

# Downtown Today

San Diego, California

A Centre City Development Corporation Publication



## BUILDING A GREEN DOWNTOWN

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Each of CCDC's seven board members is appointed by the Mayor and City Council to serve a three-year term.

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## FROM THE MAYOR

IN 2008, DOWNTOWN SAN DIEGO IS CONTINUING ITS EXCITING TRANSFORMATION.

There's a real sense of people connecting with each other, their surroundings and with a new lifestyle. More people are walking—whether it's to work, to run errands, go to the theatre or to grab a bite to eat. Families, children and pet owners are enjoying grassy parks and open-air plazas. New retail shops, cafés, open spaces, residential and office buildings punctuate the landscape and give downtown's eight neighborhoods distinct character and vibrancy. With more than 30,000 people living in downtown and another 60,000 expected in future years, downtown is truly a special place that will only get better. It's thrilling to be part of this urban environment and I hope you will join me in discovering downtown.

– Mayor Jerry Sanders



## FROM THE CHAIR

SINCE CCDC'S FOUNDING BY THE CITY OF SAN DIEGO IN 1975, THE CORPORATION HAS BEEN DEDICATED TO THE SUCCESSFUL REVITALIZATION OF DOWNTOWN SAN DIEGO.

Throughout those 33 years, CCDC has been aggressively involved in bringing back commerce, residents, workers and visitors to a once-blighted area and creating a new thriving community. CCDC has been considered a national role model for successful urban redevelopment efforts and noted specifically for its involvement in major projects such as PETCO Park, Horton Plaza and planning for the Convention Center, all which have served as important catalysts for downtown's transformation.

Without question our utmost priority is to serve the public on behalf of the City and to create a thriving, diverse, safe and cohesive urban environment, rivaling the most successful around the world. Although this has been a challenging year, we take our role very seriously and are taking significant action to demonstrate our steadfast commitment to the integrity of CCDC and its processes.

CCDC's staff and board members have continued their hard work to achieve the organization's goals. During the past year, many major downtown public improvement projects have been approved, broken ground,

*Continued on page 12*



Cover: Ed Andrews

**On the cover:** The New Children's Museum is located downtown at 200 West Island Avenue.

Opened in May, The New Children's Museum is a dynamic new museum model that celebrates children and the visual arts. Programs empower children to think, play and create in a LEED-certified building. The museum's new environmentally sustainable home is a state-of-the-art facility in downtown's Marina neighborhood.

Learn more about the museum, its new accompanying park and the green building transition in San Diego in this issue of Downtown Today.



# IMPROVING CIVIC SPACE

## Designing Parks and Open Space

PARKS ARE SPRINGING UP THROUGH DOWNTOWN'S NEIGHBORHOODS.

TWO PARKS RECENTLY OPENED IN SAN DIEGO.

*Artist-designed birdhouses line walkways of Cortez Hill Park*

**Cortez Hill Park** featuring **Tweet Street**, a linear park located in the Cortez Hill neighborhood, has reclaimed excess freeway right-of-way along Date Street and Tenth Avenue and transformed it into a park and trail system. The \$1.9 million park includes 75 new trees, and uniquely designed birdhouse sculptures are incorporated throughout the park to delight visitors and serve downtown's avian population.

**Children's Museum Park** in Marina is a triangular, one-acre site along Martin Luther King Jr. Promenade which emphasizes "art for play." It features a reading circle and shade trellises, landscaping that includes an extensive lawn for activities, succulent plants and 88 new trees and palms. The \$2.6 million park is open to the public as well as occasional special use by The New Children's Museum, which maintains the park and the play equipment on-site.

The park was designed with sustainability in mind and includes many green components.

*Continued on page 4*



*Downtown...  
it's not only  
for the birds*





Views of Children's Museum Park

The playground and park will gain natural cooling from the surroundings—as the trees mature, they will provide shade and help circulate the cool breeze coming from the bay, and canopies are made of light-colored cloth to avoid any high heat absorption. Environmental factors that have proved advantageous to green efforts are evident in other downtown projects as well.

Improving Civic Space *continued from previous page*

## FOCUS ON PARKS & RECREATION NEEDS

The 2006 Downtown Community Plan calls for adding more than 50 acres of new open space to the existing 75 acres. The plan includes several new major public open spaces, which are intended to serve as nuclei of the various neighborhoods and to put every downtown resident within a five- to ten-minute walk of public open space.

Over the summer, CCDC hosted a focus group at The New Children's Museum to encourage children to share their thoughts about open spaces, parks and recreation downtown, and what they would like to see in the future.

