A COMMUNITY GATHERING PLACE

PRESENTATION: JULY 28, 2020

PSQLLC: AN INTRODUCTION

CREATIVE HOUSING ASSOCIATES

Michael Dieden, President

KEY PROJECTS

Mission Meridian Village, *South Pasadena*
Metlox Block, *Manhattan Beach*
Venice Renaissance, *Los Angeles*

ARTECO PARTNERS

Jerry Tessier, President
Ed Tessier, Vice-President

KEY PROJECTS

Emporia Arts District, *Ontario*
Claremont Packing House, *Claremont*
Pomona Packing Plant, *Pomona*

J LOU DEVELOPMENT

Jingbo Lou, Principal

KEY PROJECTS

Cassell's Hamburgers, *Los Angeles*
Hotel Normandie, *Los Angeles*
Sunset Terrace, *Los Angeles*

PROJECT DEVELOPMENT TEAM

PSQLLC

KEY PARTNERS

Wade Graham, Landscape Architecture
Deasey Penner Podley, Residential Market Consultant
Hopkins Construction, Pre-Construction Services

PSQ: PRESENTATION AGENDA

- ***What is the project?*** *View site plan*
  - *Gateway*
  - *Community gathering place*
  - *Transit integrated*
  - *Revenue generator for city*

Unique blend of uses *Park, Commercial, Hotel, Residential*

Key Details: *Subterranean parking garage*

Sustainability: *Built to highest specifications*

Where is it ? *Site Perspective*

Enhanced Value: *Walkability*

- ***Q&A Session:*** *Community discussion*

PSQ: PROJECT TIMELINE

AUGUST 2020

Execute ENA

First Deposit:
$25,000

SEPT TO DEC 2020

Due Dilligence

Phase 1:
Environmental SA

Soils Report

Engineering

Schematic
Drawings

Construction
Pricing

Market Studies

Second Deposit:
$50,000

DEC 2020 TO 2021

Complete Studies
and Testing

Initiate Design
Development

Construction Drawings

Landscaping Plans

Additional Construction
Costing

Other

PSQ: THE SITE PLAN

PSQ: PROJECT CROSS-SECTION

CASA BONITA

- *Prelim. study suggests 40-60 rooms at ~ 22,000 SF*
- *Amenities: rooftop bar with mountain views, pool, gardens*

COMMERCIAL

- *Anticipated ~40,000 SF of 60% retail and 40% office/flex*
- *Features: Pop-Jet fountains and public plaza*

RESIDENTIAL

- *Prelim. study suggests ~60,000 SF residential: 60% townhomes and 40% flats*
- *Approx. ~40 units for sale*

PARKING GARAGE

- *~85 spaces: Retail, Office/Flex*
- *~60 spaces: Hotel*
- *~80 spaces: Residential*

TOTAL spaces: ~225

TRANSPORTATION

- *Ongoing extension: Citrus College/Pomona Station*
- EXPECTED COMPLETION: 2025

COMMUNITY USES AT PSQ

PSQ

Town square & connnectivity to Pioneer Park

RETAIL

Curated community-focused stores, shops and pop-ups

HOSPITALITY

Boutique hotel with a sunny rooftop and music-filled lobby

RESIDENTIAL

Unique homes for singles, families and seniors -- all car-optional!

PSQ: 50% OPEN SPACE

SPACE FOR THE COMMUNITY

Landscape architect Wade Graham envisions a sustainable, ecological, space to support relaxation, play and connection.

