

San Diego Entertainment District FAQ

What is the San Diego Entertainment District?

The San Diego Entertainment District is a unique neighborhood/destination that supports performing arts and cultural activities and encourages a pedestrian friendly environment. The Entertainment District consortium will include local businesses and local government brought together to bring new light and activity to downtown San Diego. The project will create a well lit, welcoming and desirable “street venue” by improving infrastructure with new street lighting, and with the help of banners, LED’s and flags, market and communicate the exciting activities occurring within the District.

What Programming will the Entertainment District bring to San Diego?

Entertainment District activities will include: (i) public art galleries and showings; (ii) annual cultural celebrations; (iii) public outdoor movie nights; (iv) hot chocolate and cider Fridays; and (v) public performances by the ballet, opera and symphony.

What are the geographic boundaries of the Entertainment District?

A map will be created and distributed.

What are the aims of the Entertainment District?

The Entertainment District will support, market and promote community and government based cultural initiatives set forth by a public-private board. The Entertainment District will also promote cultural and tourism initiatives of the City and the San Diego Convention Center.

What are the public purposes of the Entertainment District?

Public purposes of the Entertainment District will include:

- (i) create a unique well lit, safe and welcoming neighborhood and destination;
- (ii) generate additional significant marketing and promotional assets for the public and private assets of the District;
- (iii) support City initiatives and the San Diego Convention Center;
- (iv) create new public gathering spaces; and
- (v) support City-wide San Diego arts groups through public showings and marketing initiatives.

What are the physical elements of the Entertainment District?

The physical elements of the Entertainment District will include:

- (i) Various forms of signage including LEDs, banners and flags.
- (ii) Wayfaring signage directing people to prime gathering areas.
- (iii) Virtual assets, including an interactive web site and content for the site.
- (iv) Temporary assets for events, including operating space (parking lots or convention center spaces), tents (for dispensing hot chocolate on winter afternoons) and security and ushers for Friday night movies or special broadcasts of Chargers games.

Will this add undue commercialization to Downtown?

No. Corporate sponsorships will be focused on partnerships that include public event and cultural support.

How disruptive will the new signage be to residents?

Modern LED signage can be programmed to the second and thus, appropriate balancing of residential and public needs will be built into the Entertainment District operations.

Why should the businesses in this District receive a commercial advantage?

The Entertainment District has an overwhelming public focus that other neighborhoods do not. Additionally, the revenue that the District corporate sponsorships generate will be reinvested into the District itself.

Will the District draw traffic and economic activity away from other San Diego neighborhoods?

Strong neighborhoods do not detract from each other, they energize each other. The activity and excitement from the Entertainment District will flow over to the adjoining neighborhoods.

What arts groups will the Entertainment District support?

The District will support arts groups throughout the region. Public displays of art will be a hallmark of the Entertainment District. These displays will provide valuable exposure to arts groups within and outside of the Entertainment District boundaries.

Will the District draw resources away from their other City agencies?

Each and every appropriate City agency from marketing to public works will be contacted and their concerns and issues addressed.

How will the public interest be protected as the District grows?

The Entertainment District charter can be structured to mandate support of local City initiatives. The governing Board that controls the District will be comprised of representatives from the City as well as arts groups and private business owners. Additionally, a group of community representatives will review and approve of the content of the corporate sponsorships created by the District to ensure that they meet appropriate public interests and standards.

How much will the Entertainment District cost me?

Zero.

The District strict will require no new taxes, no TIF and the signage will be provided by the private entities creating the District.

Light, Art and Activity...

San Diego Entertainment District



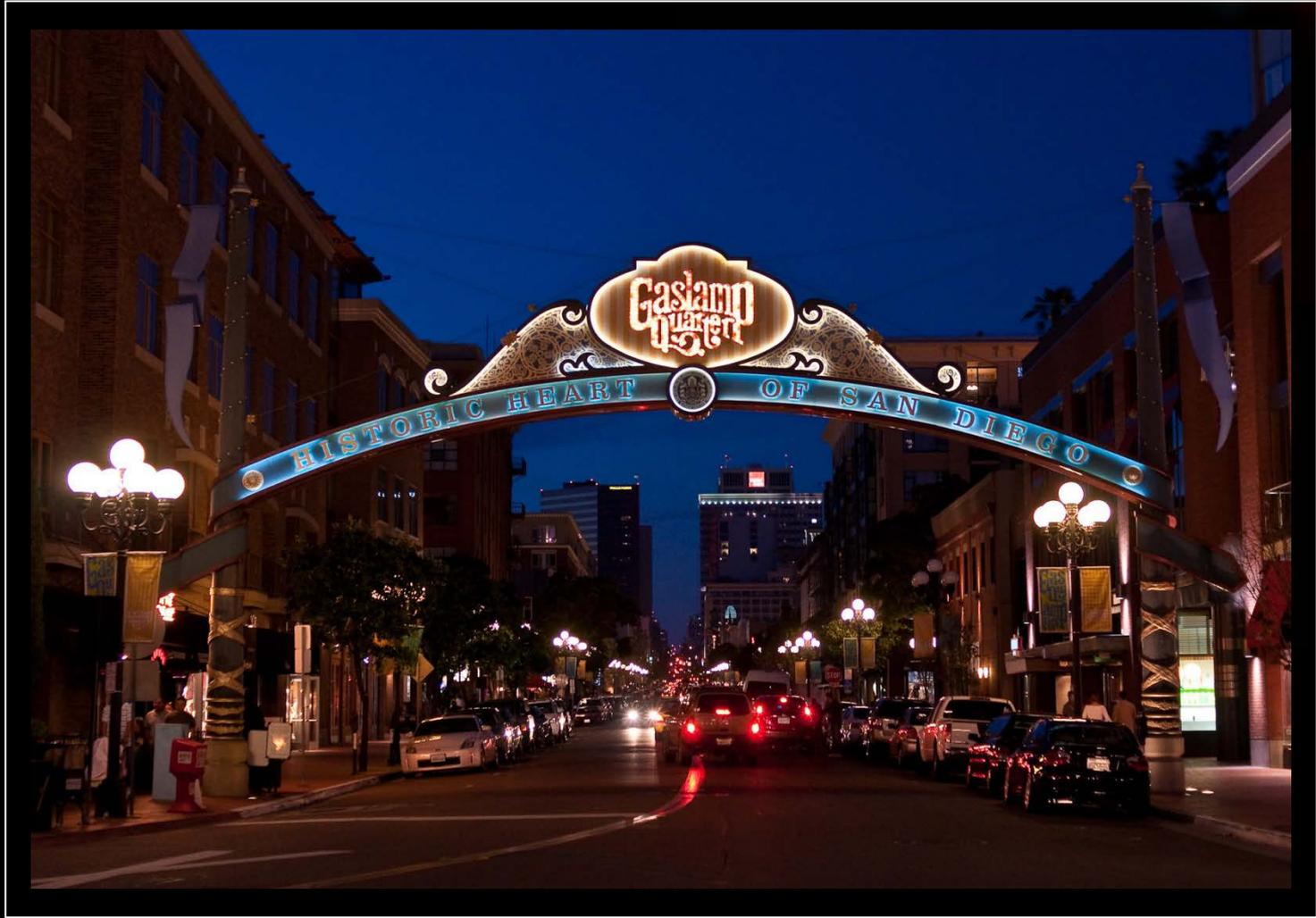


FinWater Advisors / Marston & Marston

- * Venue background (FinWater): Kroenke Sports Enterprises / Consultant to various arenas regarding operations and community efforts / Denver Theatre District
- * Local community focus (Marston & Marston) – extensive San Diego community experience and involvement



