

Shea Properties.

SAFDIE RABINES ARCHITECTS
SPURLOCK POIRIER

MERCADO DEL BARRIO PROPOSAL PROPUESTA PARA EL MERCADO DEL BARRIO



Founded in 1881







Public Use

- Approximately 58,500 SF
- 4,600 SF Community Center
- Extends Chicano Park to the Bay

84,465 SF of Commercial Use including:

- 34,235 SF Hispanic Grocer
- 16,830 SF of Mercado Shop Space
- 20,550 SF of “In-Line” Retail Space
- 12,850 SF of Restaurant Space

Residential Use

- 12 Market Rate “For-Sale” Units
- Approximately 60 Rental Units



- Initially the project will generate over approximately 700 permanent jobs growing to over 800 jobs by 2022
- Payroll generated by these jobs expected to be in excess of \$20,000,000 in the second year of service
- Net retail sales expected to approach \$50,000,000 by year 2 growing to over approximately \$60,000,000 by 2022
- Construction of the project will add almost \$50,000,000 to the local and regional economy
- Small business opportunities in the Mercado



Development Budget

- *Total Project Cost of Approximately \$54,000,000-\$55,000,000*
- *Agency Assistance Required*
- *Unique Financing Mechanisms Reduce Agency Assistance*
 - *New Market Tax Credits*
 - *Proposition 1c (Infill Incentive Grant Program)*
 - *CALreUSE Expansion*
 - *MHP Housing Credits*
 - *Enterprise Zone*
 - *Grocery Sale/Leaseback*



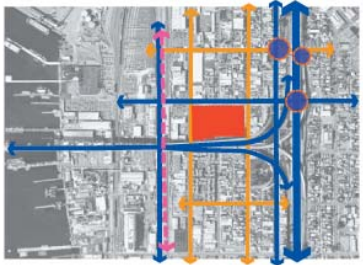
| Task | Duration (Days) | Start | Finish | 2008 | | | | 2009 | | | | 2010 | | | | 2011 | | | | 2012 |
|----------------------------------|-----------------|---------|---------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | | | | Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4 | Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4 | Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4 | Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4 | Qtr 1 |
| RFP Developer Selections | 23 days | 1/8/08 | 1/30/08 | ■ | | | | | | | | | | | | | | | | |
| ENA Negotiation and Execution | 32 days | 2/24/08 | 3/26/08 | | ■ | | | | | | | | | | | | | | | |
| Community Outreach & Final Plan | 386 days | 1/31/08 | 2/19/09 | | ■ | ■ | ■ | ■ | | | | | | | | | | | | |
| Development Review Process | 91 days | 2/20/09 | 5/21/09 | | | | | ■ | ■ | | | | | | | | | | | |
| CEQA/NEPA Compliance | 223 days | 2/21/09 | 10/1/09 | | | | | ■ | ■ | ■ | ■ | | | | | | | | | |
| Public Hearings and Approval | 53 days | 7/23/09 | 9/13/09 | | | | | | | | | ■ | ■ | | | | | | | |
| Construction Document Processing | 332 days | 9/15/09 | 8/12/10 | | | | | | | | | ■ | ■ | ■ | ■ | | | | | |
| Site Construction | 180 days | 8/13/10 | 2/8/11 | | | | | | | | | | | | | | | | | |
| East Block Vertical Construction | 360 days | 2/9/11 | 2/3/12 | | | | | | | | | | | | | | | | | |
| West Block Vertical Construction | 300 days | 2/9/11 | 12/5/11 | | | | | | | | | | | | | | | | | |
| Sales & Leasing | 1460 days | 3/27/08 | 3/25/12 | | | | | | | | | | | | | | | | | |



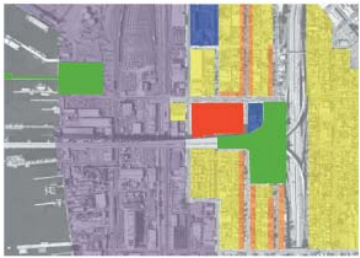
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Barrio Logan Neighborhood
Vecindario del Barrio Logan



