with Distinction, one of only 16 California schools named to the list and the only independent law school in the nation so honored. The award is one of the federal government's highest community service honors for institutions of higher education and recognizes the tens of thousands of hours in pro bono, volunteer and academic service learning hours

given in 2009 by members of the California Western community.

Each year, California Western students give thousands of hours of pro bono service to more than 30 groups and agencies across San Diego, including Affordable Housing Advocates, Center for Community Solutions, San Diego Coastkeeper, Voices for Children and many others. Last year, 111 students volunteered more than 11,750 hours with public interest organizations.

The pro bono program was established in 1991 by the faculty and administration of California Western in cooperation with the San Diego Volunteer Lawyer Program. The program provides law students the opportunity to gain valuable legal experience while simultaneously helping to address the unmet legal needs of disadvantaged or underrepresented individuals and the nonprofit organizations that serve those individuals.

These values are reflected in many of the law school's centers and programs, including the California Innocence Project, Community Law Project, Center for Creative Problem Solving, Street Law San Diego and Advanced Mediation Project, all of which provide students the opportunity to apply classroom learning to real-life situations while providing a tangible benefit to the community. These opportunities help prepare them to be compassionate and ethical advocates for their clients.

California Western faculty members find many ways to give back to the profession and the community through their pro bono and volunteer work. Assistant professor Ken Klein, a victim of the 2003 San Diego wildfires, translated his experience into action, counseling victims of the 2007 wildfires and earning the State Bar of California's Pro Bono Service Award.

Many faculty members serve on boards and as leaders of community and legal groups including the San Diego Volunteer Lawyer Program, National Legal Aid & Defender Association and the American branch of the International Law Association.

Student groups on campus promote a public service mission as well, engaging in projects such as beach cleanups, food drives, tutoring local high school students and fundraising for local causes.

"Devoting time to the community is an all-win situation," says Student Bar Association President Michael Manley. "It is a great way to improve our community and it helps us develop leadership, organization and fundraising skills that will be valuable in our careers."

An advertorial submitted by the California Western School of Law. For more information, visit www.cwsl.edu.

GETTING AROUND DOWNTOWN

BY ANDREW DAVIS

Whether it's finding a parking lot, a popular restaurant or business downtown, residents, workers and tourists alike appreciate an easy-to-understand directional system. The Centre City Development Corporation, working in collaboration with stakeholders, is in the process of formulating a long-term

