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Developers' Gallery



DiamondView Tower more than 93 percent leased

By LISA KOVACH, Special to the Daily Transcript

After 15 years in One America Plaza, Kirby Noonan Lance & Hoge LLP last month moved to **DiamondView Tower** in San Diego's Ballpark District, and the business litigation law firm couldn't be happier.

"As the first major law firm to move to the East Village, we are excited to call DiamondView Tower our new home," said Charles Hoge, managing partner of Kirby Noonan Lance & Hoge. "DiamondView has it all. It is in the best location in downtown San Diego and offers premier amenities. There is no other place in San Diego where we would rather lay down new roots."

Kirby Noonan's new offices span the entire 13th floor -- 17,500 square feet of the 15-story DiamondView Tower.



The view of Petco Park from DiamondView's 15th floor. All photos courtesy Cisterra Partners

"Our new space, which looks directly onto the Padres baseball field, features stunning views of the San Diego skyline and Petco Park," Hoge said. "We purposefully designed the space so that our attorneys, staff, clients and guests can enjoy the expansive views."

As the first Class A office tower to be built in association with a major league ball park and only the second office high-rise to open in downtown San Diego in the last 15 years, DiamondView Tower is now more than 93 percent leased.

When construction began on the building in 2005, office vacancies in downtown San Diego were at 8 percent with 789,816 square feet of space under construction, according to CB Richard Ellis' 2005 second-quarter market report. Yet today, after being completed less than one year ago, the building has defied many expectations: It is now approaching being fully leased.

FIT Athletic Club chose DiamondView for its first California location. The upscale fitness center, which is now open, leases the entire second floor and part of the ground floor retail space.

"We anticipate our health club to be above and beyond the rest of the clubs that are offered in

downtown San Diego," said Scott Lutwak, owner of FIT Athletic Club. "This is truly a location that is unique and we designed our health club to be something out of the ordinary."

The upscale club already has nearly 1,500 members due to extensive membership pre-sales. The expansive facilities feature a podium level resort pool overlooking Petco Park that includes a hot tub, cabanas, chaise lounge chairs, outdoor fire pit and a barbecue area. Other amenities include a lounge, plasma TVs, sauna and steam rooms, cutting-edge fitness programs, state-of-the-art equipment, a spin room, an exercise room and a yoga room, which features an outside classroom area that looks out onto Petco Park.

Also opening in March was the Tilted Kilt, an Irish pub completed just in time for St. Patrick's Day. The restaurant features 30 TV sets, indoor and outdoor dining, and take-out service.

Many other top-notch tenants have also embraced DiamondView Tower. One of the first to sign a lease was Cox Communications, now occupying the entire fourth, fifth and sixth

floors of the building. The fourth and fifth floors are home to Cox's Channel 4 San Diego, broadcaster of Padres games. The high-definition equipped studio utilizes the incredible views of Petco Park as a backdrop.

"This is our 11th year of producing Padres baseball," said Dennis Morgigno, station manager and programming host for Channel 4 San Diego. "But it's the first year we've had our entire operation right outside the ballpark. Feeling the energy of the game and the fans really helps us make better television."

The sixth floor is occupied by the company's advertising sales group, San Diego Interconnect Operated by Cox Media.

Comerica Bank was also one of the first tenants to sign a lease at DiamondView, where it will run its local operations. The bank has opened a ground floor bank branch in the building and optioned for signage rights.

DiamondView creates a unique experience for visitors and tenants alike by integrating baseball and the history of baseball throughout the entire building.

On the outside, visitors are greeted by two 30- by 40-foot graphics of legendary baseball players Ty Cobb and Babe Ruth.

The lobby, which has been nicknamed the Hall of Fame Lobby, features a series of 30 quotes from players, coaches and broadcasters with an overlay of 35 images of baseball players of past and present. A large TV monitor broadcasts sports, news and, of course, Padres games.

FirstAgain LLC, a San Diego-based online consumer lender that provides financial products to individuals, moved into DiamondView in December 2007. The 45-person company occupies the entire 14th floor.



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The Tilted Kilt, an Irish pub, opened in March and features 30 TV sets, indoor and outdoor dining, and take-out service.

"DiamondView is the definition of a premier building," said Dave Zeller, president and COO with FirstAgain. "It is architecturally beautiful, offers great amenities and has amazing views of San Diego."

One unique amenity at DiamondView is the building's 15th floor business and entertainment facility, nicknamed "the Ultimate Skybox." With more than 5,000 square feet of space, the Ultimate Skybox features floor to ceiling windows, indoor and outdoor bars and seating areas, an outdoor fireplace, multiple television monitors with video conferencing capabilities and a catering kitchen.

The Ultimate Skybox, which can accommodate 160 people, is available to DiamondView Tower tenants during the day at no charge. During evening hours the facility is rented out to companies and individuals for corporate events and private parties.

The Ultimate Skybox currently has 100 events scheduled for 2008, with that number anticipated to double by yearend.

"The Ultimate Skybox has hosted birthday parties, marketing mixers, corporate dinners, client appreciation dinners, car/product launches, fundraisers, rehearsal dinners and even weddings," said Amanda McPhail of Creative Affairs by Amanda, which handles the events at the Ultimate Skybox. "We recently hosted a party for the USA Rugby team when the World Tour stopped in San Diego."

Additional office tenants at DiamondView include a mix of real estate, legal and business professionals such as CB Richard Ellis, Grubb & Ellis|BRE Commercial, Fashion Institute of Design and Merchandising, Herron+Steele, Investment Placement Group, EZ-GDS/Travel Support and Red Door Interactive.

Other retail tenants include It's A Grind Coffee House, Prato Cleaners and Well Heeled Spa.

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