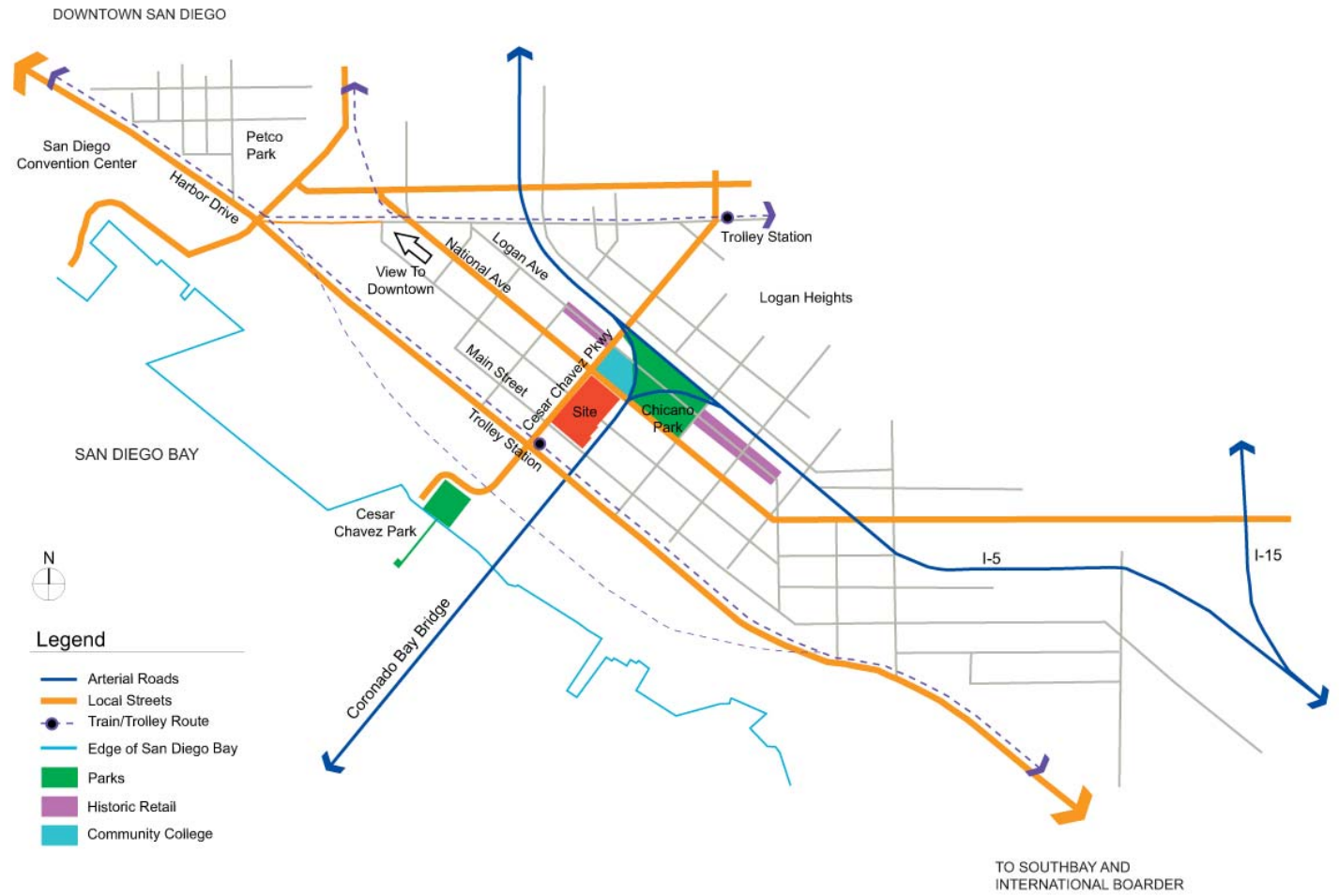
GATEWAYS



LAND USE



PARKS



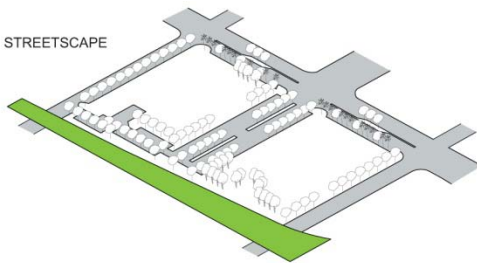
PARK TO BAY LINK



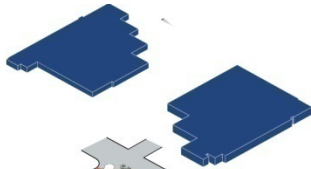
ARTS, GARDENS AND COURTS



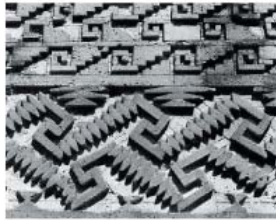
STREETSCAPE



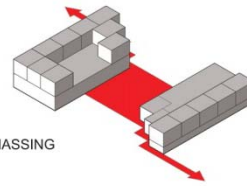
PROGRAM



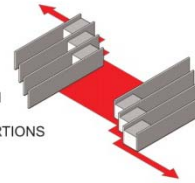
WEAVING



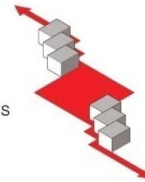
MASSING



RHYTHM AND PROPORTIONS



HIERARCHIES



PUBLIC SPACES