Gaslamp
Yesterday

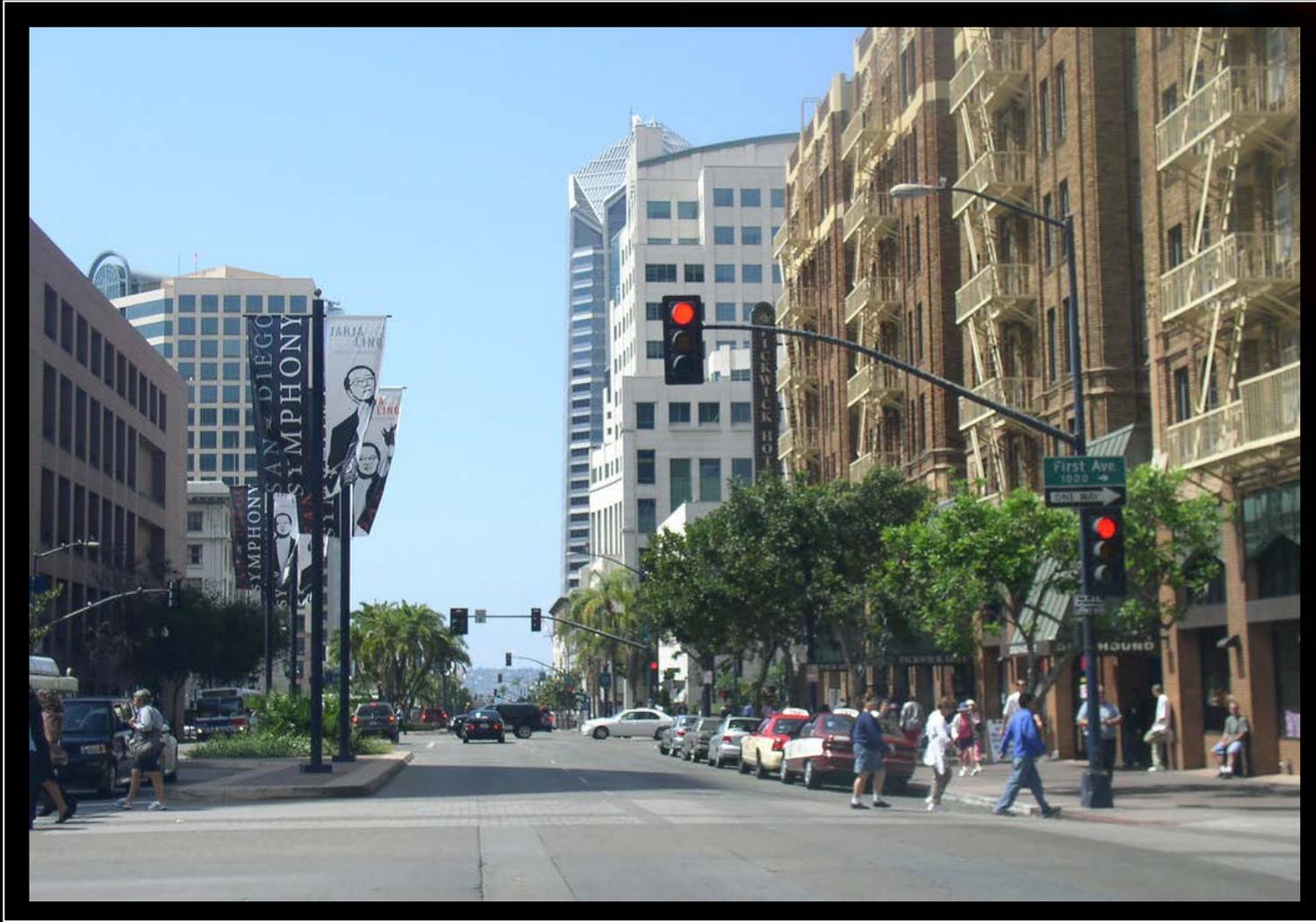


Gaslamp
Today



Broadway

Yesterday



Broadway

Today



Broadway
Tomorrow

vision

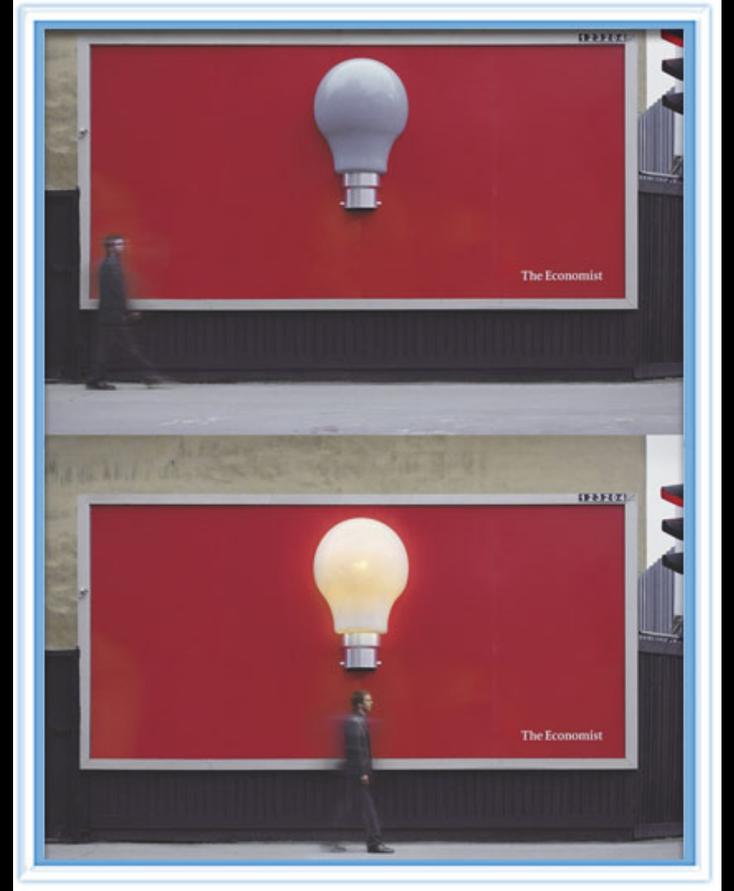
Use light, art and activity

in unique and special ways to add
vitality to the downtown experience

san diego
entertainment district



art&commerce



Creativity

Denver Case Study

A restricted re-zoning allowing for commercial media focused on 14th street neighborhood building