- *Classic American Town*
- *Heritage Oak*
- *Pop-Jet Water Feature*

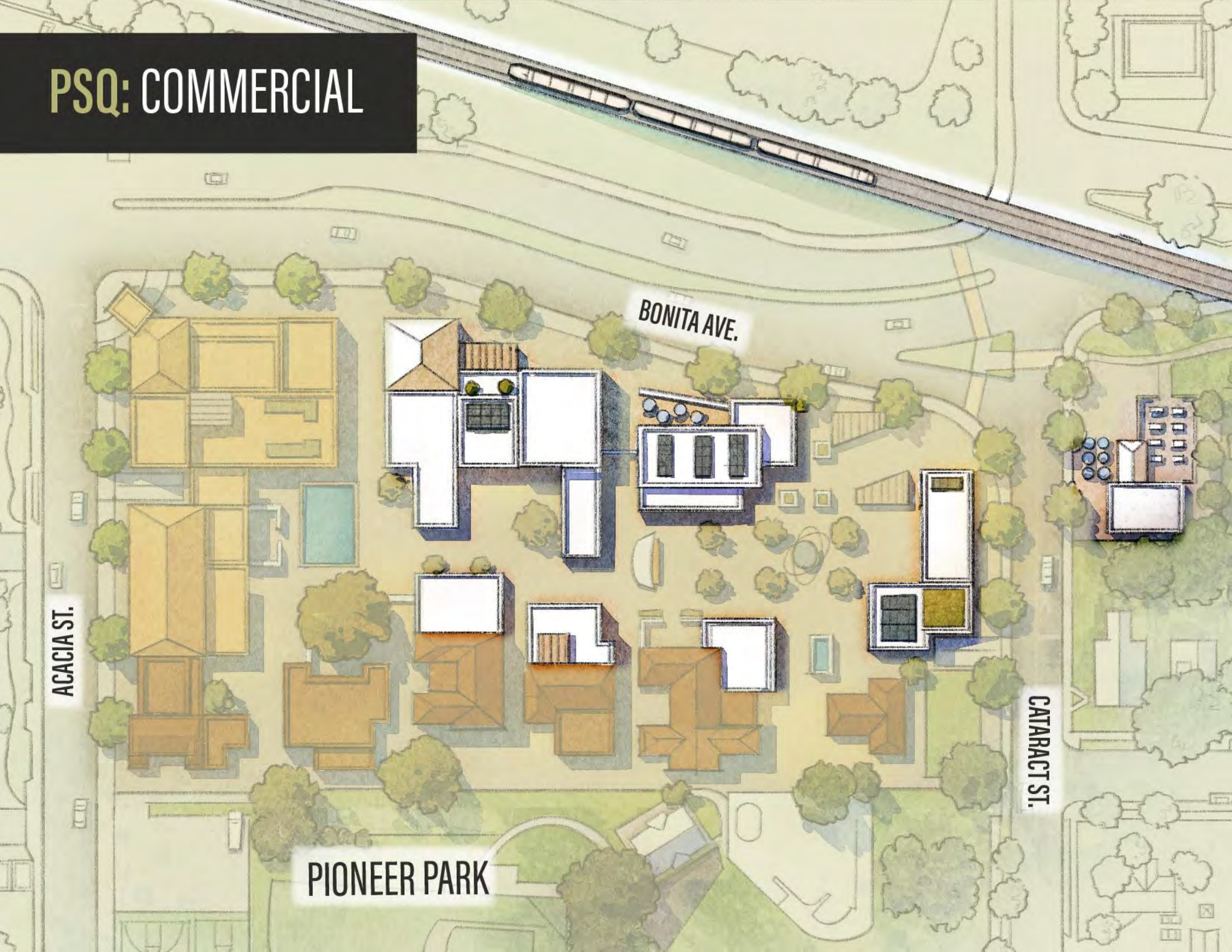
PSQ: PIONEER PARK

PIONEER PARK

PSQ will adopt Pioneer Park as a community project and will program events year-round.

- *Collaboration with City*
- *Fully integrated with PSQ via landscape design*
- *Outdoor movies, music & concession stand (snack shack)*

PSQ: COMMERCIAL



PSQ: COMMERCIAL

PSQ FOR THE COMMUNITY

PSQ offers opportunities to connect with friends and family, relax, dine and shop.

PSQ: COMMERCIAL

CASSELL'S HAMBURGERS

VROMAN'S BOOKSTORE

MANTRA COFFEE

COMMERCIAL PARTNERS

PSQ will be anchored by Vroman's Bookstore and Cassell's Hamburgers.