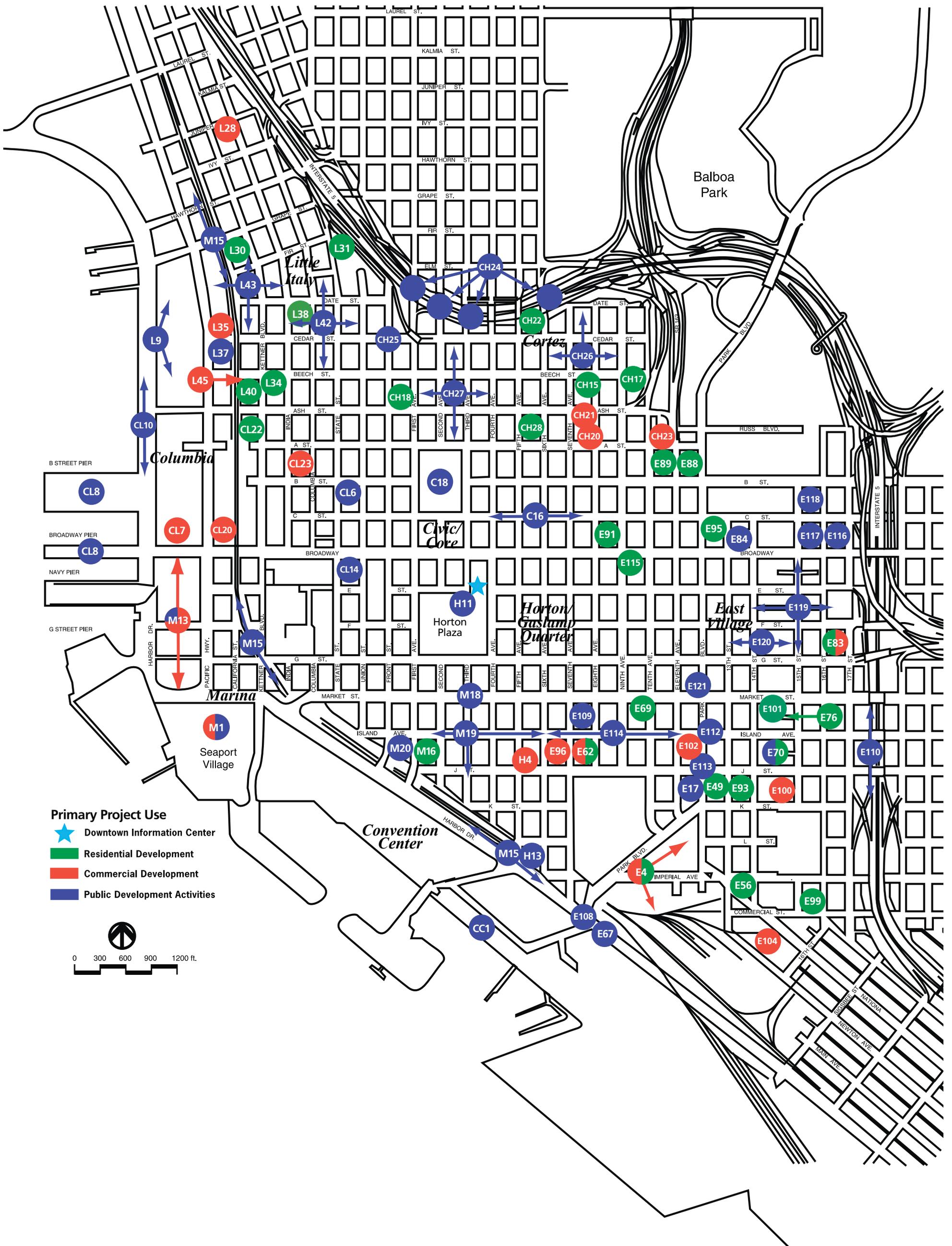
wayfinding system for today and into the future.

Experts will take into account nationwide best practices, feedback from public open houses and input from numerous stakeholder discussions to explore a number of options to revitalize and modernize current wayfinding signage. The goal is to provide a user-friendly ex-

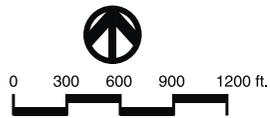
perience that includes walking, cycling, efficient use of vehicular transport and parking throughout downtown. Emphasis will be placed on directing residents, workers and visitors to waterfront parks and marinas, and such popular destinations as the Gaslamp Quarter, Little Italy, Petco Park, Horton Plaza and Balboa Park.

Stay informed and get involved in an upcoming wayfinding open house by contacting CCDC Senior Planner Sachin Kalbag at 619-533-7170.

An advertorial submitted by the Centre City Development Corporation. Andrew Davis is a marketing intern with the agency. For more information, call the number above or visit www.ccdc.com.



- Primary Project Use**
- ★ Downtown Information Center
 - Residential Development
 - Commercial Development
 - Public Development Activities



2010 CENTRE CITY DEVELOPMENT PROJECTS

CIVIC/CORE

- C16 C Street safety enhancements public improvements/master plan
C18 Civic Center complex

CONVENTION CENTER

- CC1 Convention Center expansion, phase 3

COLUMBIA

- CL20 880 West Broadway
CL23 Columbia Tower
CL8 Cruise Ship terminals
CL22 Kettner and Ash
CL7 Lane Field
CL10 North Embarcadero Visionary Plan (NEVP)
CL6 San Diego Central Courthouse
— Superior Court of California
CL14 U.S. Federal Courthouse

CORTEZ HILL

- CH23 10th and A Hotel
CH21 719 Ash
CH15 777 Beech
CH22 Cedar Gateway
CH18 Citiplace
CH26 Cortez District streetlights,