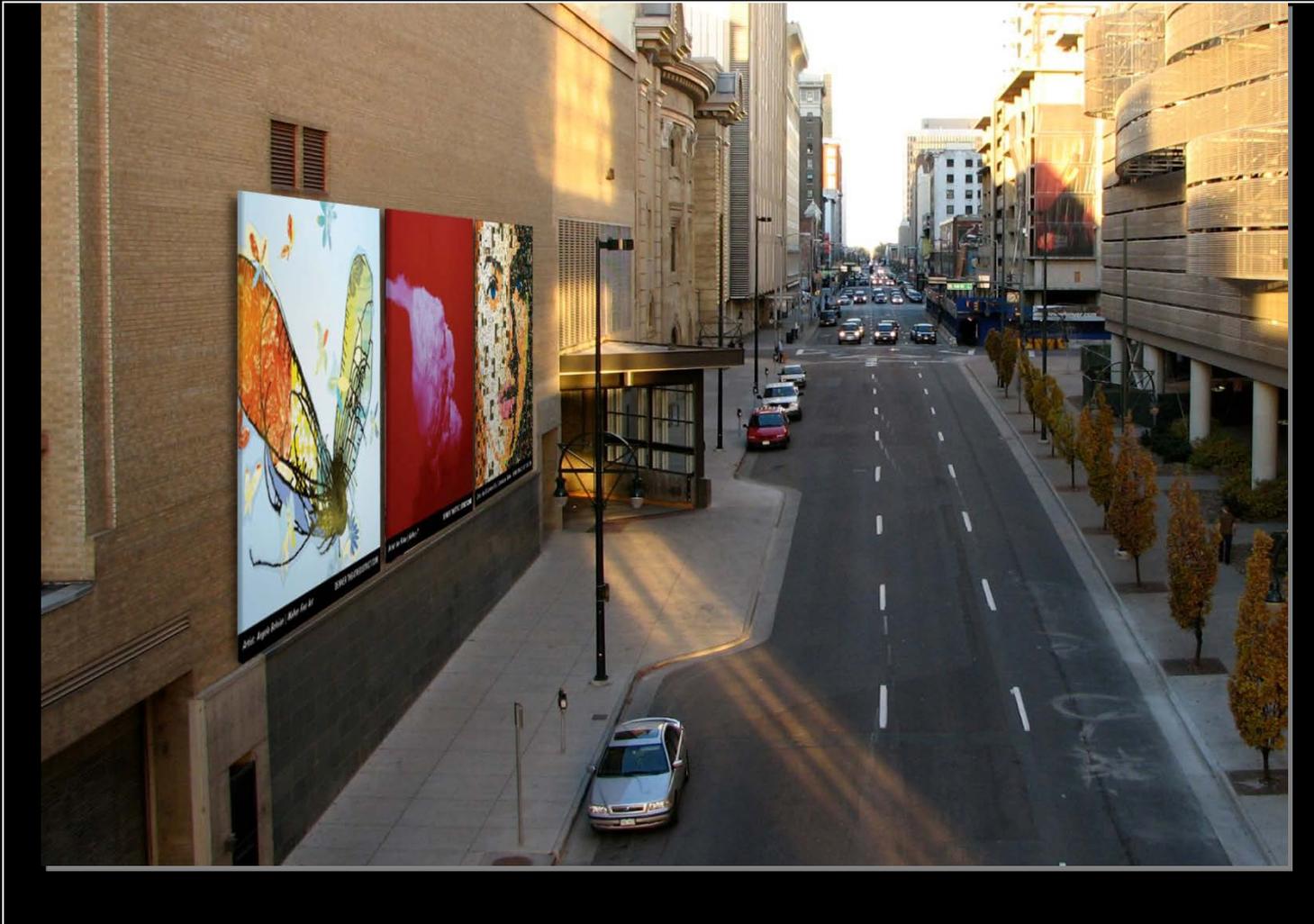
The Denver Theatre District:

A 501c3 directed to activate the streets and funded through a media company revenue share



DENVERTHEATREDISTRICT

Denver Case Study



Ten art signs with a promotional market value of over \$500,000 installed at no cost

Arts Signage

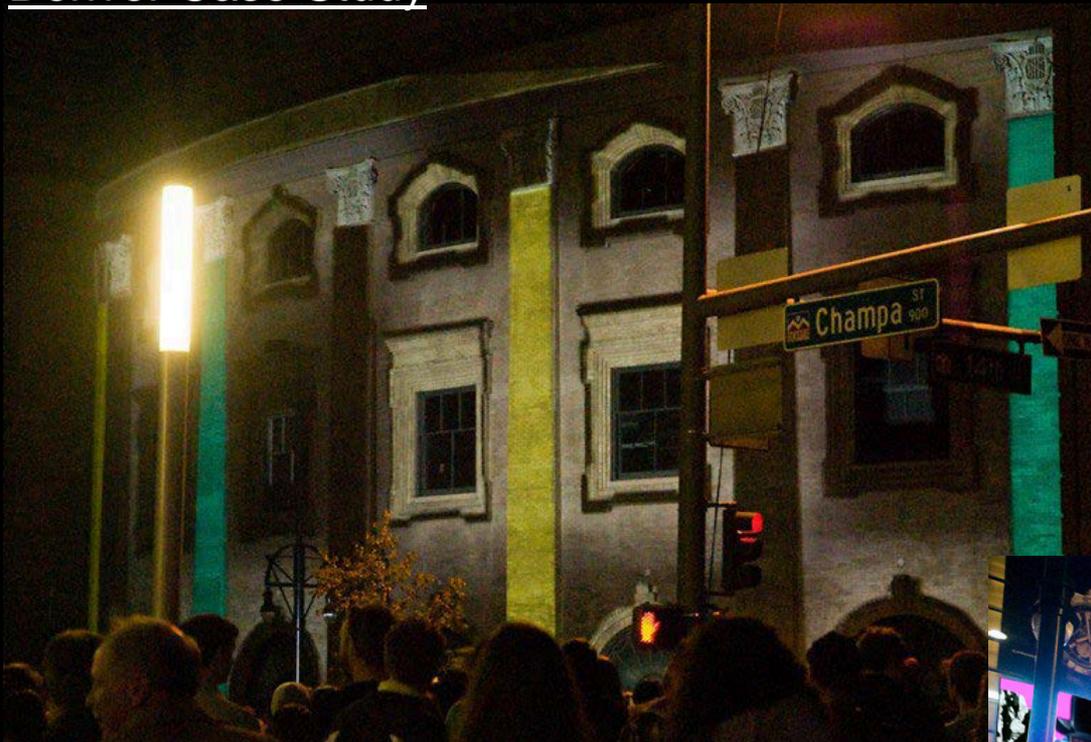
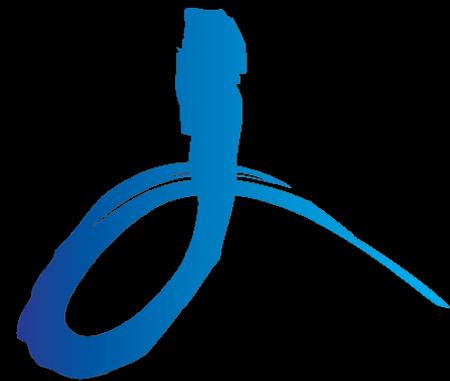
Denver Case Study



Economic Benefits:

- (a) District funding ;
- (b) Art promotion marketing value;
- (c) Property owner payments; and
- (d) Art Salon micro-economic impact

Economic Investment



The façade of the Ellie Caulkins Opera House transformed through 3D digital mapping and a commercial LED transformed into a curated digital art show





Red Bull Illume Photography Exhibit

Denver Testimonials:



Arts Community:

Arts partners include: Arts District of Santa Fe / RedLine Gallery / Denver Museum of Art / Denver Center For Performing Arts

“Denver and San Diego have long been contrasted because of their similar scale and cultural tendencies. It is my view that a program such as the Denver Theatre District would only be of great benefit to San Diego, with far reaching positive impact.” Ivar Zeile – Owner Plus Gallery

“The DTD is an excellent example of a win-win arts and economic development strategy.” Ginger White – Denver Office of Cultural Affairs

Business Community:

Business partners include: Curtis Hotel, Four Seasons, Café Rialto, SPIRE

Downtown Denver Partnership

Strong relationship including: Board membership; integration on media based initiatives; complimentary art activity; support of local programs

“What stimulates economic activity, promotes the arts within downtown Denver and accomplishes both while using “Bright Lights” and artistic signage, as well as live performances?

