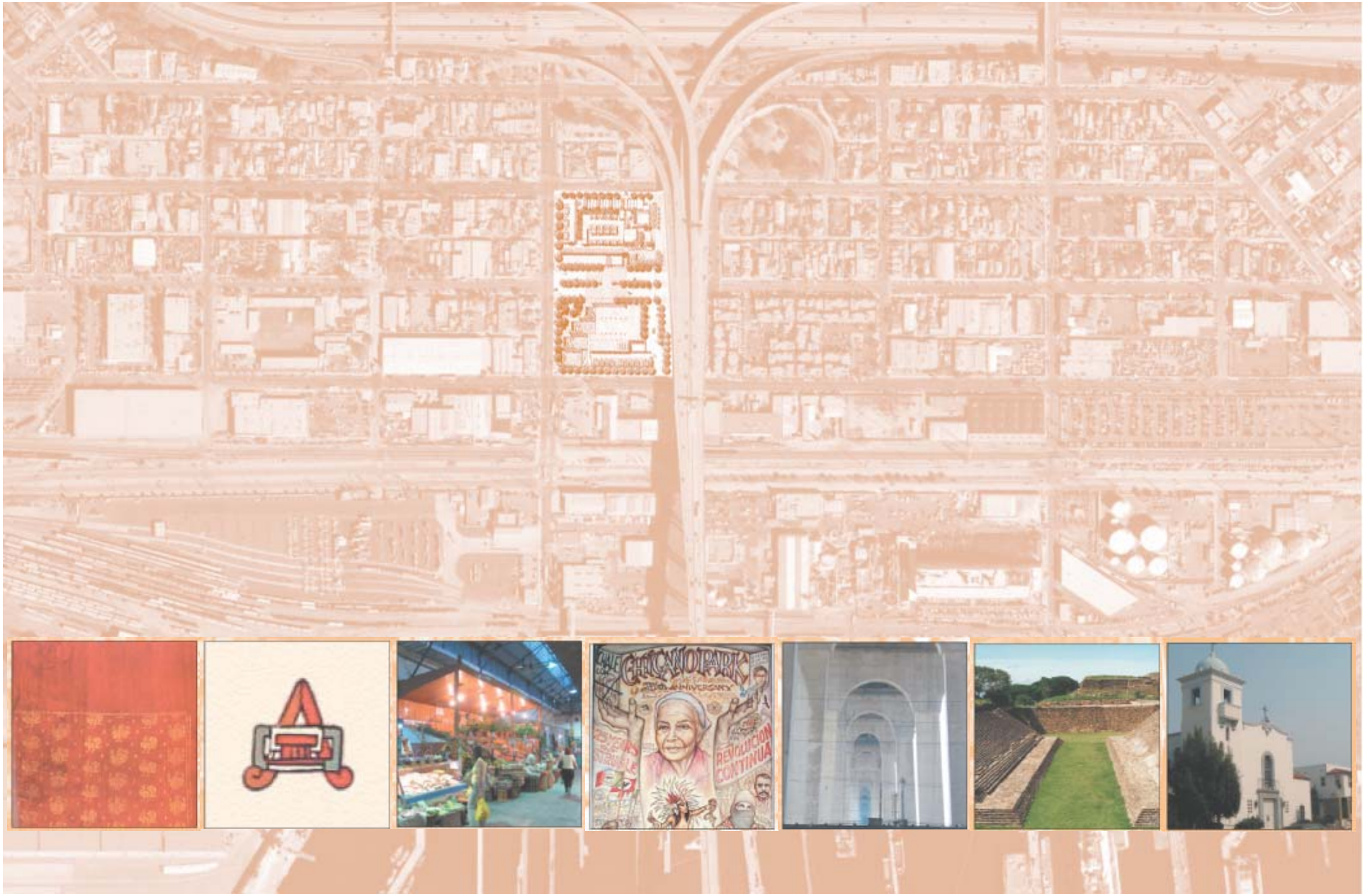

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SAFDIE RABINES ARCHITECTS

SPURLOCK POIRIER

MERCADO DEL BARRIO PROPOSAL

PROPUESTA PARA EL MERCADO DEL BARRIO

Founded in 1881

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SAFDIE RABINES ARCHITECTS

SPURLOCK POIRIER

Shea Company History

Historia de Shea Company

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SAFDIE RABINES ARCHITECTS

SPURLOCK POIRIER

Safdie Rabines Architects History

Historia de Safdie Rabines Architects

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SAFDIE RABINES ARCHITECTS

SPURLOCK POIRIER

Spurlock Poirier History

Historia de Spurlock Poirier

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

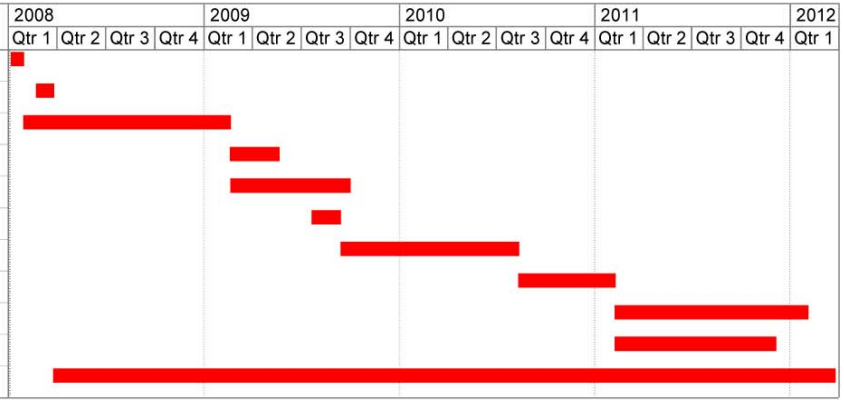
- Initially the project will generate over approximately 700 permanent jobs growing to over 800 jobs by 2022
- Payroll generated by these jobs expected to be in excess of $20,000,000 in the second year of service
- Net retail sales expected to approach $50,000,000 by year 2 growing to over approximately $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

Economic & Fiscal Impact
Impacto Fiscal & Económico

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
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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Complete Project Schedule

Programa Completo del Projecto

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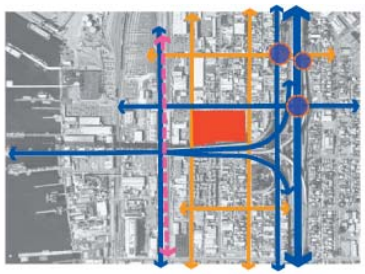
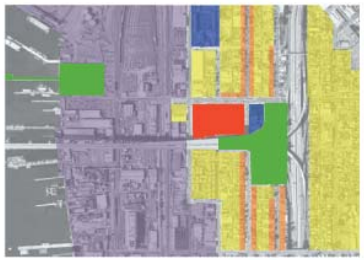
SPURLOCK POIRIER