The youthful participants expressed their visions in drawings and presentations of their "dream parks," exemplified at right. Many included fountains, play equipment and sports areas.

This focus group is part of an Open Space, Parks and Recreational Opportunities Needs Assessment being conducted by CCDC to assist in effectively planning the development of future downtown parks.

For more information about this initiative and ongoing plans for downtown parks, visit [www.ccdc.com](http://www.ccdc.com). ■



### Calling All Kids in Downtown San Diego

Kids' Workshop for Open Space, Parks & Recreation





# CITY OPERATIONS/ FISCAL RESPONSIBILITY

## Exploring the Possibilities

IN AN EFFORT TO SAVE TAXPAYER DOLLARS, REDUCE THE CITY OF SAN DIEGO'S DOWNTOWN OPERATING COSTS AND IMPROVE EFFICIENCY, CCDC, ON THE CITY'S BEHALF, IS EXPLORING A VARIETY OF ALTERNATIVES, INCLUDING THE POSSIBLE REDEVELOPMENT OF DOWNTOWN'S CIVIC CENTER COMPLEX, WHICH INCLUDES CITY HALL.

A financial analysis of eight different scenarios, including the possible renovation of existing Civic Center facilities, continuing the leased office space or developing a new City Hall, has been conducted to determine the City's options for its downtown employee workspace. An initial study, performed by the global real estate consulting firm Jones Lang LaSalle has determined that developing a new City Hall may result in the lowest-cost alternative. This analysis is undergoing an independent review by an outside firm to assess both accuracy of the study and projected costs.

### Why Now?

San Diego's Civic Center Complex provides workspace for 1,000 of the City's 3,000 downtown employees, and the City currently spends \$13 million annually to lease private office space for the other 2,000 workers. These leases expire soon (2013 and 2014) and are substantially below current market rates. In addition, the Civic Center Complex, including City Hall, is in need of an estimated \$125 million in renovations, including seismic retrofitting and removal of hazardous materials such as asbestos.

### Evaluating the Options

One of the options under consideration is a possible public/private partnership to redevelop the Civic Center site, much like Horton Plaza and PETCO Park,

*Continued on page 6*



creating more efficient and environmentally friendly City administration facilities and a new opportunity for high-density, urban mixed-use development on the remainder of the site.

#### Current Status

In December 2007, an independent multidisciplinary committee selected the two best-qualified developers, Gerding Edlen and Hines, from among eight competing firms, for the opportunity to redevelop the Civic Center Complex. The proposals submitted by the two finalist developers were evaluated by Jones Lang LaSalle for their financial viability and potential cost savings. The most competitive cost savings were proposed by Gerding Edlen. The Hines team withdrew, allowing the most competitive proposal to move forward.

Based on an initial analysis, Gerding Edlen's redevelopment proposal was found to be less expensive for the City in the short-term (next 15 years) and long-term (next 50 years) than each of the other alternatives studied. The savings are achieved by a more efficient facility design and consolidation of City departments, as recommended in Gensler Architects' facility needs assessment report, which can be found at [www.ccdc.com](http://www.ccdc.com) in the Civic Center section.

#### Next Steps

An additional third-party peer review financial analysis is being conducted to evaluate the initial analysis conducted by Jones Lang LaSalle. To learn more about next steps for the project and details about the financial analysis of each option, visit [www.ccdc.com](http://www.ccdc.com) and click on Civic Center Complex. Questions? E-mail [civiccenter@ccdc.com](mailto:civiccenter@ccdc.com). ■



**NOW OPEN!**

## Downtown Information Center

**The Downtown Information Center is located in Horton Plaza upstairs above Longs Drugs**

CCDC's engaging new space offers a variety of information focused on downtown's redevelopment. Learn about residential, business and development opportunities. Get the latest updates and see the only full-scale model of downtown projects. Open 9 a.m. to 5 p.m., Monday through Saturday.

Learn about downtown's history, educate others and help lay the groundwork for a great future by volunteering. Volunteer opportunities are available at the Downtown Information Center.

**Call 619-235-2222 to learn more.**  
193 Horton Plaza | San Diego, CA 92101

### **Tour the revitalization—completed, underway & planned**

CCDC's free bus tours offer close-up views of the diverse and distinctive neighborhoods. All tours begin at the Downtown Information Center. Call 619-235-2222 to make a reservation.