Answer: The Denver Theatre District”

The Urban Eye – Downtown Denver Partnership Blog

process:

Three

phases

san diego
entertainment district

Phase 1: Build the foundation

Issues:

Commercialization: require art support in the sign plan itself

Scale: “less is more” – limited North Broadway locations focused on community building and revenue generation

Sign Code: work with City staff on appropriate revisions

Economics:

100% privately funding: no taxes - no TIF - no Public \$

Estimated gross revenue by year 3 = \$5,000,000 with approximately \$1M to property owners as lease payments and \$1M to the “district” for art and cultural activity / “neighborhood building”

Control: Public – Private District Board

Why: ensure community support – promote civic interests

Ex: CCDC / SD Downtown Partnership / Convention Center / Gaslamp / Property Owners

Phase 1:

Structure Approval Process

Sign structure – parameters set forth in sign plan (ex: fits aesthetic quality of surrounding area / high quality materials)

District Board recommendation - approval or rejection of the sign structure

Content Approval Process

Prohibitions: (examples) political ads – special interest ads – religious ads

District Board recommendation - approval or rejection of each content piece based upon sign plan parameters

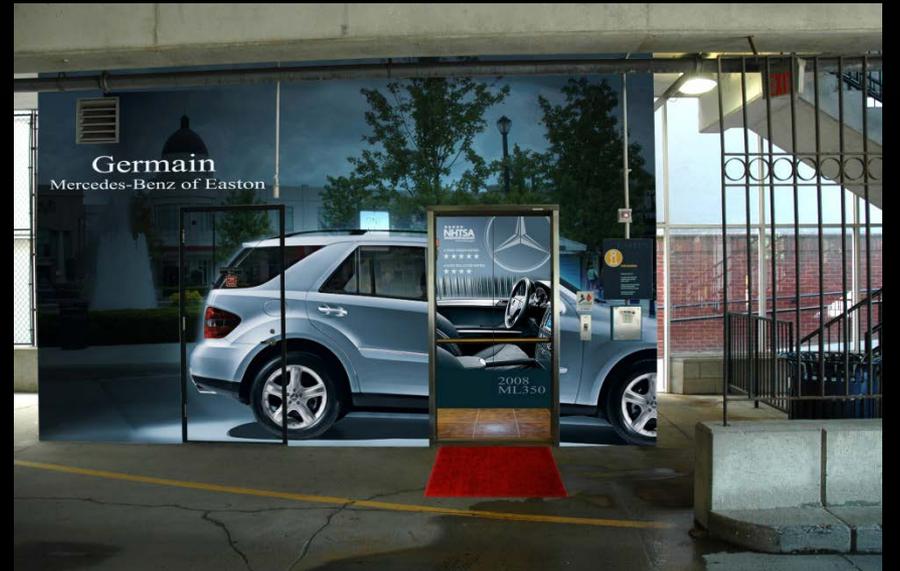
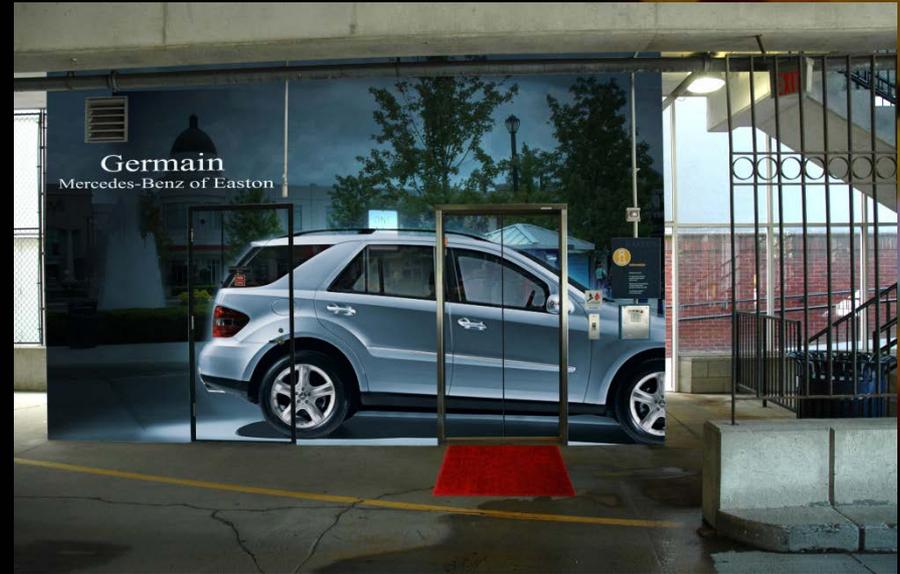
Phase 2: Create the district



Phase 2 – Create the District:

Considerations:

- * Activate Broadway and North of Broadway (ex: Horton Plaza Park)
- * B and C Street marketing/activity
- * Street level media examples



Phase 3:

Expand the “downtown” experience

Create light, vitality and activity across Broadway.

Such as:



Art Festivals



Concerts



Holiday Events



Cultural Events



Outdoor Films



Public/Private Venues

Conclusion

san diego
entertainment district



Downtown
Yesterday



Downtown tomorrow:
Winter and Summer, Day and Night

san diego
entertainment district

San Diego Arts and Entertainment District Sign Plan

August 1, 2012

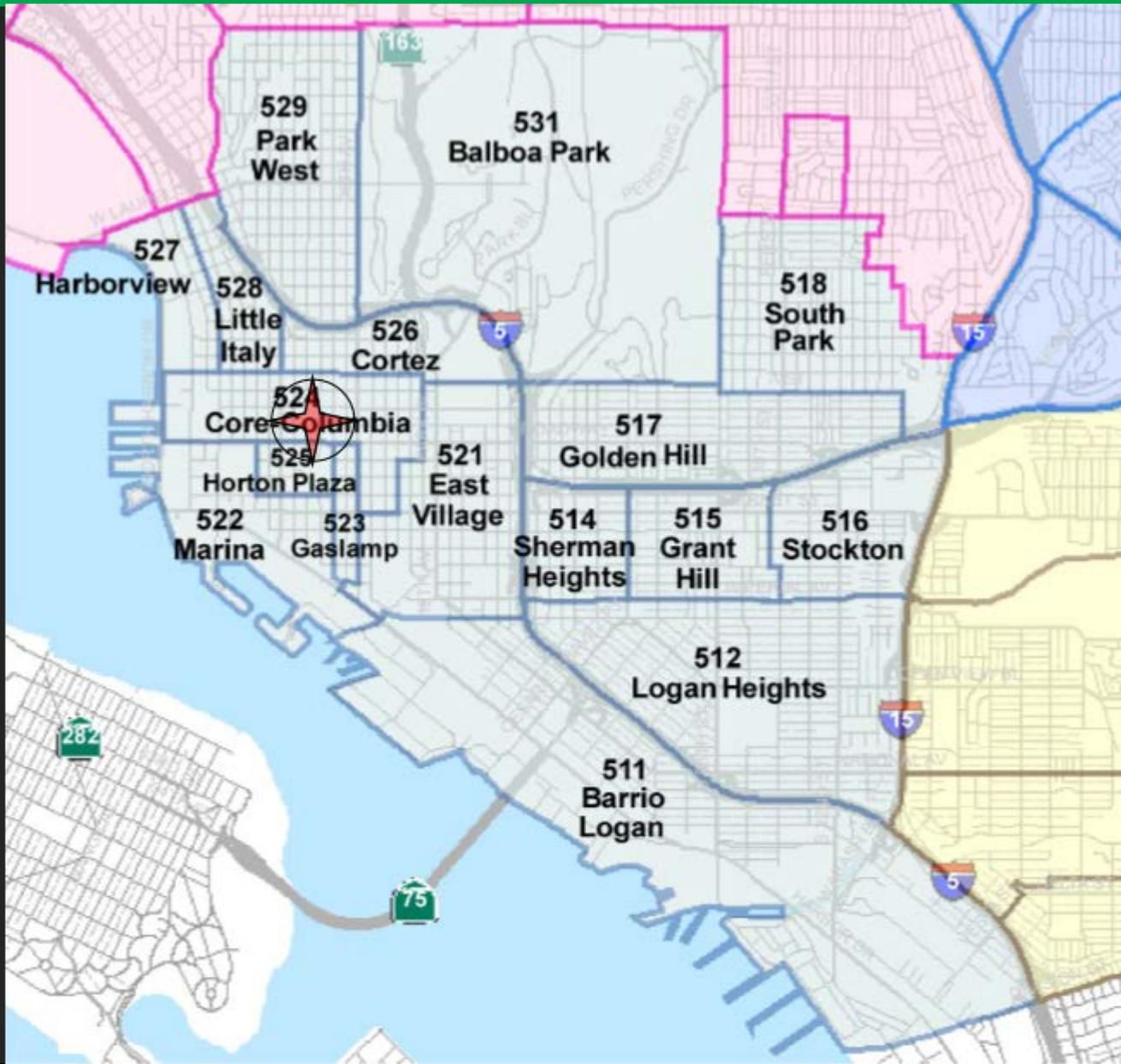
Introduction

- Creation of the San Diego A/E District
 - Process
 - Protection
- Sign Plan
 - Provide clarity and detail regarding what is allowed and what is not allowed
 - Provide flexibility and on-going protection of the public interest
- Update