- phase 1
CH27 Cortez District streetlights, phase 2
CH17 Cortez Hill Family Center
CH25 Front and Cedar streets traffic signal and pop-outs
CH28 Grand Pacific Tower
CH20 Hotel on 8th
CH24 Interstate 5 bridge streetlights

EAST VILLAGE

- E88 11th and B
E95 13th, Park and C
E70 14th and Island Park
E93 14th and K
E99 15th and Commercial
E70 15th and Island
E83 16th and G Leeding Edge
E101 Bahia View Condominiums
E76 Ballpark Skylofts
E4 Ballpark Village
E62 Cosmopolitan Square
E84 East Village fire station
E120 East Village green
E119 East Village public improvements
E67 Harbor Drive pedestrian bridge
E110 Interstate 5 bridge streetlights
E121 Interim leash-free dog park
E114 Island pop-outs, phase 2 and sidewalk gap project

- E49 Library Tower
E17 Main Library
E104 Metro Center
E91 Monaco
E115 Ninth and Broadway
E108 Park Boulevard and Harbor Drive at-grade crossing improvements
E112 Park Boulevard and Island Avenue traffic signal
E113 Park Boulevard and J Street traffic signal
E118 San Diego City College Business Technology and Arts/Humanities Quad
E116 San Diego City College Career Technology Center
E117 San Diego City College general purpose classroom building
E109 Seventh and Market site remediation
E69 Strata
E89 1050 B Street
E96 The Nolen
E102 Thomas Jefferson School of Law
E56 Triangle
E100 Village Hotel

HORTON/GASLAMP

- H13 Gaslamp Square Park
H11 Lyceum Theatre lobby and restroom renovation

- H4 Marriott Renaissance Hotel

LITTLE ITALY

- L31 1909 State St.
L40 Ariel Suites
L37 Bayside Fire Station
L9 County waterfront park
L34 India and Beech
L42 Little Italy streetlights
L43 Little Italy public improvements, phase 1
L35 Monarch School
L30 Pier
L38 Riva Trigoso
L45 San Diego National Bank parking structure
L28 Simply Self Storage Little Italy

MARINA

- M19 Asian Pacific Thematic Historic District improvements
M20 Children's Park
M16 First and Island
M18 Market Street and Third Avenue traffic signal
M13 Navy Broadway Complex
M1 Old Police Headquarters and Park Project
M15 San Diego Quiet Zone

Visit www.ccdc.com for updates to this map and project information throughout the year.

DOWNTOWN IS IDEAL FOR BUSINESS

BY SHIRLEY HORTON

Perfectly positioned in the heart of a burgeoning region, downtown San Diego is the ideal business address. Whether you're looking to relocate a large corporation or start a small business, downtown San Diego offers the business environment, support and lifestyle benefits that companies are looking for in today's marketplace. There are approximately 7,000 businesses and more than 75,000 people currently working in downtown San Diego, and those numbers continue to climb with the growth of the center city.

Downtown San Diego offers the infrastructure, flexibility and affordability of office space that startups and major corporations need to be competitive. Companies searching for office space in downtown will find everything from funky loft space to exquisite Class A high-rise office towers with commanding bay and ocean views. Business leaders quickly discover that Class A and B office space in downtown San Diego is much more affordable than counterparts in other major California cities.

Downtown San Diego businesses can also take advantage of several tax credits through the San Diego Regional Enterprise Zone. The vast majority of downtown is included in the recently expanded enterprise zone, thanks to the hard work of Mayor Jerry Sanders, Councilman Kevin Faulconer and the Downtown San Diego Partnership. Owning, operating or relocating your business into an enterprise zone poses major benefits and enormous tax savings to business owners. Benefits include sales or use tax credits, hiring credits, accelerated depreciation deduc-

tions and net interest deductions. Each new hire could be worth up to \$37,000 in credits over a five-year period.

Downtown San Diego is conveniently located at the heart of the city's transportation system. Three major freeways converge on downtown and the core is served by all modes of public transit including the Coaster, buses, trains and the trolley. In addition, with the international airport located just minutes from downtown, business travel is a breeze.