# NEWS YOU CAN USE

## ■ Join CCDC for Coffee

The “Coffee with CCDC” series continues in 2008. These bimonthly informal get-togethers are hosted by key members of CCDC staff. These events draw residents, active community members and others interested in discussing downtown redevelopment in an open forum setting, with the people who work on these projects daily. Discussions cover downtown redevelopment efforts, upcoming projects including future parks, waterfront revitalization, furthering educational opportunities and facilities, and more.

## Save the Date

Next Coffee with CCDC  
Friday, December 5  
8 a.m.  
CCDC Offices  
401 B Street  
Suite 400

For additional information,  
e-mail [events@ccdc.com](mailto:events@ccdc.com).  
No RSVP required.



## ■ A CHANGE OF SCENERY

### *CCDC and DIC Move to New Locations*

Both CCDC and the Downtown Information Center (DIC) moved into new locations this summer. CCDC’s corporate offices are now on the fourth floor of the Wells Fargo building at 401 B Street, between Fourth Avenue and B Street.

The new location includes a fully equipped board room large enough to host board and public meetings. The Board will no longer meet in the City Council Chambers.

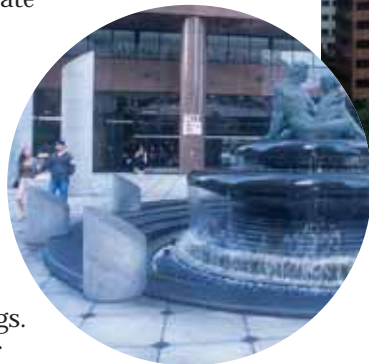
The DIC has relocated to Horton Plaza in a space above Longs Drugs and the Lyceum Theatre. As CCDC’s public outreach center, both DIC staff and volunteers address and answer redevelopment inquiries from residents, visitors, potential downtown developers, or prospective business owners while sharing information about downtown’s transformation into a true urban hub. The new DIC has an updated look and function. There is a larger enclosed meeting room for community meetings and public workshops.

The newly revitalized DIC provides up-to-date information about downtown’s unique neighborhoods and more. Staffed daily

by volunteer ambassadors, the DIC disseminates a variety of information including the Downtown Today 2008 Projects Guide and the Living Guide that include all completed and available types of living accommodations, and the latest informational

brochures. The 200-square-foot scale massing model of downtown offers a bird’s-eye view of the revitalization that has occurred, and showcases the latest building projects.

Other unique features are the walking tours and redevelopment bus tours of downtown which depart from the Center. The DIC is focused on all that downtown has to offer, especially its redevelopment projects, as the city continues on a path to smart growth and evolves into a beautiful metropolitan environment. The Center is open Monday through Saturday from 9 a.m. to 5 p.m. ■



Office tower at 401 B Street, CCDC’s new home



See all of downtown San Diego, including upcoming projects, on the model in the DIC.



# CCDC AWARDS

## BALBOA RESTORATION A HIT

*Theatre Restoration Recognized With Multiple Awards*

The Balboa Theatre, rehabilitated by CCDC on behalf of the City, has been honored with several awards for the historical restoration. The vaudeville-era 1,300-seat live performance theater in the heart of downtown San Diego received the following



*Views of the Balboa Theatre during its restoration.*

awards in May (National Preservation Month): 2008 People in Preservation, "A Star is Reborn" Award on behalf of Save Our Heritage Organization (SOHO) and a Historic Preservation Award for Architectural Restoration from the City of San Diego Historic Resources Board. In June, the Balboa won an American Institute of Architects California Council Merit Award for Architecture. In September, the Balboa was awarded a Building Design + Construction of 2008 Reconstruction and Renovation Platinum Award and was deemed Project of the Year by the American Public Works Association. In addition, a Preservation Design Award from the California Preser-

vation Foundation was presented at a ceremony in October. The Balboa Theatre project has been recognized for great attention to detail in artwork restoration, the color scheme, the 600-light vertical marquee sign and more.

After numerous unsuccessful efforts over a period of 18 years to renovate and reopen the Balboa Theatre, the \$26.5 million restoration was completed in January 2008 under CCDC's direction. The restoration was completed in collaboration with the award-winning architectural firm of Westlake Reed Leskosky of Phoenix, Arizona and the local associate architect Heritage Architecture & Planning. Throughout the process, crucial attention was given to preserving the theater and restoring it to its original state. Experts carefully peeled away decades of dirt, paint, plaster and other materials covering original colors; experts used digital technology to visualize and recreate original murals and artwork.