San Diego A/E District

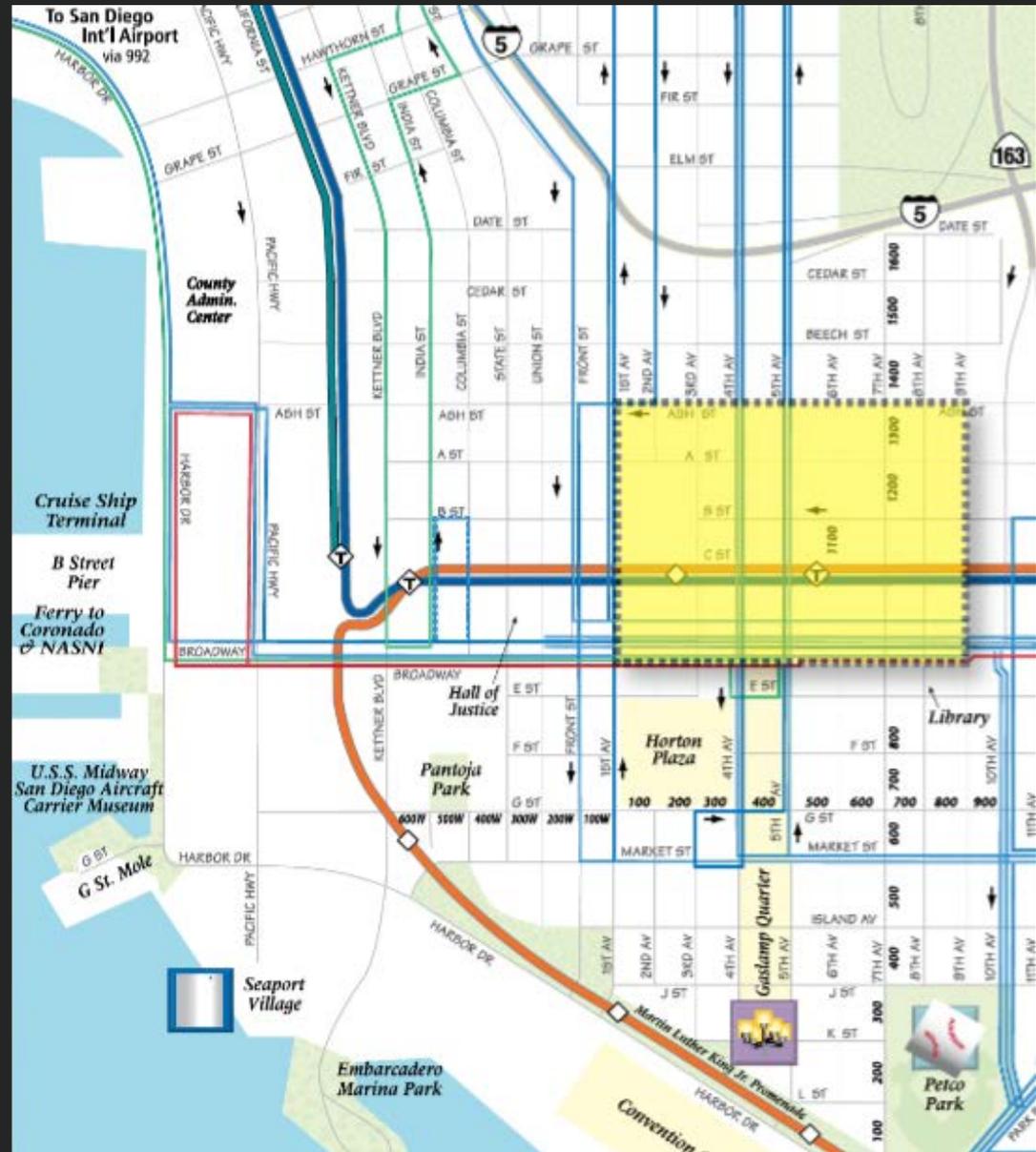
- Utilize outdoor media to create, brand and energize North Broadway District
- Specifically:
 - Large format signage and street level kiosks that generate revenue for art and cultural community building activity
- Create the A/E Zone District language
- Enable the creation of an A/E District Sign Plan allowing commercial signage with clear limits and controls

San Diego A/E District – Neighborhood Context



SD – Specific Street locations

Mapped District according to City and Stakeholder recommendations



A/E District Sign Plan Sections 1 - 6

1. SD A/E District – “Building a better neighborhood”
2. Process to establish a district sign plan
3. Process for sign review and approval
4. Approval of the site, location, shape, illumination and design of sign structures
5. Code Section attachment
6. Photo review of each District block

A/E District Sign Plan – Section 1

Section 1. Building a Better Neighborhood

Introduction and Purpose

Background and Signage types

Strategies for Success/Content types

A/E District Sign Plan – Section 2

Section 2. Process to establish Sign plan

Submittal to the City:

Site Plan

Property Identification

Design review process

Photo map

A/E District Sign Plan – Section 3

Section 3. Process for Sign review/approval

1. Submit to District
2. District recommendation to City
3. Elements of media company submittal

Plans/photos (structure)

Graphics (content)

Narrative: sign plan applicability

Additional SD planning requirements

A/E District Sign Plan – Section 4

Section 4. Approvals

Approval of the site, location, shape, illumination and design of sign structures

Approval of sign content

Denver Sign Plan – Section 4

30' x 15'
Top of parapet
to 20' above grade

30' x 3'
Top of parapet
to 20' above grade

30' x 15'
Top of parapet
to 20' above grade

ALTERNATE ZONE,
LIMITED TO:
C Blade Sign
D Hanging Sign

Signs must be
centered on
column



SIGN MEDIUM:

- A Facia-Mounted Sign
- B Full Color Printed Media
- C Blade Sign
- D Hanging Sign
- E Painted Wall Sign
- F Window Graphics
- G Pan Channel Lettering
- H Electronic Message Center
- I Fiber-Optic Display
- J Kinetic Sign
- K Sculptural Sign
- L Neon Sign
- M Translucent/mesh
- N Marquee Sign
- O Projected Light
- P Tri-Vision Sign
- Q Sign with 3D extension
- R Monument/Kiosk Sign

See **Table of Sign Media** on page 70 for details of each sign medium. Sign Mediums that are shown faded in this list are not permitted for the yellow zones on this page. Red zones are a dissociated list of sign media permitted for that red zone only.

Updated 5.15.08

BLOCK 8 43

Sign examples – Section 4

K. Sculptural Sign

A sign that has a three dimensional/iconic form.



L. Neon Sign



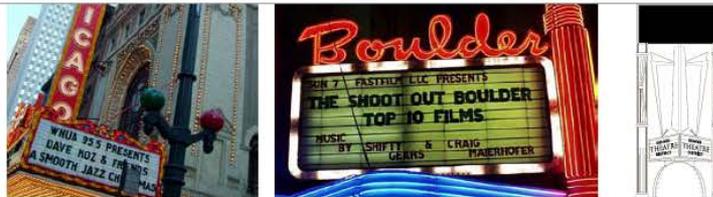
M. Translucent/mesh material

Ideal for placement over windows; result is a viewable message from a distance while maintaining unobstructed visibility from behind window.



