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News

For: **LOWE ENTERPRISES
I.D.E.A PARTNERS**

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**SAN DIEGO COMMUNITY COLLEGE DISTRICT SELECTS
LOWE ENTERPRISES AND I.D.E.A. PARTNERS TO DEVELOP
DOWNTOWN/UPPER EAST VILLAGE PARCEL**

SAN DIEGO – The San Diego Community College District (SDCCD) has selected the team of Lowe Enterprises and I.D.E.A. Partners to enter into a long-term ground lease and create a mixed-use development in the I.D.E.A. District on a full city block bounded by E, F, Park and 13th Streets in downtown San Diego. The selection was based on the team's response to the SDCCD's request for proposals.

Lowe and I.D.E.A. Partners' proposal for the 1.37 acre site is to create an urban mixed-use project with creative office space, apartments designed to appeal to young urban professionals and street level shops and restaurants that will attract residents, employees, and the East Village neighborhood. As currently envisioned, the interior spaces – consisting of an atrium and an open courtyard -- will be active community gathering areas programmed with a variety of events and activities.

This development is designed to be the catalyst for the 95+acre I.D.E.A. District, Innovation+Design+Education+Arts, an innovative approach to creating a vibrant jobs cluster at the intersection of design and technology. To entice creative talent, the District will also be populated with educational institutions, arts and artists and designed as a walkable, sustainable environment.

Designed by the San Diego office of internationally acclaimed architecture firm Gensler, the creative office space will feature large, open floor plates, high ceilings and

“roll-up” walls. The residences will be attractive urban spaces, smaller and more efficient, with shared amenities that appeal to college students, graduates and young professionals. Two center courtyards – one open the other enclosed -- connect the commercial and residential buildings. Located near the Smart Corner transit center to the northwest and the proposed East Village Green to the southeast, the design also provides connections to these two key urban amenities and fits within the larger urban context.

“This is a tremendous opportunity to be at the forefront of this emerging District. Our firm has successfully developed urban mixed-use projects in other markets and we are excited to partner with SDCCD on their property. Together with our co-developer, we bring years of experience and a commitment to achieving the larger District initiative,” said Mike Mc Nerney, senior vice president, Lowe Enterprises Real Estate Group.

Lowe and I.D.E.A. Partners are already in discussions with several major design and technology companies for the office space. Having an urban presence in a creative community as envisioned for the I.D.E.A. District has become an essential element in attracting and retaining top talent for these businesses.

“Launching this project sets the tone for the District and will influence others to become part of its future. The area is poised for reinvention with nearby transit, small walkable blocks, older underutilized buildings and planned public spaces; and, it is fully entitled with the appropriate zoning,” noted David Malmuth, partner, I.D.E.A. Partners.

The I.D.E.A. District comprises 95 acres on 38 city blocks in downtown San Diego’s Upper East Village. Within the area are multiple schools and universities including San Diego City College, The NewSchool of Architecture and Design, Thomas Jefferson School of Law, San Diego High School and The Fashion Institute of Design and Merchandising along with the New Central Library which will house a charter school, E3 Civic High.

The team will now begin its work to finalize the design and development plans and expects to begin construction in 2014.

About Lowe Enterprises

Los Angeles-based Lowe Enterprises is a leading national real estate investment, development and management firm. Over the past 40 years, it has developed, acquired or managed more than \$17.5 billion of real estate assets nationwide. Lowe is currently responsible for more than \$5.5 billion of commercial, hospitality and residential assets. In addition to its Los Angeles headquarters, Lowe Enterprises maintains regional offices in Washington, DC, Denver, Philadelphia, Southern California and Northern California.

About I.D.E.A. Partners

I.D.E.A Partners is a partnership of Pete Garcia and David Malmuth focused on the creation of the I.D.E.A. District—a unique urban, mixed-use project in downtown San Diego, California, combining Innovation, Design, Education, and the Arts.

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