The Balboa Theatre is one of downtown's exciting redevelopment endeavors. The Balboa, along with other efforts to bring culture and theatrical venues to downtown, is energizing this grand transformation. ■



*Balboa Theatre shining in all its glory*

## California Redevelopment Association (CRA) Honors

*At the CRA Annual Conference and Expo held March 26 to 28 at the Disneyland Hotel and Conference Center, members of CCDC and City Redevelopment Agency staff accepted two major awards.*

### CRA Award of Excellence for Community Revitalization

On behalf of the Redevelopment Agency, CCDC received a 2008 Award of Excellence in the Community Revitalization category for San Diego's Ballpark and Neighborhood Revitalization Project. Prior to redevelopment, downtown's East Village was one of San Diego's most blighted areas. The current PETCO Park site was contaminated due to nearly 100 years of industrial uses. The result of the partnership among the San Diego Padres, JMI Realty Inc. and others, today the area is a model of "smart growth" highlighted by the 42,000-seat ballpark, a neighborhood park, hotels, market-rate and affordable homes, commercial space and public parking. The entire character of the community has changed for the better. The public/private partnership that initiated or served as a catalyst for this important neighborhood revitalization is a model of how to effectively manage large-scale redevelopment efforts.

### CRA Award of Excellence for Education, Marketing and Promotions

CCDC also received a 2008 CRA Award of Excellence in the Education, Marketing and Promotions category for the "Live Downtown; Be Urban. Be Bold. Be a Part of It" campaign. In 2005, when the housing market began to cool, CCDC partnered with the Downtown Residential Marketing Alliance (DRMA) to gather community input and identify how to celebrate downtown's important lifestyle amenities with a new promotion program. Over a 12-month period the multimedia campaign generated nearly 225,000 views and millions of people viewed online banners and other promotional materials. CRA recognized this successful campaign as an example of how marketing and promotion help build better communities.



# HARBOR DRIVE PEDESTRIAN BRIDGE

## Breaking New Ground

WITH THE AWARD OF A \$6 MILLION GRANT FROM THE CALIFORNIA TRANSPORTATION COMMISSION (CTC), CONSTRUCTION HAS BEGUN ON ONE OF THE LONGEST PEDESTRIAN SUSPENSION BRIDGES IN THE NATION.

Fulfilling a California Public Utilities Commission requirement, the Harbor Drive Pedestrian Bridge is being built across Harbor Drive at Park Boulevard. When complete, the stylized bridge will appear to sail into San Diego's skyline as it unites downtown's urban core. Designed to be one of the longest self-anchored pedestrian suspension bridges in the nation, the iconic structure will:

- Realize the 100-year vision to link two important regional assets, Balboa Park and San Diego Bay
- Reopen Harbor Drive at Park Boulevard
- Provide a safe pedestrian crossing over Harbor Drive and existing train and trolley tracks
- Add public open space.

The \$26.8 million construction project is a collaboration of federal, regional, state and local agencies, including Centre City Development Corporation working on behalf of the City of San Diego and its Redevelopment Agency, California Department of Transportation, CTC, SANDAG, JMI Realty, the Unified Port of San Diego and the Federal Highway Administration.

Bridge construction is anticipated to be complete in winter 2009. More information about this project, the project team and construction progress is available at [www.ccdc.com](http://www.ccdc.com). ■

*One of the world's most unique pedestrian overpasses will span above Harbor Drive.*





# GROWING GREEN:

## CCDC Helps Ensure Sustainability in Downtown Redevelopment

TODAY, WITH A FOCUS ON RESOURCE CONSERVATION AND GREENHOUSE GAS REDUCTION, EVERYONE IS STRIVING TO MAKE LIFE A BIT GREENER BY RECYCLING AT HOME, CARPOOLING, CLIMBING ABOARD BUSES AND TROLLEYS AND INVESTING IN RENEWABLE ENERGY SOURCES FOR OUR HOMES, VEHICLES AND BEYOND. CAN MORE BE DONE? CCDC PLANNERS ARE DEFINING SUSTAINABLE GOALS, OUTLINED IN THE DOWNTOWN COMMUNITY PLAN, WITH AN EYE TOWARD IMPLEMENTATION.

An overarching goal of the 2006 Downtown Community Plan, which predicts tripling population growth downtown by 2030, is creating sustainability guidelines that guide our commitment to “growing green.”

To meet this challenge, CCDC has initiated an Urban Sustainability Master Plan and Guidelines study to explore both new and renovated development in the Centre City project area as well as outline “sustainable” best management practices, renewable resources, recycling, water conservation and renewable energy. The study will assess how these things can work together to grow green.