N. Marquee Sign

Large scale, visually active landmarks within the Theatre District that contain changable information



O. Projected light



A/E District Sign Plan – Section 4: sign structure approval

Process: (i) District recommendation and (ii) City approval

- a.) Whether the proposed site and location of the sign is identified as an allowed location in the illustrations in Section Three of this Plan or is identified as a site or location where no signs should be allowed.
- b.) The relationship of the scale and placement of the sign to the building or premises upon which it is to be displayed.
- c.) The compatibility of the type and hours of illumination, if any, with residential uses in the area.
- d.) The aesthetic and architectural compatibility of the proposed sign to the building upon which the sign is suspended and the surrounding residential uses.
- e. The proposed signs shall be of high quality, durable materials appropriate to the intended duration of the installation.
- f.) The quality, creativity and positive impact of proposed signage and graphics including lighting, shape, proportions and 3-dimensional, iconographic representations. Standard outdoor advertising (billboard) proportions of 14'x48' or 12'x25' will be rejected unless used as one component of a multiple sign array of varying proportions.
- g.) The desired cumulative impacts of multiple signage and graphic arrays in fostering the overall character and quality of the Denver Theater District by concentrating and clustering arrays along building facades, block faces, corridors and intersections as it relates to the Signage Priority Map within the District Sign Plan.

A/E District Sign Plan – Section 4: sign content approval (part 1)

Process: (i) District recommendation and (ii) City approval

- a.) Whether the proposed site and location of the sign is identified as an allowed location in the illustrations in Section Three of this Plan or is identified as a site or location where no signs should be allowed.
- b.) The relationship of the scale and placement of the sign to the building or premises upon which it is to be displayed.
- c.) The compatibility of the type and hours of illumination, if any, with residential uses in the area.
- d.) The aesthetic and architectural compatibility of the proposed sign to the building upon which the sign is suspended and the surrounding residential uses.
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A/E District Sign Plan – Section 4: Sign Content Approval (Part 2)

1. **Public Art:** Commissioned or reproduced site-specific local artwork with no commercial message. Such signage may reference the local artist and commissioning institution as well as the district.

2. **Public Service:** This content type may feature area events, non-profits, or arts organizations; relevant information such as area history; guides to local attractions; and public information such as weather, time, temperature and surf conditions.

Together, 20% of the time will be allocated to categories 1 and 2.

3. **Sponsored Content, non-commercial in nature:** This content could include abstract imagery, graphics or text that features a product, but no call to action, logo, trademarked tagline or slogan, or other readily recognizable mark associated with a particular brand.

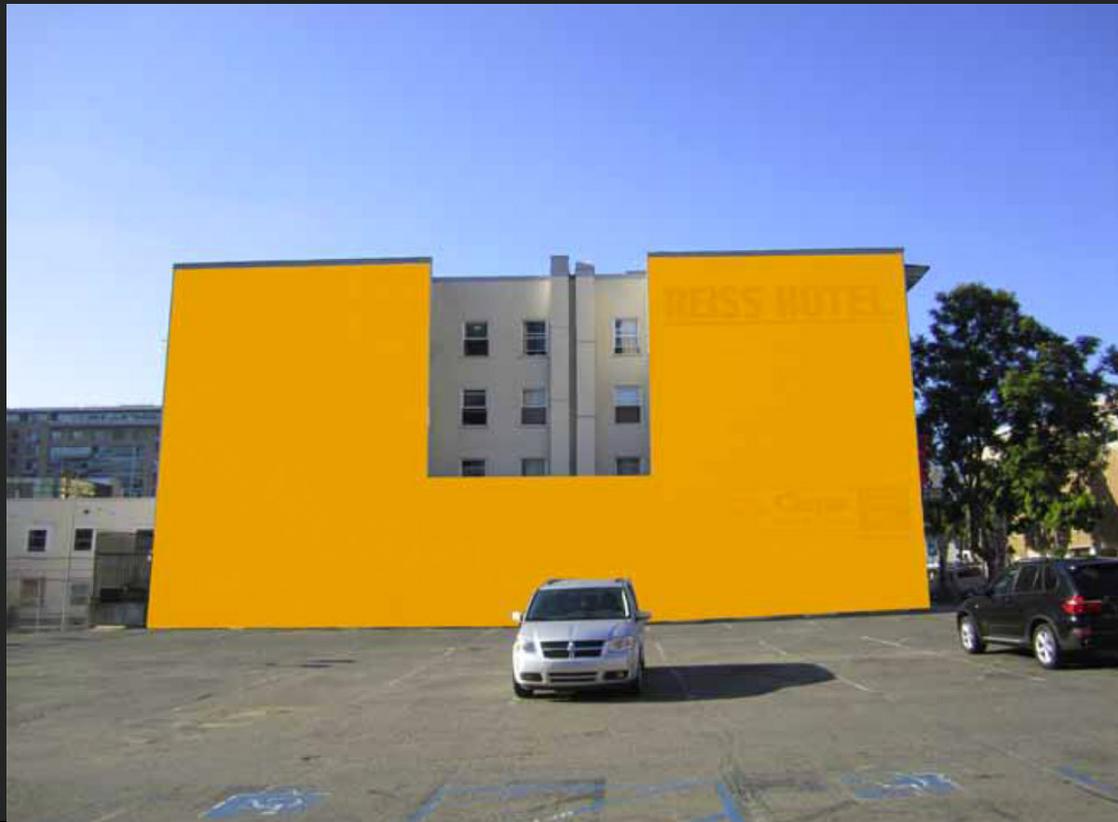
Example: Lexus spots. In these spots, there are a few points throughout the :60 spot that feature the logo or a trademarked tagline ("the pursuit of perfection"), but the rest would be considered non-commercial, including the car driving.

4. **Sponsored Content, commercial in nature:** This would include all other forms of sponsored content. Includes large logos, calls to action, tag-lines.

Example: Electronic signs with third party sponsorship logo or information should be limited to thirty (30%) percent of the area of the sign or five (5) minutes within any thirty (30) minute cycle of animation.

Sample San Diego Sign Plan page - general

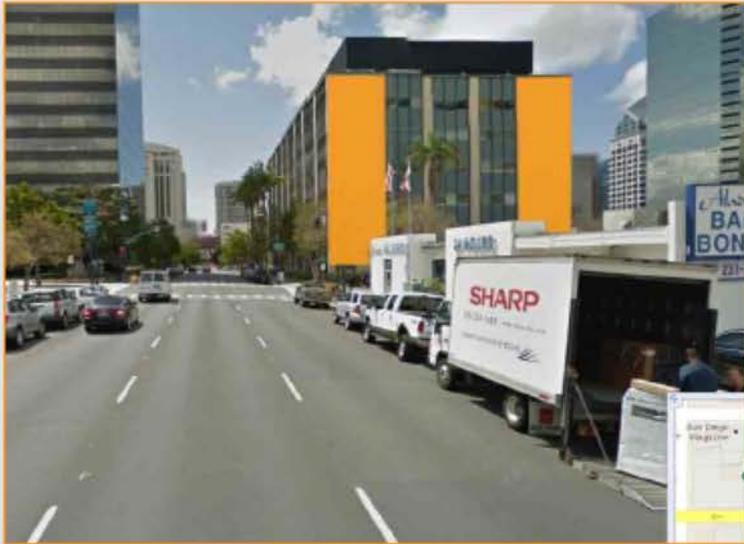
Size and location on a block by block basis
Allowable and disallowed media types
Sign plan governing language



Sample San Diego Sign Plan page - specific

Downtown San Diego

Proposed District Sign Plan

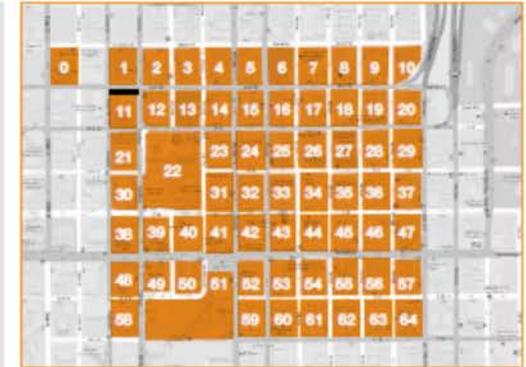


1350 Front St # 2023 San Diego, CA 92101 (619) 589-3504



Sign Mediums:

- A Facis-Mounted Sign
- B Full Color Printed Media
- C Blade Sign
- D Hanging Sign
- E Painted Wall Sign
- F Window Graphics
- G Pan Channel Lettering
- H Electronic Message Center
- I Fiber Optic Display
- J Kinetic Sign
- K Sculptural Sign
- L Neon Sign
- M Translucent/Mesh
- N Marquee Sign
- O Projected Light
- P Vis-Vision Sign
- Q Sign With 3D Extension
- R Monument/Kiosk Sign



South

1st Ave.

