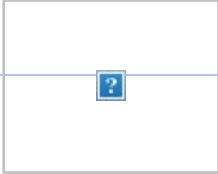


From: [Steven Black](#)
To: [Jason Wood](#)
Subject: RE: 101 Ash – San Diego, CA
Date: Tuesday, November 10, 2015 5:02:01 PM
Attachments: [image001.jpg](#)

yes




steve black | principal & president
cisterra development
3580 carmel mountain rd | suite 460 | san diego | ca 92130
t 619.615.1241 | f 619.615.0199 | sblack@cisterra.com

From: Jason Wood
Sent: Tuesday, November 10, 2015 5:01 PM
To: Steven Black
Subject: FW: 101 Ash – San Diego, CA

OK with me signing the standard CA?

From: Eastdil Secured [<mailto:ES101Ash@eastdilsecured.com>]
Sent: Tuesday, November 10, 2015 12:14 PM
To: Jason Wood <JWood@cisterra.com>
Subject: 101 Ash – San Diego, CA



101 Ash Street
San Diego, California

Eastdil Secured, as exclusive advisor, is pleased to present the opportunity to acquire a 100% fee simple interest in 101 Ash (the “Property”), a vacant 21-story office tower outstandingly positioned for an adaptive re-use redevelopment into a residential/hotel/multi-tenant office use. Standing above the surrounding properties and boasting panoramic ocean views throughout, the Property is located in San Diego’s downtown core and was formerly the headquarters of Sempra Energy. With just over 350,000 gross sq. ft., the Property offers investors and developers the ideal opportunity to acquire the asset and transform it into best-in-class apartments or condominiums, a five-star hotel, or a class A office. Plans to convert the building into a variety of uses are currently in process and have garnered significant positive feedback from the city.

Download the [Confidentiality Agreement](#).

Download the [Property Brochure](#).

101 Ash

View the [Video](#).

PROJECT OVERVIEW	
Address	101 Ash Street, San Diego, CA 92101
Year Built	1968
Land Area	1.348 acres
Building Gross Sq. Ft. (GSF)	350,331
Stories	21
Floor Size Range (GSF)	11,717 – 37,582 (13,483 floors 3-19)
Parking	238 spaces
Current Zone	Core (C)

Investment Highlights:

MARKET

Opportunity to Capitalize on Downtown San Diego Renaissance: In recent years Downtown San Diego has experienced an extraordinary commercial and cultural renaissance. This explosive growth has translated into 4,000 new businesses, 75,000 freshly created jobs, and an influx of 40,000 new residents into Downtown San Diego – much of this growth has occurred within blocks of 101 Ash. The boom in permanent residents has further solidified Downtown San Diego as a vibrant, live-work-play destination alive with ideas, opportunity, and diversity.

FLEXIBLE AND RISK-PROTECTED EXECUTION

Myriad Potential Uses in an Existing High-Rise Structure: Given its location in the heart of San Diego's Downtown and adjacent to thriving Little Italy, 101 Ash is an attractive and viable candidate for a conversion to a variety of uses. Additionally, the ability to maintain the existing asset as a single- or multi-tenant office building provides tremendous downside risk protection.

MULTIFAMILY

Sought-After Residential Market with Strong Fundamentals: 101 Ash is a compelling residential project boasting unparalleled ocean views. Its walk score of 96 signifies immediate walkable access to employers, entertainment, and lifestyle amenities. Downtown San Diego is one of the leading employment nodes of the MSA – with broader San Diego ranked #8 in the nation and #2 in California for employment

growth. Further attracting an affluent resident base, Downtown San Diego is home to wideranging entertainment options unmatched anywhere else in San Diego County including the Gaslamp Quarter, East Village, Little Italy, Petco Park, and a plethora of nightlife options.

- **Strong Rent Growth:** During 3Q 2015 rents in Downtown increased by 2.3%, which continued a 14 quarter streak of positive growth and an aggregate increase in rents of 16.1%.
- **Steady Vacancy:** In 3Q 2015 the average vacancy rate downtown decreased 10 basis points to 5.5%. This is the lowest vacancy achieved since 2013 and is indicative of a shift to Downtown living in San Diego.
- **Flourishing Population:** Downtown San Diego witnessed an astounding 12% growth in population from 2010 - 2015. 75% of the new Downtown residents have entered the rental pool.

CONDOMINIUM

A Unique Condominium Story: Downtown San Diego has witnessed newly constructed condominium units trading in excess of \$1,000/SF. With panoramic ocean views from nearly all floors of the building, 101 Ash is well positioned to capitalize on this trend. The opportunity to create unique condominiums complemented by an unmatched amenity package in an urban coastal location is extremely rare. As a condominium execution, 101 Ash would drive top-of-the-market sales in terms of both price/SF and sales velocity.