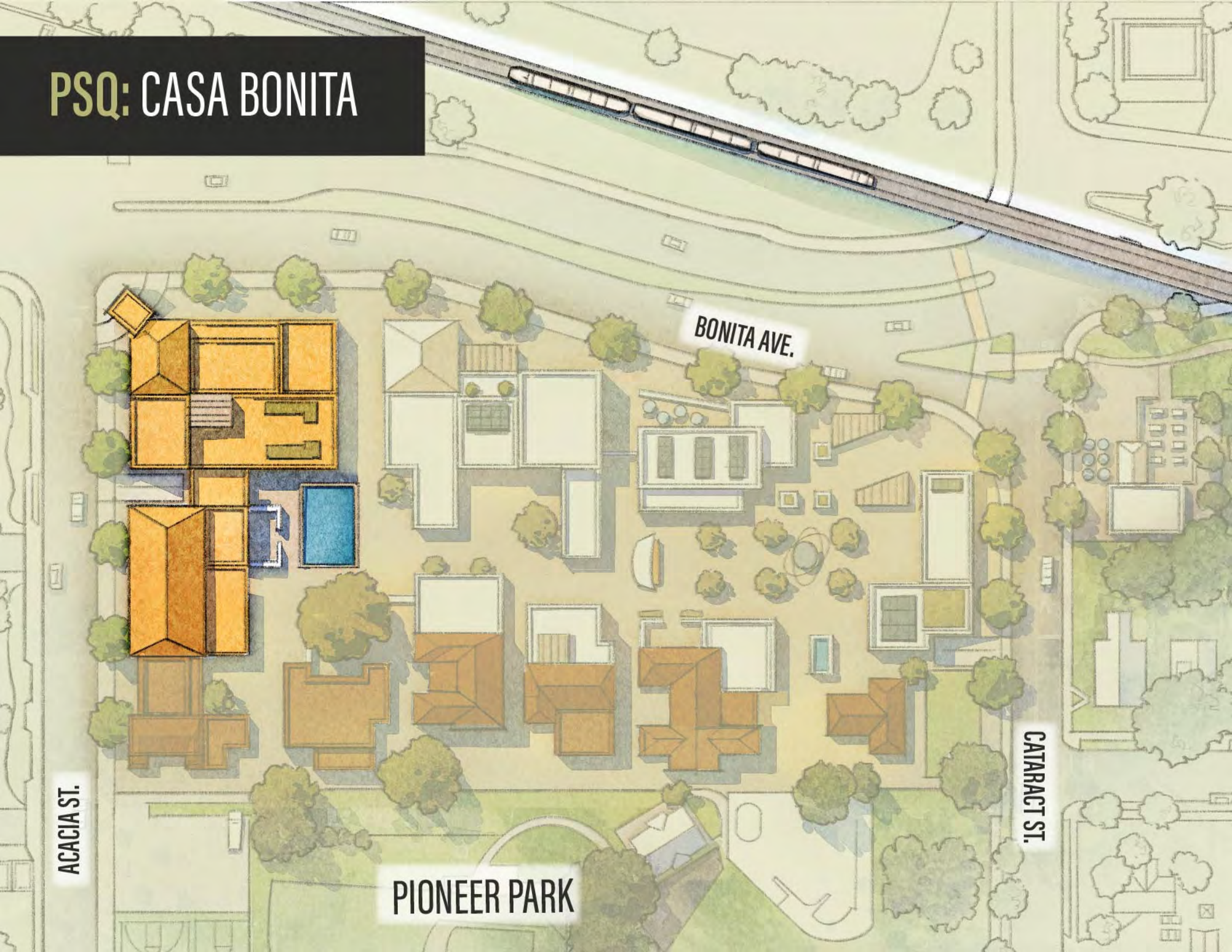
- *Mantra Coffee Co. (Azusa) & Rail Side Cafe (San Dimas)*
- *Restaurants/Cafes, Fitness Studios, Creative Artist/Creative Office Spaces*

PSQ: VROMANS' COMMUNITY OUTREACH

A LOCAL PARTNERSHIP

PSQLLC has facilitated tours of Vromans' bookstore to illustrate the the quality of potential PSQ retail partners.

PSQ: CASA BONITA



PSQ: CASA BONITA

CASA BONITA

A 60 room boutique hotel, managed by J Lou.

- *Multipurpose lobby with meeting, work and contemplative space*
- *Hip Rooftop Restaurant/Bar with mountain views*
- *Pool/Cabana Service*
- *Hotel amenities are shared with the residences*

PSQ: CASA BONITA

CASA BONITA: A COMMUNITY SPOT

Casa Bonita offers unique community programming and a multitude of opportunities to relax, connect, and have fun.

PSQ: RESIDENTIAL

PSQ: RESIDENTIAL

THE RESIDENCES AT PSQ

40 townhomes and flats will be marketed to Millennials and Empty Nesters.

- *Contextually-appropriate architectural style*
- *Residences designed by individual architects to provide an exceptional neighborhood feel*
- *Will become one of San Dimas' distinguished addresses*
- *Local Transit Access*
- *Enhanced Safety*
- *Low Impact*

WHAT IS LOW IMPACT?

