

IDEA 1





FIRST BUILDING OF THE I.D.E.A. DISTRICT

IDEA 1

295 RESIDENTIAL UNITS
at IDEA 1

180+ RESTAURANTS AND BARS
within 1/2 mile of site

15 DECO BIKE STATIONS
within 1/2 mile of site

2 RETAIL SPACES

ONLY 1 INSANLEY GREAT OFFICE SPACE



SAN DIEGO AIRPORT

DOWNTOWN SAN DIEGO

LITTLE ITALY

PETCO PARK

IDEA 1

IDEA
The I.D.E.A. District

SAN DIEGO CITY COLLEGE

EAST VILLAGE GREEN PARK

M

94

INTERSTATE
5



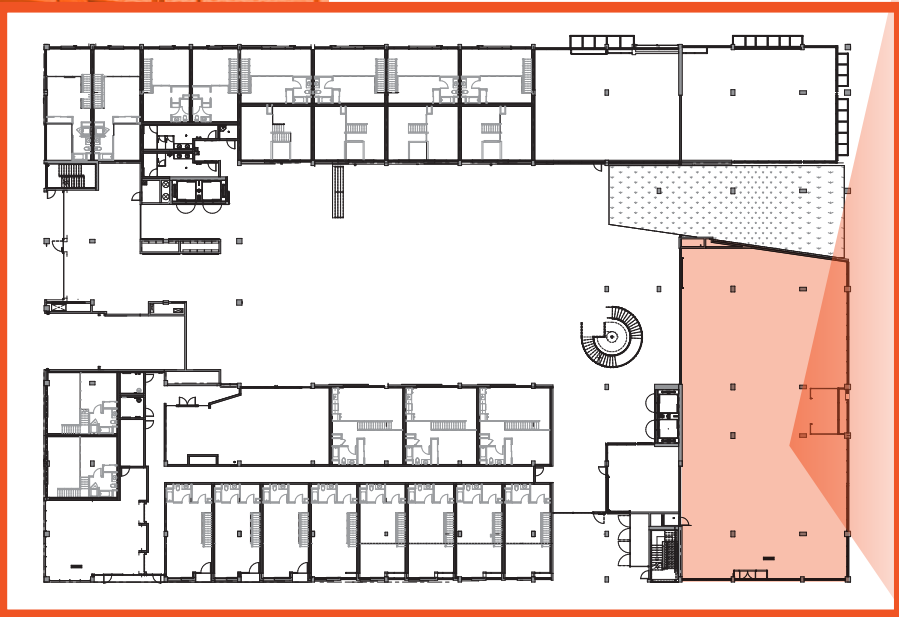
SPECS

ADDRESS	895 Park Blvd, San Diego, CA 92101
SIZE	7,717 Usable SF (No Core Factor! Equal to approx. 9,260 Rentable SF at competing projects)
CLEAR HEIGHT	Approximately 18'
ELECTRICITY	Separately metered
HVAC	Separately metered (No after hour HVAC costs)
PARKING	8 reserved stalls (approx. 1:1,000)
AMENITIES	Gym, Coffee, Bike Locker/Repair, Restaurant(s)
IDEA BOX	Office tenant has ability to use IDEA Box