OFFICE

Strong Market Conditions: Downtown San Diego has achieved over 77,000 square feet of net absorption year-to-date. During the same time period, Class A rents have increased approximately 4%. This trend, combined with organic growth within the Downtown submarket, has led to strong overall market fundamentals, which will allow 101 Ash Street to achieve attractive rental rates upon lease-up.

- **Rapidly Recovering Downtown Class A Rents:** Since the trough of the last cycle (4Q 2012), direct asking rents have increased 6% from \$2.46/SqFt/Mo to \$2.59/SqFt/Mo.
- **Future Upside Potential:** Downtown Class A rents still remain 10% below the prior peak level of \$2.88/SqFt/Mo (2Q 2008), leaving ample room for future rent growth.
- **Lack of Vacancy:** The average vacancy among all Class A office projects located Downtown is approximately 9%. 101 Ash Street will benefit from continually increasing market rents and a tightening of the Downtown CBD Class A market.

HOTEL

Hotel Conversion Opportunity in San Diego's Dynamic Hotel Market: 101 Ash Street can be immediately converted into a dynamic ocean view hotel proximate to Little Italy and countless lifestyle amenities. San Diego is one of the nation's strongest "7-day-a-week" lodging markets, and Downtown is one of the city's leading submarkets, consistently attracting demand from multiple segments including leisure, commercial, and group. The Downtown lodging market is forecasted to continue its strong growth in 2015 with RevPAR predicted to grow by 7.5% following a strong 2014 that saw 8.7% RevPAR growth. Additionally, occupancy is predicted to increase for the 6th consecutive year with forecasted ADR increases of 7.0% for 2015.

Should you have an interest in reviewing the offering memorandum, please execute the [Confidentiality Agreement](#) and return it to ES101Ash@eastdilsecured.com.

EXCLUSIVE ADVISOR

Eastdil Secured

Residential Contacts:

Joseph Smolen
Director
(310) 526-9442

Geoff Boler
Vice President
(949) 930-7477

John Brooks
Associate
(310) 526-9163

jsmolen@eastdilsecured.com

gboles@eastdilsecured.com

jbrooks@eastdilsecured.com

Office Contacts:

K.C. Scheipe

Managing Director

(949) 930-7480

kscheipe@eastdilsecured.com

Brian Russell

Senior Vice President

(949) 864-2019

brussell@eastdilsecured.com

Hotel Contact:

Andrew Holt

Director

(310) 526-9473

aholt@eastdilsecured.com

Justin Shepherd

Vice President

(858) 764-2488

shepherd@eastdilsecured.com

Kenneth Fowlkes

Associate

(949) 864-2029

kfowlkes@eastdilsecured.com

Debt Contact:

Don Carson

Senior Vice President

(310) 526-9132

dcarson@eastdilsecured.com

100 Wilshire Boulevard,
Suite 1500
Santa Monica, CA 90401
(310) 526-9000
(310) 526-9050

3161 Michelson Drive,
Suite 1650
Irvine, CA 92612
(949) 930-7474
(949) 930-7475

11622 El Camino Real,
Suite 100
San Diego, CA 92130
(949) 930-7474
(949) 930-7475

ES



CA BRE#s: 01423874, 01905399, 01965715, 01469822, 01838548, 01920350, 01892598, 01942283, 01913038

Not all email programs support HTML formatted email.

Please go to <https://www.eastdilsecured.com/offerings/public/OCB5/101Ash.htm> if this page does not appear properly.

You may download the Confidentiality Agreement as an Adobe PDF file. Adobe PDF files require Acrobat Reader software from Adobe Systems Inc. Click here to receive your free [Adobe Acrobat Reader](#) software.



OCB5

Disclaimer: <http://www.eastdilsecured.com/about/disclaimers/disclaimer-ES.htm>

Privacy, Security, and Legal: <https://www.wellsfargo.com/privacy-security/>

IMPORTANT

This message may contain confidential and/or privileged information and is for the named person's use only. If you are not the intended recipient or have received this communication in error, please notify the sender immediately and discard all copies. If you would prefer not to receive further communications, please contact us by calling 888-732-2278, or send a fax with your name, address and email address to (310) 526-9085 Attn: "Opt Out", or e-mail your name, address and email address to us at optout@eastdilsecured.com with a subject line "Opt Out".

If this message is not displaying properly, [click here](#) to launch your browser. To ensure delivery to your inbox, please add Sender to your Safe Senders list. This message is being sent by Eastdil Secured, Eastdil Secured.

If you are having problems viewing this email, [click here](#)

To stop receiving emails like this, or change your preferences [click here](#)