CAR OPTIONAL
PROXIMITY TO TRANSIT
WALKABLE
LOCAL AMENITIES

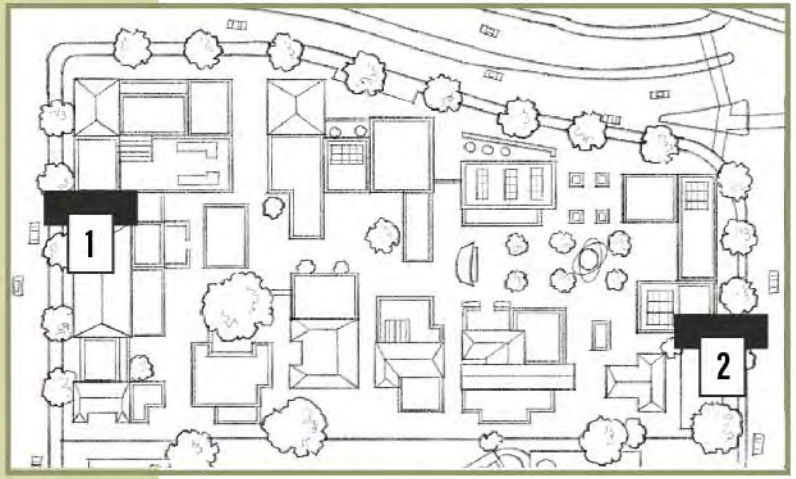
PSQ: GARAGE

METLOX BLOCK, MANHATTAN BEACH

GARAGE AT PSQ

A 226 space subterranean garage will accommodate all commercial and residential uses

- *Ingress/Egress on Acacia & Cataract Streets (1 & 2)*
- *Natural Light Shaft / Public Art*
- *"Town Square" made possible by garage*



PSQ: SUSTAINABILITY

SUSTAINABILITY

Low-Impact Development Goals:
Carbon-Neutrality and post-COVID safety

- *Public Transit Ridership*
- *Reward Biking/Walking*
- *Promote Physical Fitness*
- *Photovoltaics*
- *Rainwater Capture*

PSQ: COMMUNITY LISTENING

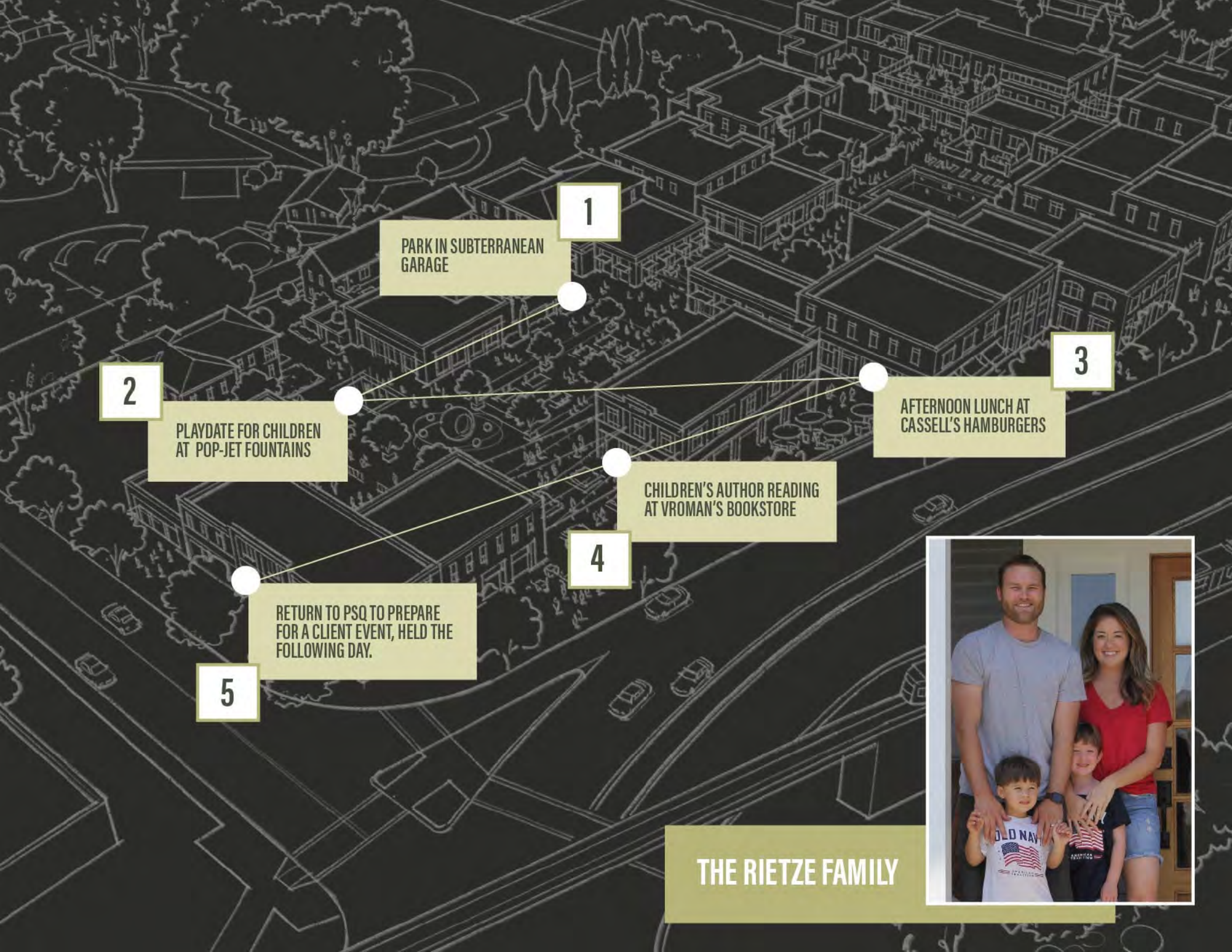
HIGHLINE IRVINE SAN LUIS OBISPO REDLANDS
DEL MAR ORANGE PASEO COLORADO PACKING HOUSE
FULLERTON POINT LOMA CHELSEA MARKET
MYRTLE CLAREMONT RIVERSIDE
BROOKLYN LA VERNE SOUTH PASADENA
MONROVIA
EAGLE ROCK ABBOTT KINNEY
PASADENA HIGHLAND PARK