Barrio Logan Neighborhood

Vecindario del Barrio Logan

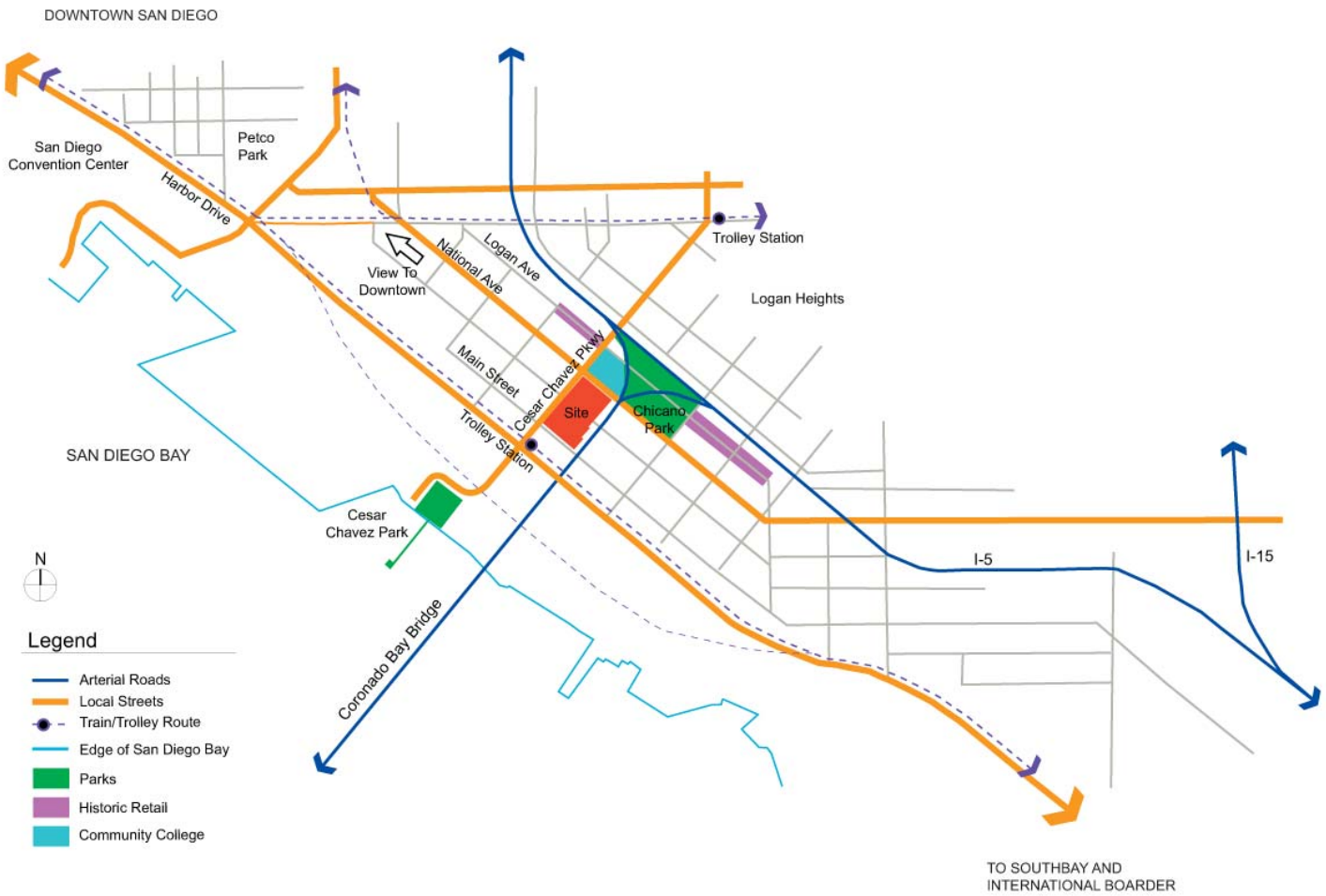


GATEWAYS



LAND USE

PARKS



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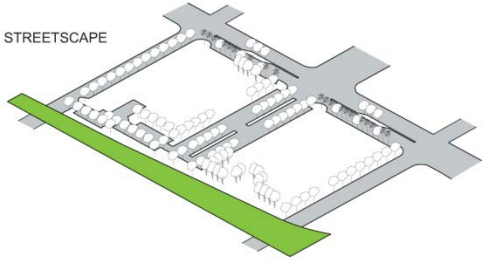
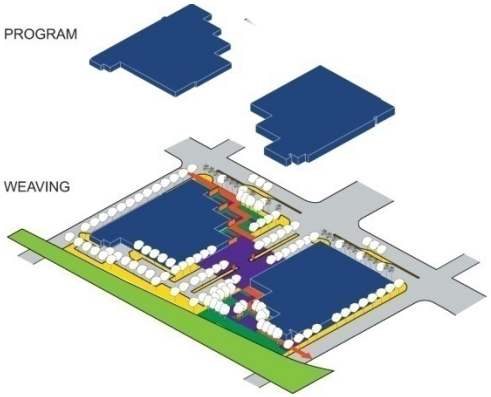
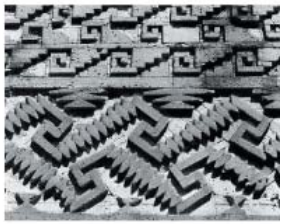
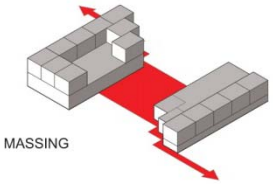
Neighborhood Influences