Ash St.

Front St.

City Block 11

40

SAN DIEGO ENTERTAINMENT DISTRICT

INTRODUCTION

The San Diego Entertainment District (SDED) is being created to increase light and activity, draw locals, tourists, families and empty nesters to Broadway and its adjacent streets and provide a strong downtown balance to the Gaslamp Quarter.

SECTION 1 – DISTRICT FOUNDING PRINCIPLES

The SDED will be formed in consultation with the critical downtown stakeholders including the City of San Diego, San Diego Convention Center, Civic San Diego, the Downtown San Diego Partnership, Gaslamp Quarter Association and District residents and property owners, among others. The SDED will be formed with the following guiding principals:

1. Full support of the cultural and tourism initiatives of the City of San Diego (the City), the San Diego Downtown Partnership, Civic San Diego, the San Diego Convention Center and ConVis, among others
2. Provide programming and marketing support for San Diego cultural institutions; and
3. Serve the citizens of San Diego by making downtown a brighter and more vibrant destination.

SECTION 2 – PUBLIC PURPOSE

Neighborhood and Destination: With increased light and activity, SDED will become a significant downtown destination. With the Museum of Contemporary Art San Diego, Gaslamp Quarter, Balboa Theatre, Civic Theatre and the San Diego Symphony, among many others downtown, the SDED will have a large and varied audience from its inception.

An important goal of SDED is to give downtown visitors a reason to extend their visits. SDED has strong core assets upon which to build a neighborhood, and SDED will market and communicate the exciting characteristics of these assets so that people who associate Broadway through C Street with one particular asset or location will instead become excited about one unified destination.

A Warm, Safe and Welcoming Place: SDED will excite and attract additional downtown visitors because it will be a well lit location with interesting galleries, state of the art signage, public art and random fun experiences – like 5pm art shows each Friday afternoon in December.

Currently Broadway has some interesting lighting but C, B and A Streets do not. Once you bring activity and light to those streets, people will want to explore the area. Once light replaces darkness people will feel more secure and C, B and A Streets will become more alive and active.

An Economic Opportunity for the City of San Diego: SDED will fund itself. There are no taxes and no public money associated with SDED. There is however, a strong opportunity to create revenue to serve the public good.

SDED will generate revenue in several ways. First, by attracting additional visitors, SDED will strengthen the public and private venues and restaurants already in the District. For example, the Opera attendee that is excited about walking down Broadway after the Opera to the US Grant Hotel for an after performance drink, is spending incremental dollars that would not have been spent if that same attendee had simply gone back to the parking garage and returned home. In that instance, sales tax revenue increases and local business and public assets are supported.

Additionally, the District will fund public art and music performances. Not only does this provide an attraction for the general public but also serves to market the cultural assets that participate in the District.

Creating Public Spaces: SDED will become a “place” that attracts both tourists and locals. It will do this through real life experiences as well as virtual interaction.

SDED will supplement current downtown activities with video and live entertainment. Working closely with local cultural institutions, SDED can create compelling content – “backstage at the ballet” – that can be shared with an interactive audience that should, in the long run, far exceed the actual attendees. These marketing efforts by SDED would be coordinated with and supportive of the efforts of local cultural institutions and would continually be focused on growing their audiences.

SECTION 3 – SDED STAKEHOLDERS AND STAKEHOLDER BENEFITS

There are three types of stakeholders related to SDED – (i) primary stakeholders; (ii) secondary stakeholders; and (iii) peripheral stakeholders. Although each stakeholder group will benefit from SDED the benefits will vary.

Primary Stakeholders: The primary stakeholders of SDED are (i) downtown stakeholders (Gaslamp, Convention Center, San Diego Opera, local business etc.) and their constituents and (ii) the private property owners within the District.

The primary stakeholders will receive significant benefits from the establishment of SDED including:

- (i) more residents and tourists visiting their hotels, restaurants and arts activities;
- (ii) having assets located in a new neighborhood with a strong, unique and well known identity;
- (iii) residing within a location with SDED marketing that actively encourages visitors to spend more time downtown, which will increase revenues and audience share;
- (iv) the potential growth of SDED increasing underlying property values;
- (v) promotion and support of cultural institutions such as the ballet, symphony and contemporary art museum; and
- (vi) public relations benefits associated with supporting the cultural assets of San Diego.

Secondary Stakeholders: SDED secondary stakeholders of the District include neighboring hotels, businesses, retailers and attractions along Broadway, C, B and A Streets. Ideally the increased traffic along these streets will continue throughout the District. Additionally, as SDED grows, it will provide a strong balance to Broadway on the other side of the Gaslamp Quarter.

Benefits include:

- (i) increased traffic, exposure and revenue as people are encouraged to access the core of the District at Broadway and 4th, from access points like the Civic Center and Convention Center;
- (ii) having a new vibrant neighborhood next door to the Gaslamp which will act to energize all of downtown; and
- (iii) promotion of secondary stakeholder assets by SDED through the marketing initiatives of the District – art shows – web promotions of restaurants and other activities.

Peripheral Stakeholders: Peripheral stakeholders include downtown residents and local visitors, tourists and area residents in general. Benefits to the peripheral stakeholders include:

- (i) increased light and activity along key thoroughfares in downtown San Diego;
- (ii) increased marketing for key cultural assets of San Diego;
- (iii) increased revenue for San Diego hotels and businesses who leverage the marketing power and reach of the District
- (iv) increased public gathering spaces ranging from sidewalk cafes with free wifi to expanded use of outdoor areas like the Galleria space;
- (v) increased information regarding downtown activities through SDED's interactive assets;
- (vi) support for important San Diego downtown initiatives such as the Building a Green Downtown" initiative; and
- (vii) increased infrastructure investment in downtown San Diego.

SECTION 4 – SDED UNIQUE CHARACTERISTICS

Entertainment districts focused on providing art and cultural support are a recent development. While there are similar retail based outdoor media developments in Canada and the US, only the Denver Theatre District has a primary focus on public art and activation.

Physical Elements of the District

Physical elements that will be addressed for the implementation of the District include:

- (i) Various forms of signage. SDED will have a mix of large and small signs and have different forms of signage from LED signs to banners to flags;
- (ii) SDED will work with Civic San Diego to coordinate SDED signage with downtown Wayfinding Signage efforts;
- (iii) SDED will create virtual assets to capture the content created and displayed in the District; and
- (iv) SDED will activate temporary assets on an event by event basis ranging from operating space (parking lots or convention center spaces) to tents (for dispensing

iced tea and lemonade on Summer afternoons) to security and ushers for Friday night movies or special broadcasts of sporting events.

Denver Theatre District

The Denver Theatre District (www.denvertheatredistrict.com) was launched four years ago. To date, in excess of \$700,000 has been invested in public art and activation in the Denver Theatre District, and over 200 events have been conducted there. Local art promotion has supported five separate art galleries in Denver and the district was recently nominated for a community award from the Downtown Denver Partnership.

SDED as a “Destination”

SDED encompasses several performing arts spaces. One focus of SDED will be to supplement the activities in those spaces and therefore encourage visitors to turn their 2 hour visit into a 4 hour visit or longer. Another focus of SDED will be arts promotion. These promotions will take the form of activity as well as art installations along Broadway and the other streets within the SDED.