Residents currently shop, dine and relax in many other towns and cities.

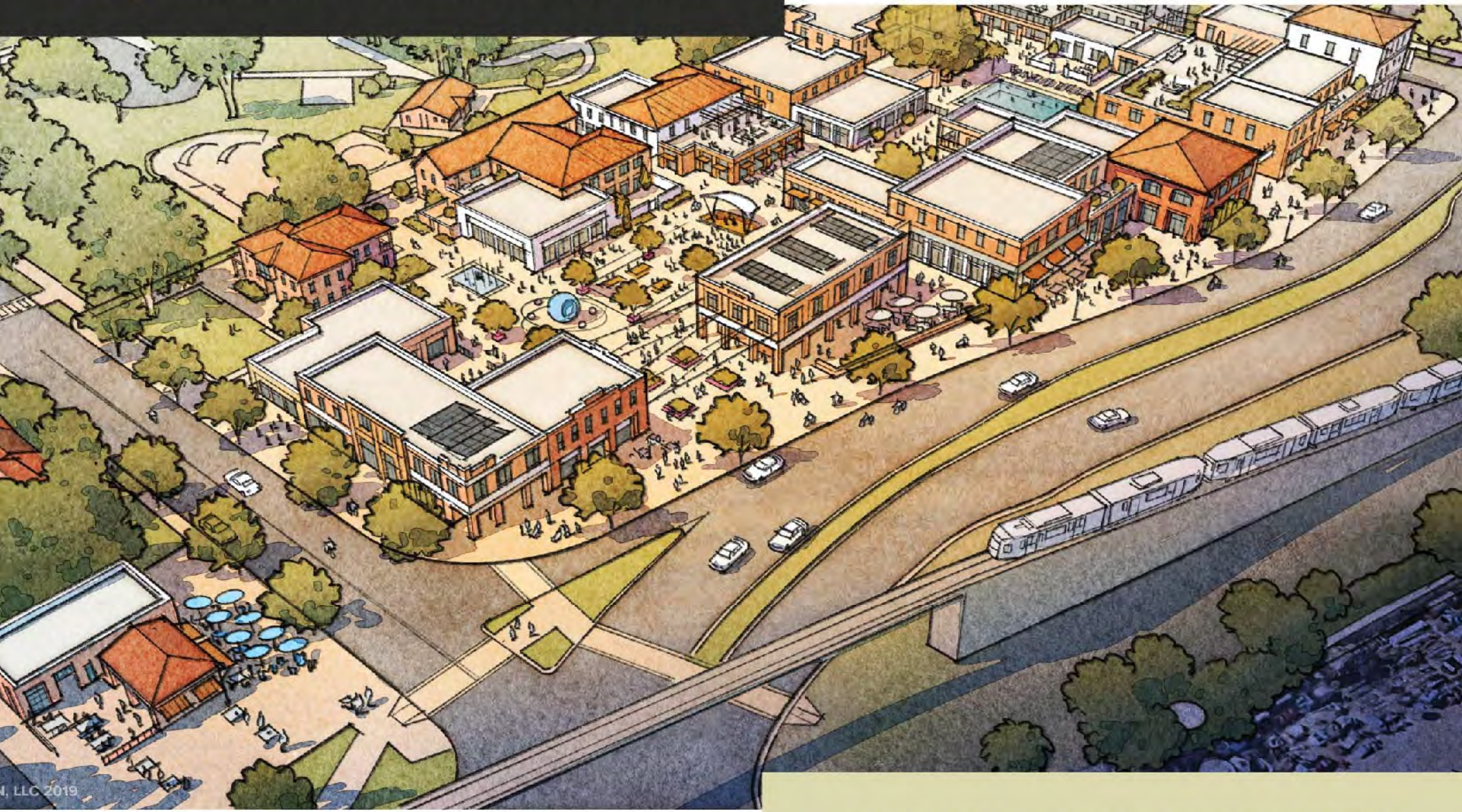
PSQ aims to create an inviting, exciting space for thriving local retail and food concepts in San Dimas.