MERCADO DEL BARRIO ON FESTIVAL DAY



FESTIVALS



FAMILY AND COMMUNITY EVENTS



MERCADO DEL BARRIO ON FESTIVAL DAY



WEEKLY EVENTS



DAILY ACTIVITY

Buildings

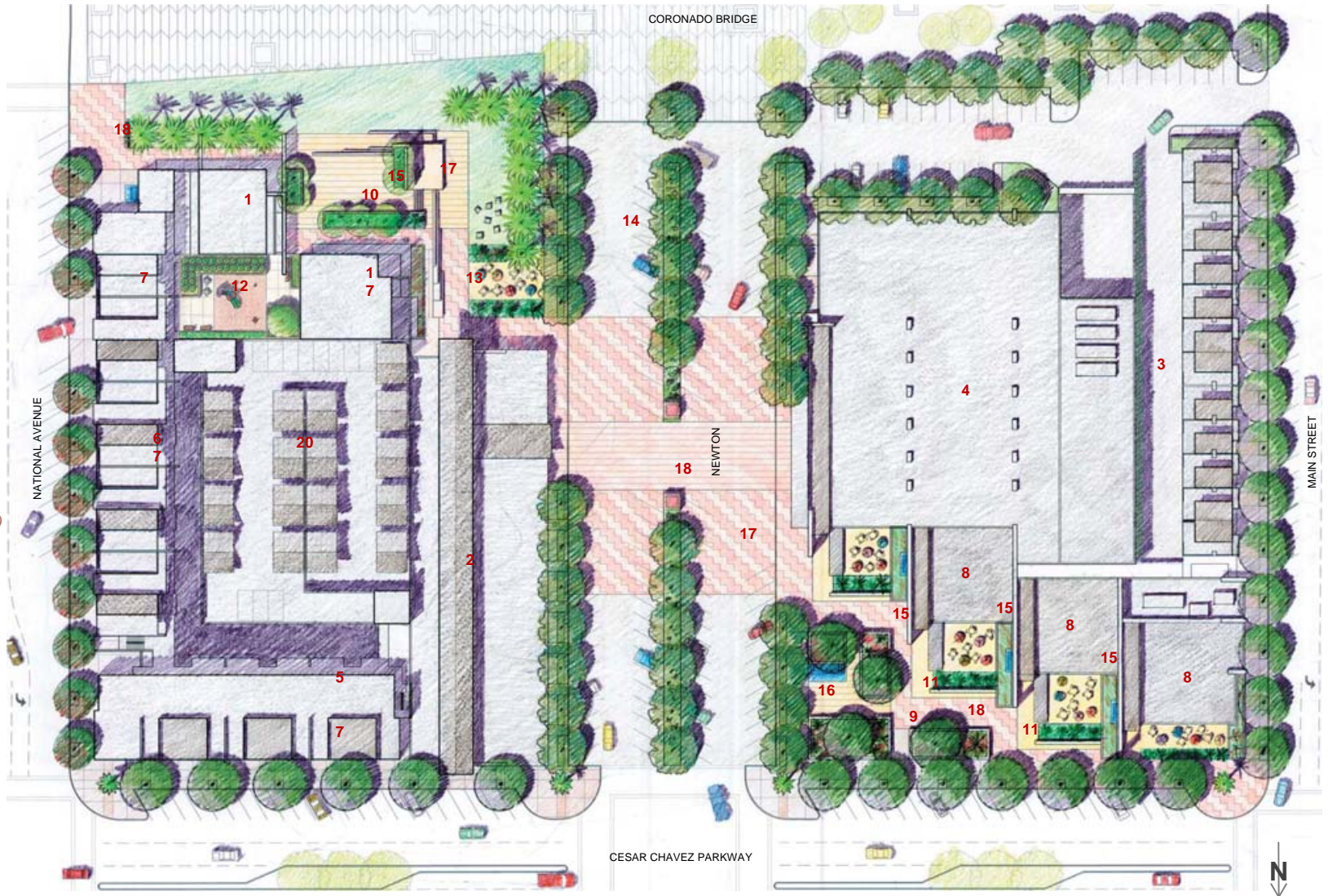
- 1 Community Center
Centro Comunitario
- 2 Mercado
Mercado Publico
- 3 Townhomes
Residencias Urbanas
- 4 Grocery Market
Supermercado
- 5 In-Line 1 Retail
Comercios 1
- 6 In-Line 2 Retail
Comercios 2
- 7 Apartments (Above)
Apartamentos (Sobre)
- 8 Restaurants
Restaurantes