The center city is undergoing an incredible renaissance. More than 80 redevelopment projects for residential, commercial, retail and entertainment are under way or in the pipeline. There are more than 30,000 residents living throughout downtown's eight unique neighborhoods, and more projects are in the pipeline to accommodate the estimated 90,000 residents by 2030. In addition, downtown has more than 1.3 million square feet of commercial space planned or under construction, to plan for the estimated 165,000 workers that will occupy downtown office space in that time frame.

Downtown San Diego is a regional asset that continues to experience the revitalization that began with Horton Plaza. The Downtown San Diego Partnership will continue to work in conjunction with elected officials, the Centre City Development Corporation, business leaders and community partners in maximizing downtown's potential.

An advertorial submitted by the Downtown San Diego Partnership. Shirley Horton is president of the Downtown San Diego Partnership. For more information, visit www.downtownsandiego.org.

DOWNTOWN'S CLEAN & SAFE PROGRAM

BY JOHN HANLEY

Over the last decade, downtown San Diego ushered in an explosion of growth and the Downtown San Diego Partnership's Clean & Safe Program has adapted right along with every brick laid and sidewalk poured. Clean & Safe is the downtown Property Business Improvement District (PBID), funded by assessments on downtown property owners to provide additional services beyond what is offered by the city. Clean & Safe covers a geographical area of 272 blocks, including the Core, Columbia, Cortez, East Village, Gaslamp Quarter and Marina neighborhoods.

The Clean & Safe team of maintenance and safety ambassadors is deployed downtown 24 hours a day, 7 days a week performing maintenance activities in the public right-of-way. The team performs duties such as sidewalk sweeping and power washing, trash removal from more than 300 downtown trash receptacles, sticker and graffiti abatement and tree maintenance for more than 4,000 public trees. Safety ambassadors provide three basic services: Complementing the San Diego Police Department by acting as an extra set of eyes and ears in the community to observe and report illegal activities and nuisance crimes; providing directions and information to visitors; and working with the homeless community to provide information about social services and where they can be accessed.

Most people visiting downtown, perhaps to see a Padres game at Petco Park or to have dinner in the Gaslamp Quarter, do not see the maintenance required to clean the sidewalks they walk on to reach their

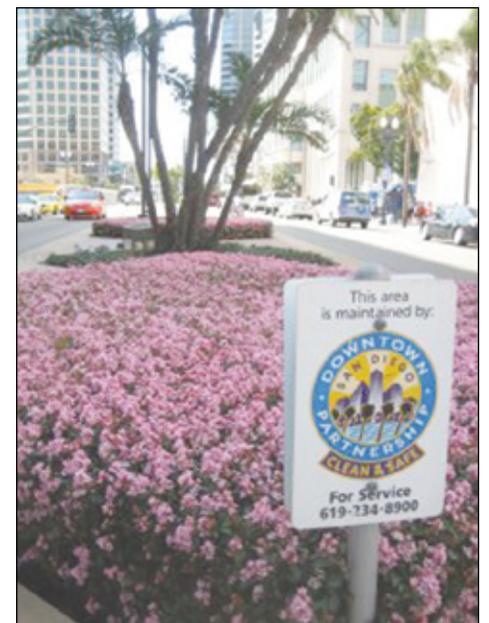


Photo courtesy of Clean & Safe Program
The Clean & Safe Program keeps downtown streets in the pink with colorful blooms.

destinations. This is where the Clean & Safe maintenance and safety statistics tell the tale: Last year, Clean & Safe removed 739 tons of downtown garbage, of which 74 tons were recycled. More than 18,000 sidewalks were power washed to remove stubborn stains. Some 1,300 public trees were trimmed to ensure healthy growth. Finally, more than 10,000 people were provided personal assistance locating a specific destination.

An advertorial submitted by the Downtown Clean & Safe Program. John Hanley is executive director of Clean & Safe. To find out more about this program, please visit www.sdcleanandsafe.org.

Downtown San Diego

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- Cultural and entertainment center of San Diego

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