The consulting team selected to lead the study is Seattle-based Paladino & Company. Renowned as experts in the green movement, Paladino has kicked

The New Children’s Museum (pictured at left), relies on cooling from the bay breezes that enter through the building’s large, rolled-up doors and windows. Shortly after the air in the building heats up and rises, it exits through the central glass tower and other ventilation openings. The museum building is environmentally friendly: it contains solar panels, recycled building materials, water-saving devices and natural lighting.



off the study with stakeholder interviews and public meetings to inform their process. Incorporating what they learn, Paladino will then identify the factors that make up downtown's current environmental footprint and recommend applicable sustainability guidelines. An added benefit is Paladino's national experience in this area and its ability to apply lessons already learned in other cities similar in size to San Diego.

In an effort to implement not only sustainability goals, but all of the goals of the Downtown Community Plan, CCDC advance planners are conducting a series of interrelated studies, both planned and underway. Ranging among such topics as neighborhood design guidelines, parking, transit, open space needs, downtown lighting and wayfinding, these studies will assess opportunities for correlation and integration that smartly fit the goal to grow green.

Last November, CCDC retained San Francisco-based architecture and urban planning firm SMWM to analyze downtown neighborhoods, searching for opportunities for design and sustainability to work together to shape the way downtown looks, operates and succeeds—keeping anticipated growth in mind. SMWM is exploring each neighborhood's distinct cultural and architectural elements and how these relate to downtown as a whole. The study's intent is to develop a guidelines palette that preserves and enhances the best features of every downtown neighborhood's public realm. Sustainability underpins this effort, which includes street typologies, building massing and the interplay among buildings, landscape form and spaces created by the introduction of these features into the cityscape.

Whether large or small, areawide or localized, all efforts to grow green lead to forward-thinking changes in downtown San Diego. With collaborative effort from community leaders, governing agencies, developers, business owners, property owners, community members and more, downtown can evolve sustainably. This unified front will assure that downtown's projected growth over the next three decades is rooted in smart, sustainable urban planning and architectural design.

For information about more current studies being conducted at CCDC and how they contribute to implementation of the Downtown Community Plan, turn to page 15.

### Green Practices on the Horizon

Growing green is not contingent solely on statutes and guidelines. CCDC, in partnership with forward-thinking designers and engineers, already has committed ideas to paper and is poised to put them on the ground. For example, a component of the North Embarcadero

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*Smart Corner, a housing project that incorporated transit and many more sustainable elements in its design.*

## ■ North Embarcadero Visionary Plan Update

*Uncovering opportunity at the western waterfront*

As development continues on Phase I of the North Embarcadero Visionary Plan (NEVP)—the plan to redevelop the waterfront from Laurel Street to the G Street Mole—opportunity abounds to create a more environmentally friendly waterfront, widen pedestrian areas, add landscaping, public art and gathering spaces.

In addition to adding 12 acres of park and open space and more than 1,700 trees, the design will be green too. The Esplanade area will be constructed with accessibility in mind, comprising a grid among the tree patterns to allow for walking patterns to naturally develop and buildings designed around view corridors—minimizing their impact on their environment. Thinking about the elements around them, the designers also designed for water quality. Water quality bands with natural filtering elements will clean water as it flows off the new path-



NEVP—Rendering of pedestrian-friendly open space

ways, keeping the project's neighbor, San Diego Bay, clean as well.

A surprise was also uncovered at West Broadway between Pacific Highway and Harbor Drive. A high point in the road blocks water views, causes flooding in the intersection and creates an awkward walk to the bay. After intensive review and analysis, the team has plans to remove the high point to create a better West Broadway for the future.

These green enhancements in Phase I, as well as ideas surrounding unique lighting, public art and landscape, have been discussed at public meetings held throughout the process. For more information about the NEVP and upcoming meetings, visit [www.ccdc.com](http://www.ccdc.com) or [www.portofsandiego.org](http://www.portofsandiego.org).



## From CCDC Chair *(cont'd from page 2)*

or were completed. Working on behalf of the City, CCDC has made strides in the areas of parks, education, affordable housing, public infrastructure, arts and culture, waterfront redevelopment efforts and enhancing the pedestrian experience. We've also commissioned many important studies tied to the Downtown Community Plan that address mobility, transit, parking, lighting, sustainability and other proper environmental practices, many of which are included in this magazine.

As the year comes to a close, CCDC upholds our commitment to maintaining the highest ethical standards and reinforces our dedication, working on behalf of the City, toward making our downtown the best it can be for the residents, workers and visitors to downtown San Diego. Thank you.