VROMANS COMMUNITY ENGAGEMENT COMMUNITY THEATER
ARCHITECTURE FARMERS MARKET B&B VIBRANT MULTI USE
FOOD HALL FREE PARKING HISTORIC LIVE MUSIC
BOBA RESTAURANTS MAKER SPACE ORANGE THEORY
LOCAL VENDORS MIXED INCOME HOUSING
RESTAURANT/MARKET
PUBLIC SPACE

Resident values, interests and preferences are important to the PSQ team.

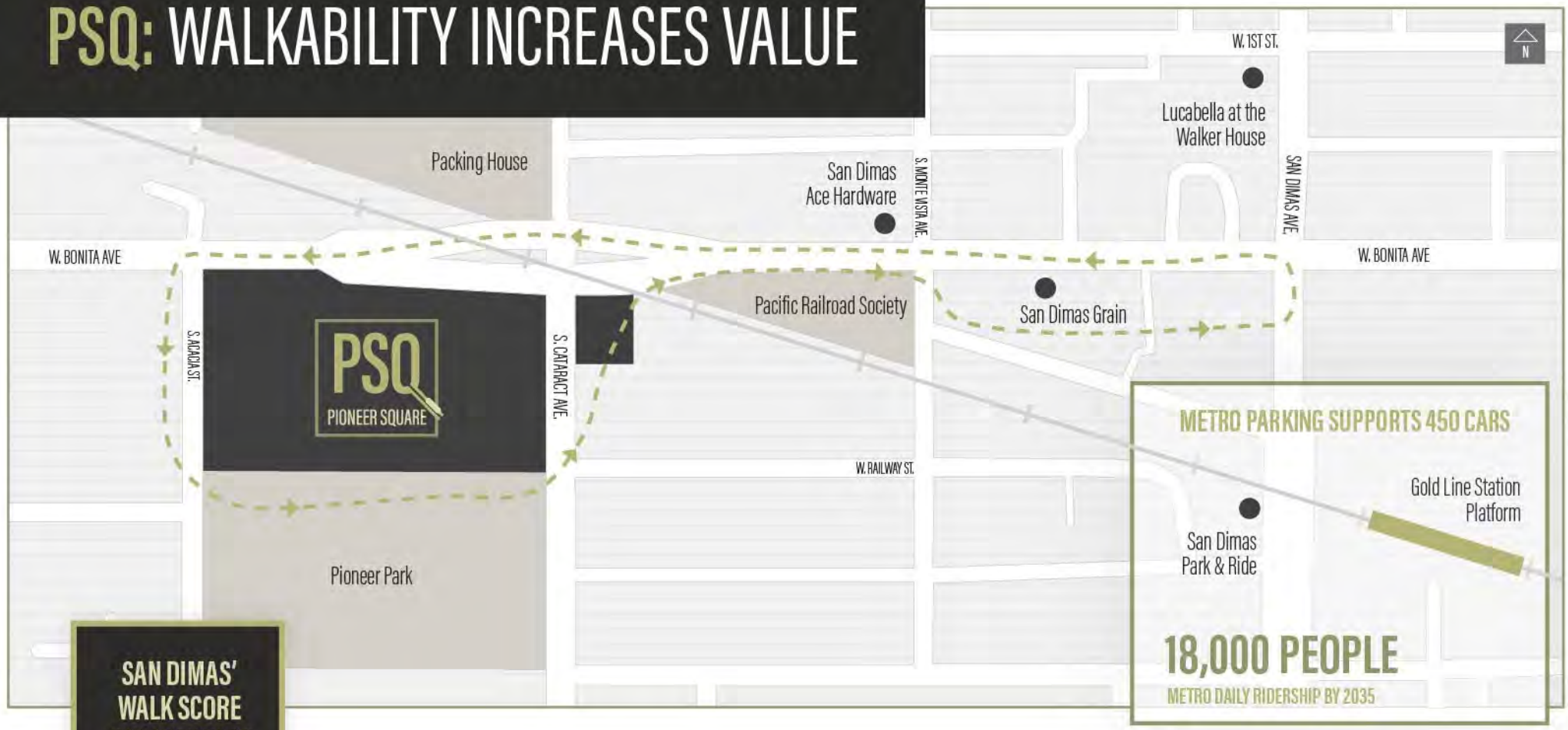

1
PARK IN SUBTERRANEAN GARAGE
2
PLAYDATE FOR CHILDREN AT POP-JET FOUNTAINS
3
AFTERNOON LUNCH AT CASSELL'S HAMBURGERS
4
CHILDREN'S AUTHOR READING AT VROMAN'S BOOKSTORE
5
RETURN TO PSQ TO PREPARE FOR A CLIENT EVENT, HELD THE FOLLOWING DAY.
THE RIETZE FAMILY

PSQ: THANK YOU FOR YOUR TIME



A PLACE TO WITHSTAND THE TEST OF TIME

PSQ: WALKABILITY INCREASES VALUE



SAN DIMAS' WALK SCORE CAN INCREASE

CURRENT WALK SCORE

77

PROPOSED WALK SCORE:
PSQ PROJECT ON BONITA/CATARACT SITE

87+

> *A 10 point increase in Walk Score increases commercial property values by 5-8%.*
>
> - GARY PIVO, Professor
> UNIVERSITY OF ARIZONA

PSQ: DEVELOPMENT PROGRAM

DEVELOPMENT PROGRAM	
SITE AREA	
344 W BONITA	*155,509 SF*
108-112 N CATARACT	*11,220 SF*
TOTAL AREA:	***166,729 SF***
LOT COVERAGE	
BUILDING FOOTPRINT	*76,729 SF*
OPEN SPACE	*90,000 SF*
% COVERAGE:	***46%***
GROSS BUILDING AREA	
RETAIL/OFFICE	*43,000 SF*
HOTEL	*32,000 SF*
RESIDENTIAL	*60,350 SF*
PARKING	*66,714 SF*
TOTAL GBA:	***202,064 SF***

RETAIL STRATEGY

HEIRLOOM CAFE & BAKERY: SOUTH PASADENA

ACHIEVE CONNECTIVITY

1

Sally Cook's *Heirloom Bakery & Cafe*, now in its 15th year, has become South Pasadena's "third place" community gathering spot.

- *Heirloom Bakery & Cafe* was the result of an affirmative outreach program to local, indigenous woman entrepreneurs.
- Its success illustrates the power of community-based businesses using local hiring practices to jump-start economic and civic growth.