SDED will also complement the Gaslamp Quarter. Whether a visitor is on 4th and E street looking towards Broadway intrigued by the light and activity, or a patron is leaving a House of Blues performance looking south for a place for dinner or drinks, SDED will promote and support the Gaslamp activity.

Finally, as the District grows there will be a concerted effort to attract artists and theaters of all types, not just for performances but for future residence. Over time, discussions will take place to explore open spaces in such locations as Horton Plaza Park in an effort to create additional performance and administrative spaces for artists.

SECTION 5 – PRIVATE PROPERTY OWNERS/HISTORIC DESIGNATIONS

The primary benefit that SDED property owners will receive is heightened business visibility and activity. Further the incremental economic activity should increase the value of their underlying assets.

Most importantly, for all property owners that provide space for outdoor media installations there will be a direct economic benefit in the form of a lease payment from the sign company. Each participating property owner will receive approximately [20%] of the gross revenue that is generated from the signage on their property. This long term revenue stream will accrue to the property owner’s bottom line as all expenses associated with the signage will be the responsibility of the contracting sign company.

CCDC was most helpful in providing a listing of all property owners from a wide section of the downtown redevelopment area. While the size of the area we requested far exceeded that of our initial discussions with CCDC, it provides an opportunity to visit, photograph, analyze and identify an area, or areas with the greatest chance for success.

Another important component of our research is to find which properties within our “review area” have historic designations or restrictions. Again, CCDC was most helpful and these properties have been identified.

SECTION 6 – DISTRICT BOUNDARIES

As noted above, while the exact boundaries to be proposed have yet to be established, we are reviewing and analyzing the area including Broadway north to A Street from 3rd to 9th Avenues with the connector streets of 4th and 5th Avenues running from A Street south, through the Gaslamp Quarter to the Convention Center on Harbor Drive.

SECTION 7 – CHALLENGES/OPPOSITION

Every municipal project has challenges and opposition. SDED is being created in an open and collaborative fashion and below is an attempt to outline and identify potential issues associated with the project.

Challenges/Opposition

- (i) San Diego residents opposed to overt commercialization of downtown;
- (ii) San Diego residents opposed to signage in downtown;
- (iii) Business owners in other commercial areas who feel that the streets within SDED will be receiving a commercial advantage;
- (iv) Gaslamp Quarter stakeholders who may feel that SDED will draw traffic and economic activity away from the Gaslamp.
- (v) Signage companies who believe that SDED will be receiving a windfall in terms of economic opportunity through signage alternatives;
- (vi) Cultural groups that believe that the SDED located institutions will be receiving an unfair advantage through increased marketing ability and support; and
- (vii) City agencies that feel that their needs and concerns are not adequately addressed by the plan to implement SDED.

Potential Responses

The above are legitimate concerns and must be addressed effectively to build true public support. For the issues raised above, below are potential responses:

- (i) A certain amount of commercialization is necessary in order to fund SDED and enable it to support and promote the arts groups that it intends to serve. SDED will attempt to limit overt commercialization by approaching corporate partners for partnerships that include event and cultural support, not just signage. Additionally, SDED will require that a certain percentage of signage be devoted to artistic promotion. Therefore, SDED will include art installations that benefit both local artists and the community at large.
- (ii) The private property owners within SDED, some of whom are involved with residential efforts, will not only support the aims of SDED, but will have representation on its Board. Additionally, the boundaries of SDED will have been drafted to, to the greatest extent possible, include commercial entities rather than residential ones.

- (iii) SDED is unique in that it has an art-based public interest that other neighborhoods do not. Additionally, the marketing advantages that SDED will create will be available to all San Diego neighborhoods.
- (iv) The premise behind SDED is that strong neighborhoods do not detract from each other, but that they energize each other. The activity and excitement from the Gaslamp Quarter will flow over to SDED and vice versa. Further, the SDED connector streets of 4th and 5th will serve to send pedestrian traffic across Broadway from the Gaslamp Quarter to SDED and back again. Finally joint marketing efforts by among others, the Gaslamp Quarter, Little Italy Association, East Village Association and SDED will be made to promote all downtown assets.
- (v) SDED will be open to all sign companies. However, the goals of SDED – reinvestment into the community, cultural promotion of San Diego assets and the creation of corporate partnerships that include activation and support of public goals – will govern the ability of all sign companies wishing to do business in SDED.
- (vi) SDED, while focused on Broadway, C, B and A Streets and the connecting streets, will support arts groups throughout the region. Public displays of art will be a hallmark of SDED providing valuable exposure to arts groups within and outside of the District boundaries.
- (vii) Each and every appropriate city agency will be contacted and their concerns and issues addressed.

SECTION 8 – STRUCTURE OF THE DISTRICT

SDED will be 501(c)(3) organization governed by a Board of Directors made up of representatives from both the public and private sector. The proposed Board would include representatives from (i) the Gaslamp Quarter Association; (ii) San Diego Office of Economic Development; (iii) Civic San Diego; (iv) San Diego Commission for Art and Culture; (v) two private property owners within SDED; (vi) Centre City Advisory Committee and (vii) two representatives from the arts and cultural community, for example, Museum of Contemporary Art San Diego, San Diego Symphony, San Diego Opera, etc.

Financial Structure

Funding for signage creation, installation and maintenance will be provided by the sign companies participating in SDED. SDED will fully funded by a [20%] gross revenue share paid by each sign company in the district.

SDED will require no taxes, no TOT and no public funds.

NICHOLS PARTNERSHIP

July 24, 2012

San Diego City Administration Building
202 "C" Street, 10th Floor
San Diego CA 92101
Attn: Councilwoman Lorie Zapf

Dear Councilwoman Zapf:

I am writing to tell you about my support, experience and participation in the development of the art district in Downtown Denver known as the Denver Theatre District.

As Executive Vice President of The Nichols Partnership I have directly participated in more than \$500 million of real estate development projects containing a mix of uses including office, multi-family, hotel, retail and entertainment/sport. Most recently, I completed the development of SPIRE, a \$187M, 42-story smart, sophisticated and sustainable high-rise residential and retail mixed-use building which happens to sit in the heart of the Denver Theater District. One of the key reasons for the success of SPIRE has been the unique public/private partnerships that created the 14th Street Initiative (Public ROW capital improvement project and maintenance district) and the complementary Denver Theater District (responsible for programming and activating the Theater District).

I currently serve as the President of 14th Street General Improvement District which is the entity that serves as the steward of the improvements and the 14th Street corridor. Over the past five years, The Nichols Partnership has been an active participant in Denver's 14th Street Initiative and helped forge a unique public-private partnership which resulted in \$14M in improvements to the 14th Street corridor. This project has been a catalyst for new development as well as commercial and residential success on 14th Street, and has firmly established 14th Street as the "front door" of Denver and our "Ambassador" Street.

At the same time that the 14th Street Initiative was creating a true sense of "place" for 14th Street, the Theater District was launching an outdoor media platform that we actively continue to support. Over the last three years, through the guidance of a stakeholder board (Randy Nichols, President of Nichols Partnership is a DTD Board member) and David Ehrlich as Executive Director, the Denver Theatre District has become a unique, outdoor, large-format art gallery in the heart of downtown Denver, and has hosted literally hundreds of art-based activities in downtown.

SPIRE has a front door on Denver's new 14th Street in the heart of the Denver Theatre District, and is proud of the unique public/private partnerships that have driven both real estate development and local artistic growth. I am confident that a similar art and entertainment district for downtown San Diego can bring similar benefits to the local art community, and act as a support to neighborhood building efforts downtown. Please let me know if I can assist you as you explore this opportunity in the coming months.

Sincerely,



Christopher Crosby
Executive Vice President
ccrosby@nicholspartnership.com