Fred Maas  
CCDC Chairman



The San Diego Skyline



# A FOCUS ON ARTS & EDUCATION

## Fair and Museum Bring Attention to Downtown

CCDC FORMED THE EDUCATION TASK FORCE TO IMPROVE THE QUALITY OF LIFE FOR CURRENT AND FUTURE RESIDENTS, WORKERS AND VISITORS. SAN DIEGO'S DOWNTOWN POPULATION IS EMERGING AND NOW INCLUDES MORE FAMILIES. THE TASK FORCE EVALUATES EXISTING DOWNTOWN EDUCATIONAL OPPORTUNITIES AND DISCUSSES POSSIBILITIES FOR FUTURE SCHOOLS AND PROGRAMS TO SUPPORT THE GROWING POPULATION.

The Education Task Force includes representatives from the San Diego Unified School District, CCDC, and developers, business leaders, downtown residents and parents, endeavoring to build partnerships among businesses, residents and educational or cultural institutions. At the first Education Fair held in May, the Task Force helped elevate awareness of the breadth of downtown San Diego educational opportunities.

### Education Fair Initiates Conversation About Downtown Education

CCDC's Downtown Education Task Force organized an Education Fair in May in San Diego City College's Gorton Quad. Composed of fun events and activities, the fair provided a wealth of educational knowledge with the participation of 42 schools, cultural organizations and specific agencies within the downtown area. In addition, parents and children enjoyed musical performances by the San Diego Junior Theatre, Roosevelt International Middle School and the Museum School.

Armed with resources ranging from programs, camps, workshops and individual schools' educational information, the event successfully showcased collaborations among downtown's educational entities. The fair offered a great experiential overview of downtown educational resources and underscored the goal of CCDC's Education Task Force, to continue to improve education downtown. The Education Task Force plans to focus on new programs, events, conversation and awareness about downtown education in the near future.

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### A Museum for the Young or Young at Heart—The New Children’s Museum Opens to All, Big and Small

More and more families are making their way to downtown San Diego. As the city continues to redevelop and grow, there are even more programs and educational opportunities that cater to children. One of the most exciting recent ventures was the grand opening of The New Children’s Museum. The celebration took place at a community block party this past May.

From its tagline, “think, play, create,” it’s clear, visitors are *never too old to be a kid*. At several interactive stations, parents and children can roll up their sleeves, be creative and make art with paint, clay, paper, wood and other recycled materials. Museum visitors can listen to music or even jump around in a room filled with mattresses. In addition to the fun exhibits and interactive stations, the museum offers summer camps, educational programs, birthday parties and the chance to rent the museum’s visual arts environment for private functions.

The space is exciting and The New Children’s Museum is making strides to integrate itself and its programs into San Diego’s growing downtown community. Complementing the museum’s unique design, architecture and function, CCDC, in collaboration with the City of San Diego and The New Children’s Museum, opened a new park on June 12 right across the street, called Children’s Museum Park. For more information about the park, please see page 3.



*This view of the museum from the park clearly shows the building’s solar panels and hints at intriguing spaces within, for play and learning.*

### School-in-Residence Program

The New Children’s Museum recently launched a pilot School-in-Residence educational program that will provide hands-on, meaningful and guided projects to downtown San Diego students. The program brings students and teachers to the museum’s Arts Education Center to participate in a special curriculum designed to enhance and encourage creativity. Program goals include building community within the school, encouraging students to examine objects in new ways and ask questions, promoting the art-making process and empowering students to view themselves as artists. Ultimately, the School-in-Residence program will partner with schools from all over San Diego County. In addition, students from Monarch School will participate in after-school arts enrichment programs throughout the year. ■

*View of Children’s Museum Park from the Martin Luther King, Jr. Promenade*





# STUDIES FOR A STRONGER CITY

Lighting, Retail, Parks & Parking: Key to Downtown's Transformation

TO HELP IDENTIFY WHAT KINDS OF STEPS MUST BE TAKEN TO BETTER ACCOMMODATE SAN DIEGO WORKERS, RESIDENTS AND VISITORS NOW AND IN THE FUTURE, CCDC IS CONDUCTING SEVERAL STUDIES ON TOPICS RELEVANT TO A THRIVING URBAN ENVIRONMENT AND HIGH QUALITY OF LIFE DOWNTOWN. CURRENT STUDY AREAS INCLUDE LIGHTING, RETAIL, PARKS, OPEN SPACE, DESIGN GUIDELINES, SUSTAINABILITY AND PARKING.