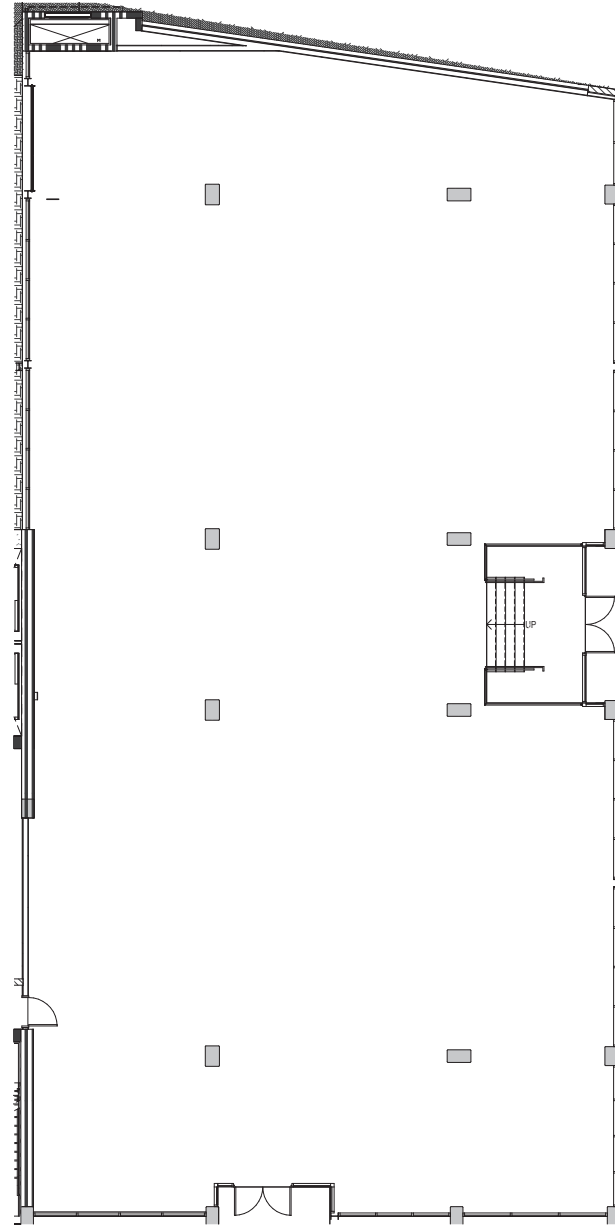
NO CORE FACTOR

CREATIVE OFFICE SPACE

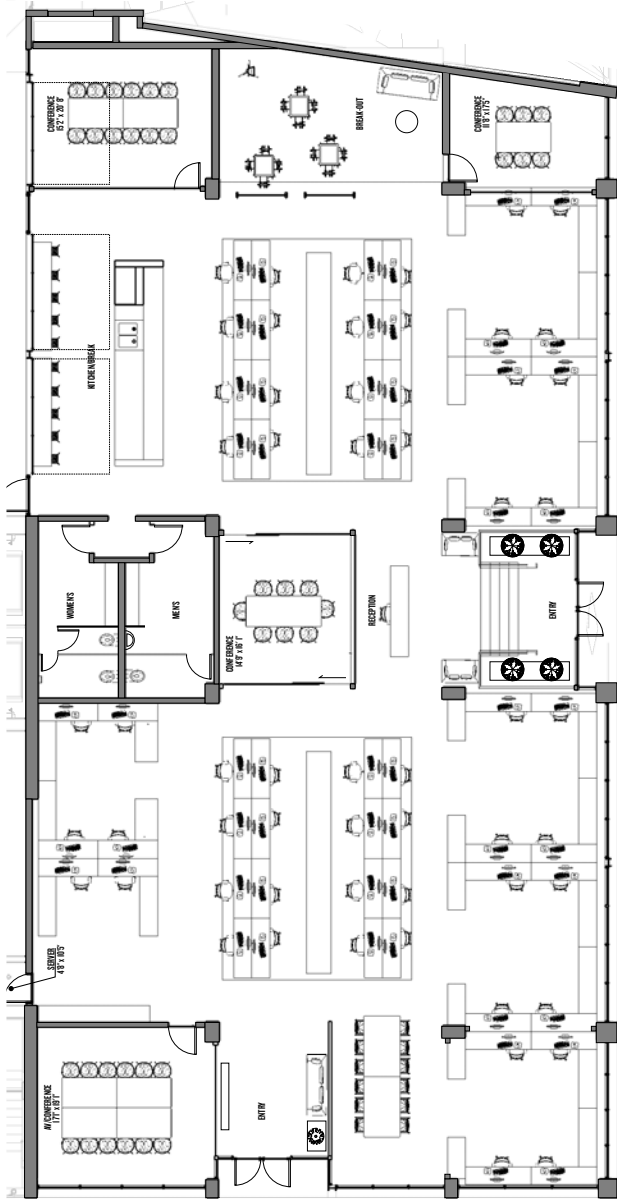
7,717 USF



F ST



PARK BLVD



PARK BLVD

FST



HYPOTHETICAL SPACE



AMENITIES



GYM



RETAIL



COFFEE
SHOP



THE IDEA BOX

An exciting and unique feature of IDEA1, the IDEA Box will be located in the HUB, elevated above the ground floor and adjacent to the second level. The front wall is a cutting-edge glass material that can appear either transparent or opaque depending on user preference. This surface acts as a projection screen, so the entire wall (both interior and exterior) will act as a viewing screen for different media.



THE HUB

The common areas of the project begin with a ground floor courtyard that connects the commercial and residential ecosystems. This flexible events space, also accessible from the surrounding streets and adjacent park, will become the community mixing bowl and a stage for the creativity of District residents.

- 12,000 SF courtyard with flexible space, accessible from the surrounding streets and adjacent park
- Accommodates events that are planned by the community and spontaneous gatherings as well
- Planned for multiple events including meetups, hackathons, panels, presentations, art fairs, and more
- The HUB is a lively space for connection and collaboration between members of the community







BIKE CAFE

303

ABOUT IDEA DISTRICT



I.D.E.A. Partners, LLC



IDEA1 is the first step to establishing the District's vision of becoming San Diego's design + technology innovation hub. We will achieve this goal by mixing all of the critical uses – office, residential, and retail – in a way that **ENCOURAGES INTERACTION** between inhabitants of this block and the larger community. The design principles that support an **INNOVATION** ecosystem are on display in this project to act as an inspiration for other I.D.E.A. District designers and developers.

San Diego is competing in the most important race of the 21st Century: **THE RACE FOR TALENT**. We define talent as highly educated, highly mobile 24-35 year-olds who are tomorrow's workforce and entrepreneurs. They are essential ingredients for an innovation economy – equally important for the City as for local businesses. IDEA1 will attract the best and the brightest in the world by offering them what they want: an urban, walkable community rich in amenities and creative engagement.





I.D.E.A. Partners, LLC

DEREK HULSE

858.334.4005
derek.hulse@cushwake.com
CA License #01740180

PHILIP ROBERTS

858.558.5651
philip.roberts@cushwake.com
CA License #01908296