Outdoor Spaces

- 9 Mercado Gardens
Jardines del Mercado
- 10 Community Terrace
Terraza Comunidad
- 11 Restaurant Courtyards
Patio de restaurantes
- 12 Secure Tot Lot (2nd Floor)
Parque de los Ninos (Piso Dos)
- 13 Mercado Court
Patio del Mercado
- 14 Parking/Market Space
Estacionam./Mercado sobre Ruedas

Site Features

- 15 Mural Walls
Murales Culturales
- 16 Plaza Fountain
Plaza de la Fuente
- 17 Stage
Escenario Artistico
- 18 Step Fret Link
Conector Escalonado
- 19 Bio-swale
Canal Vegativo
- 20 Photo-Voltaic Panels (Above)
Paneles solares (Sobre)



- Restaurant
- Mercado Building
- Retail
- Grocery Market
- Townhomes
- Community Center
- Parking Garage Dedicated to Commercial
- Circulation/Corridor



Ground Floor
Primer Piso



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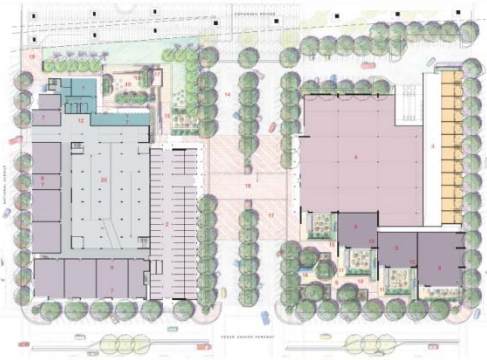
Cesar Chavez Parkway & Main Street



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Mercado Court & Community Terrace
Plaza del Mercado & Plaza de la Comunidad





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SAFDIE RABINES ARCHITECTS
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Mercado Elevations Elevaciones del Mercado



The Mercado Provides: / Que es lo que Proponemos:

SHOPPING / COMERCIO

- **Hispanic Grocer**
Supermercado Latino
- **Restaurants**
Restaurantes
- **Small Local Shops**
Tiendas Pequeñas
- **Mercado**
Mercado

HOUSING / VIVIENDA

- **Housing Affordable to the Barrio**
Vivienda par la Comunidad
- **Cultural Center**
Centro Cultural
- **Apartments & Townhomes**
Apartamentos & Residencias Urbanas

COMMUNITY / COMUNIDAD

- **New Jobs & Businesses**
Nuevas Trabajos & Negocios
- **Reinforce Community Identity**
Reafirmar Indentidad de la Comunidad
- **Extends Chicano Park**
Expansion del Parque Chicano
- **Plazas**
Plazas
- **Art**
Arte
- **Gathering Place for Celebrations**
Espacios para Celebración



A PROJECT THAT CAN BE BUILT
UN PROYECTO QUE PODEMOS CONSTRUIR

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PROPUESTA PARA EL MERCADO DEL BARRIO