## Investigating Ingenuity in Lighting

Lighting plays an influential role in showcasing the unique ambience and attraction of metropolitan cities. It also significantly impacts safety, the environment through energy efficiency and the pedestrian experience. CCDC requested an architectural lighting design firm and team of consultants investigate ways to support and enhance the profile and experience of San Diego's downtown skyline and concurrently prepare a Comprehensive Exterior Lighting Master Plan and Guidelines. Tucker Sadler was chosen to conduct the study with HLB Lighting Design. The guidelines will be geared to address specific lighting issues in neighborhoods, public places and parks, for streetscape elements, public art and signage.

Information about current studies being conducted is available at [www.ccdc.com](http://www.ccdc.com)

## Ready, Set, Shop

As downtown's redevelopment efforts continue, new buildings, office space and mixed-use projects open up new retail opportunities. To ensure that these business ventures will best meet the needs of downtown's growing population of residents, visitors and workers, CCDC hired Economics Research Associates (ERA) to conduct a thorough urban retail analysis of downtown's existing retail market and projected growth. Assessment results could be used to determine the best way to attract new retailers, incorporate key retail services and to identify the best locations for specific types of retail to thrive.

*Continued on page 16*





# Planning Parks Downtown

A goal, outlined in the 2006 Downtown Community Plan, is to have public open space within five- to ten-minute walking distance of every downtown resident. To help determine what downtown communities want, CCDC consultant Glattig-Jackson, Landscape Architects, is preparing a Needs Assessment for Open Space, Parks and Recreational Opportunities for San Diego's downtown neighborhoods to supplement existing demographic data, study and analysis of existing and proposed open space. The consultant team has hosted a series of focus groups and workshops to gather input about the future vision for downtown parks and recreational space.



*A sculpture along the Martin Luther King, Jr. Promenade, "Shedding the Cloak," Jerry and Tama Dumlao, Mary Lynn Dominguez, artists.*



## Park It!

Parking in an urban environment can be challenging. To assist in planning for parking in downtown San Diego, CCDC has commissioned a study to update the 1997 Downtown Comprehensive Parking Plan, specifically to discover parking solutions for residents, visitors and

businesses. The study includes taking inventory of existing parking, developing multiple supply and demand models through 2030, analyzing parking management options, case studies of other relevant cities' parking strategies and delivering recommendations for a comprehensive parking plan. In addition, information from community stakeholders has

been gathered at three public workshops to ensure that neighborhood voices are being heard and rolled into these long-term parking solutions.

Look for the results of this study to be released soon.

More information about parking downtown, current parking pilot programs and the complete 2006 Downtown Community Plan is available on [www.ccdc.com](http://www.ccdc.com). ■





# ENHANCING THE URBAN EXPERIENCE

Ten Fifty B and San Diego Quiet Zone—enhancing  
downtown's urban lifestyle

**100 percent affordable high-rise breaks ground, goes green**

THIS JUNE, THE CITY'S FIRST 100 PERCENT AFFORDABLE HIGH-RISE AND ONE OF THE LARGEST IN CALIFORNIA BROKE GROUND. TEN FIFTY B IS AN \$89 MILLION REDEVELOPMENT PROJECT THAT IS EXPECTED TO BE COMPLETED IN SPRING 2010, PROVIDING CRITICALLY NEEDED AFFORDABLE HOUSING FOR FAMILIES, INDIVIDUALS AND SENIORS EARNING BETWEEN 25 TO 60 PERCENT OF THE MEDIAN INCOME IN SAN DIEGO COUNTY.

The building is located within walking distance of San Diego City College and local trolley and bus stations. It will include approximately 14,000 square feet of retail space on the ground floors, as well as an on-site resident computer lab, more than 4,000 square feet of common area, a tot lot, outdoor gathering areas and barbecue pits.

*Continued on page 18*



*Ten Fifty B Project Rendering*



*"The LEED® (Leadership in Energy and Environmental Design) Green Building Rating System is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings."*

The 23-story, 229-unit Ten Fifty B building also has been designed to earn Leadership in Energy and Environmental Design (LEED) certification, striving to achieve the Silver rating, which would make it San Diego's first residential high-rise in that category. Recycled materials

will be used for cabinets, countertops and flooring, and the latest sustainable technologies and practices will be incorporated into its studio, one-, two- and three-bedroom units to ensure an energy-efficient lifestyle for all residents.

Some of the sustainable practices being implemented include:

- A highly reflective roof to mitigate the city's heat island effects
- Water-efficient, low-flow toilets and fixtures, expected to reduce the building's potable water consumption by 30 percent
- Photovoltaic and solar thermal panels installed on the roof to provide on-site renewable energy as well as preheat boilers
- "Daylighting" to reduce electricity use to light occupied spaces; 90 percent of residential units will have views and allow for natural lighting



- Designated parking for low-emission vehicles, car pool vehicles, motorcycles and bicycles
- 75 percent of all construction waste will be diverted from local landfills and sent to recycling facilities.