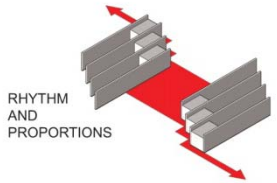
Condiciones Especiales del Barrio

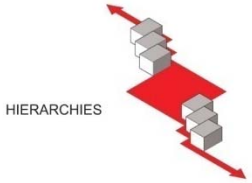


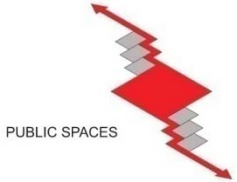












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Site Opportunities

Oportunidades del Projecto

MERCADO DEL BARRIO ON FESTIVAL DAY

FESTIVALS

FAMILY AND COMMUNITY EVENTS

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Mercado Del Barrio Events

Eventos del Mercado del Barrio

MERCADO DEL BARRIO ON FESTIVAL DAY

WEEKLY EVENTS

DAILY ACTIVITY

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Mercado Del Barrio Events

Eventos del Mercado del Barrio

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)
Apartmentos (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 Cuturales

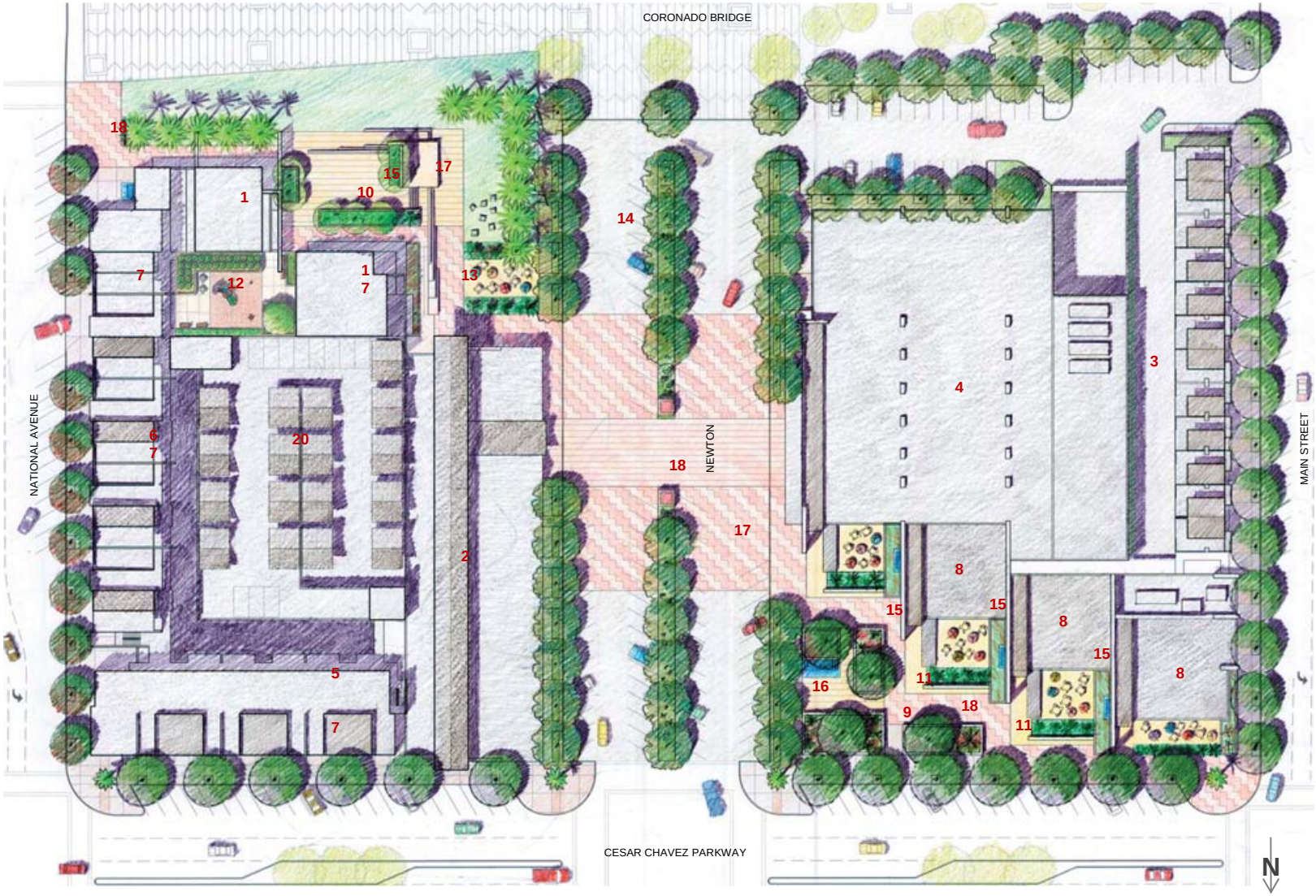
16 Plaza Fountain
Plaza de la Fuente

17 Stage
Escenario Artistico

18 Step Fret Link
Conector Escalonado

19 Bio-swale
Canal Vegativo

20 Photo-Voltaic Panels (Above)
Paneles solares (Sobre)



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Roof Plan

Planta de Techo