CASE STUDY: HEIRLOOM

RETAIL STRATEGY

CASSELL'S HAMBURGERS: KOREATOWN

GET THE URBANISM RIGHT

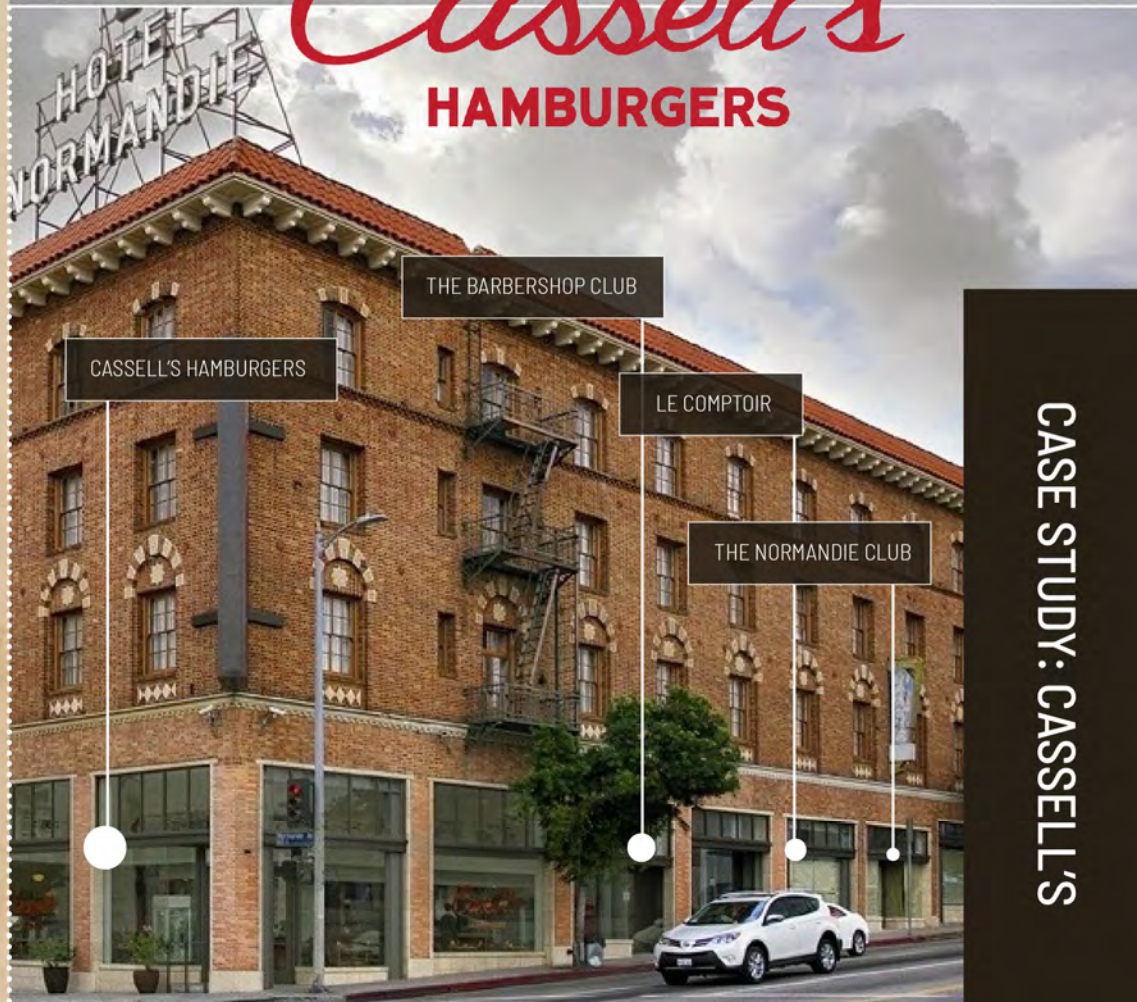
1 2

When Jingbo Lou was historically renovating The Normandie Hotel, the community requested he re-open *Cassell's Hamburgers* in the corner space of 6th and Normandie. It now anchors a successful retail street. Carefully curated tenants include:

- *The Barbershop Club*, a hip hangout.
- *Le Comptoir,* Chef Gary Menes' elegant, intimate restaurant with outdoor dining adjacent to *The Normandie Club.*
- *The Normandie Club,* Cedd Moses' cocktail den.
- *The Walker Inn,* A contemporary speakeasy and the 'secret spot' of the portfolio, accessed at the rear of *The Normandie Club.*.

Lou brilliantly transformed an undesirable corner of 6th and Normandie into a rich, vibrant and safe destination. The blended and eclectic variety of uses has created an environment where locals of all ages are comfortable dining and socializing day and night.

The Original Cassell's



CASE STUDY: CASSELL'S

RETAIL STRATEGY

CLAREMONT PACKING HOUSE: CLAREMONT

CREATE A SENSE OF PLACE

1 2 **3**

San Gabriel Valley based developer Arteco Partners completed an award-winning restoration of *The Claremont Packing House*. The LA Conservation Award was earned in 2007 and the Preservation Design Award was earned in 2008. The building's many heritage architectural and design features have been preserved.

- Blended use with over 20 retail/restaurant tenants
- Blended use with 16 work/live lofts
- Subterranean parking for 200 cars

The development is the result of a skillful endeavor to raise the building in order to build a subterranean garage and re-lower the building atop pediments.

The building has become a community hub, an entertainment destination, and is widely beloved by the Claremont community.

CASE STUDY: PACKING HOUSE