Ten Fifty B is a shared effort among Affirmed Housing Group, the City of San Diego and its Redevelopment Agency, CCDC and the San Diego Housing Commission. The Redevelopment Agency is contributing its largest-ever single subsidy, the sum of \$34 million. The project is being designed by Martinez & Cutri Architects. Project Design Consultants is the civil engineer, DeLorenzo, Inc. is the landscape architect, and Turner Construction Company is the general contractor. ■

## Quiet Zone Goes Out for Bid

In cities, residents and public transit exist together. Like many urban environments, there has been a substantial increase in people living adjacent to railroad tracks and crossings in downtown San Diego. Noise and safety at rail crossings have become significant topics. The federal government, through the Federal Railroad Administration, finalized legislation to limit the noise from train horns in residential areas. CCDC is moving forward to designate a downtown Quiet Zone. To establish a Quiet Zone, the railroad crossings must be improved and include such safety enhancements as additional gates, medians, traffic signals and warning lights. The City Council approved advertising for and receiving bids to construct the San Diego Quiet Zone Project. Completion is expected next winter. For information, visit [www.ccdc.com](http://www.ccdc.com) and click on San Diego Quiet Zone. ■





# GREEN NOTES



CCDC continues to look to other cities for best practices and innovative ideas in architecture, open space planning and environmentally sound development. Cities such as Chicago, San Francisco and Portland provide excellent examples of green innovation.

## GROWING GREEN *(continued from page 11)*

Visionary Plan—the plan to redevelop San Diego’s western waterfront—includes a water filtering system that moves storm water through plants, rocks and other environmentally friendly substances to ensure all runoff coming from downtown streets will be cleaned before reaching San Diego Bay.

Another huge opportunity to grow green is public transit ridership. Studies, as well as projects underway downtown, feature transit-oriented design opportunities that will save money, reduce our carbon footprint and activate the social and economic vitality of downtown. Riding green modes of transportation will become even more appealing when the public areas in which they arrive and depart are redeveloped, another goal of the Downtown Community Plan.

To get involved in upcoming public meetings on exciting topics including sustainability, design guidelines, lighting and more, visit [www.ccdc.com](http://www.ccdc.com) and click on the Meetings and Events calendar. ■



*Pioneer Square in Portland, Oregon*

Downtown San Diego is taking on the challenge to become a green city. Many ongoing, as well as completed project developers are conscious of how they affect the city’s livelihood and thus have created and implemented urban sustainability methods. The Children’s Museum Park designers have implemented several processes to make the park green. There is an efficient watering system that waters only plants and the specialized lawn is Bermuda grass, favored for its low water intake.



*A view of Wrigley Square in Chicago’s Millennium Park*

# Downtown San Diego

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[www.ccdc.com](http://www.ccdc.com)  
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### STAY CONNECTED

[WWW.CCDC.COM](http://WWW.CCDC.COM)

Keep up to date on redevelopment in downtown San Diego: search the interactive projects map to track current developments, join the CCDC mailing list, use Web cams that provide live views of downtown's transformation, and read CCDC newsletters, publications and media releases.

[WWW.SANDIEGODOWNTOWN.ORG](http://WWW.SANDIEGODOWNTOWN.ORG)

A comprehensive business, residential and entertainment resource focusing on working, living and playing in downtown San Diego.

DOWNTOWN INFORMATION CENTER (DIC)

Located in Horton Plaza on the second floor above Longs Drugs, the DIC is open Monday through Saturday from 9 a.m. to 5 p.m. Hear about upcoming projects from Downtown Ambassadors, and see downtown's 200-square-foot scale model featuring all of the current redevelopment projects.

FREE DOWNTOWN TOURS

Bus tours showcasing downtown's redevelopment are conducted the first and third Saturdays of the month. They begin at the DIC in Horton Plaza. For reservations, call 619-235-2222.

REQUEST A PRESENTATION

Invite a speaker to make a presentation to your group, call 619-533-7146.

PARADISE IN PROGRESS HOTLINE

Access downtown construction and special event schedules by calling the Paradise in Progress Construction Information Hotline at 619-533-7150.

CLEAN & SAFE

Clean & Safe Maintenance and Safety Ambassadors are committed to keeping downtown clean, safe and friendly. Call 619-234-8900 or visit [www.sdcleanandsafe.org](http://www.sdcleanandsafe.org).

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