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Ground Floor

Primer Piso

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SPURLOCK POIRIER

Cesar Chavez Parkway & Main Street

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SPURLOCK POIRIER

Mercado Court & Community Terrace

Plaza del Mercado & Plaza de la Comunidad

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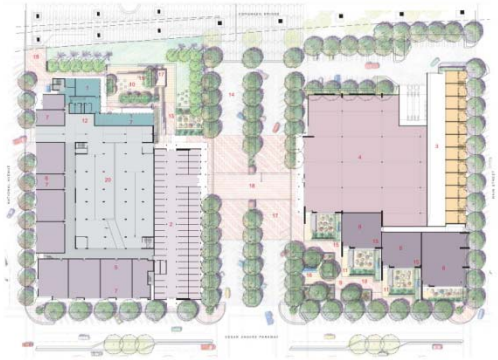
Cesar Chavez Parkway & National Avenue



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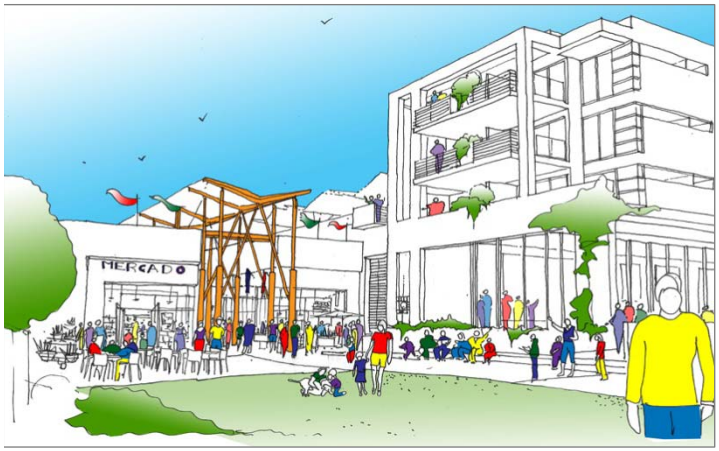
Mercado Elevations

Elevaciones del Mercado



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Mercado at Cesar Chavez Parkway & Newton Street

The Mercado Provides: / Que es le 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
  Apartmentos & Residencias Urbanas

COMMUNITY / *COMUNIDAD*

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

A PROJECT THAT CAN BE BUILT

UN PROJECTO QUE PODEMOS CONSTRUIR

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SPURLOCK POIRIER

MERCADO DEL BARRIO PROPOSAL

PROPUESTA PARA EL MERCADO DEL BARRIO