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Media Contact | Carissa Rosenthal
carissa@h2publicrelations.com

MAKERS QUARTER™

WEST COAST'S INNOVATION HUB TO WATCH, MAKERS QUARTER, REVIVES A BIT OF AMERICA'S HISTORY THROUGH THE ADAPTIVE REUSE OF HISTORIC 1920s LANDMARK BOXING VENUE

Transformation of the Coliseum Federal Athletic Club into Punch Bowl Social is Symbolic of HP Investors and Lankford & Associates' Dedication to Environmental Sustainability; Sets a Tone for Creative Office and Residential Developments to Come

San Diego, CA (June 12, 2018) — In downtown San Diego, a neighborhood called **Makers Quarter** is attracting the national spotlight as an innovation hub for creative talent and big ideas (*New York Times*, *Curbed*, *Sunset Magazine*). Increased connectivity with the city's main economic network, access to capital, support of civic leaders, and the extension of educational institutions including UC San Diego nearby, is proving to be a highly supportive environment for this startup mecca.

Under the direction of a locally based development team Makers Quarter is restoring and transforming the buildings within six city blocks into a dynamic urban sector with a character all its own. The most transformative of which sits at the very heart of the neighborhood: the former **Coliseum Federal Athletic Club**. Once a gathering place for Hollywood celebrities, gamblers and city influentials, this 1920s boxing venue was home to an illustrious list of boxing legends including Jimmy Braddock, Ken Norton and Archie Moore.

This week, after four years of planning and development, and several million dollars of investment, the storied legacy of the Coliseum is being revitalized through the grand opening of Punch Bowl Social—a nationally recognized restaurant, bar and entertainment destination with James Beard Award winning chef & Top Chef judge Hugh Acheson at the helm.

The 23,500 square foot build out of Punch Bowl Social is an exceptional example of adaptive reuse, a halfway point between history and modernization. Under the stewardship of developers HP Investors and Lankford & Associates, the building's unique physical features, including its towering barreled wooden roof and repurposed stadium bleachers, serve as an unparalleled backdrop to its newly reimagined "eatertainment" concept. Inside, design elements such as boxing-themed murals, furniture, and wallcoverings add to the overall social experience while honoring the Athletic Club's earliest roots.

*"New developments are not always the answer to fostering rich urban communities," says **Robert Lankford, CEO & President of Lankford & Associates**. "One of the most unique aspects to the organic realization of the Makers Quarter vision was the decision to activate underutilized places as the master planning took shape. With the adaptive reuse of Punch Bowl Social, alongside various placemaking initiatives such as SMARTS Farm urban garden, we're proud to play a role in building a foundation for creating and sustaining a memorable neighborhood that truly promotes the satisfaction of its residents."*

Punch Bowl Social founder & CEO Robert Thompson said he is thrilled to join the Makers Quarter community and revive the iconic boxing arena, noting the brand is intentional about seeking locations with historic value and a need for a new purpose. "When considering possible site locations in San Diego, we were immediately taken with the vibrancy of the Makers Quarter community," he said. "Sustainable urban spaces that encourage a live, work, play lifestyle have proven to be a good fit for our brand. But what truly resonated are the artists, makers and entrepreneurs who call the neighborhood home. The emphasis on innovation paired with challenging convention is very intriguing to me."

According to **HP Investors**, successful execution of this project was critical to Makers Quarter's long-term success. "Repurposing this magnificent structure with Punch Bowl Social was a tremendous opportunity to not only breathe new life into the famed Coliseum, but also to deliver a highly activated, landmark asset to our community and region," said **Sumeet Parekh, Managing Director and Founder of HP Investors**. "We believe that this beautiful building, coupled with the unparalleled Punch Bowl Social experience, will make this project a San Diego destination for many years to come."

MORE TO COME WITHIN MAKERS QUARTER

Surrounding Punch Bowl Social, Makers Quarter is building a hub for a millennial workforce to thrive within a creative live/work/play environment. Later this month Block D, a new 63,000 square-foot, six-story creative office hub, will make its highly anticipated grand debut. As downtown San Diego's first multi-tenant commercial office property in nearly a decade, **BLOCK D also aims to make headlines as downtown's first net-zero energy and LEED Platinum certified building**—one of the most distinguished sustainability designations in the country.

In addition, this fall Makers Quarter will complete construction on the first of the neighborhood's three residential anchors, Broadstone Makers Quarter (7-story, 265 units). Two additional major mixed-use projects, providing more retail, office and residential units are slated to begin construction in 2019.

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ABOUT MAKERS QUARTER: Makers Quarter is a progressive neighborhood within downtown San Diego's East Village. It is distinguished by its creative culture of local artists and makers. Home to popular tenants such as Punch Bowl Social, 10-Barrel Brewing Co. and You & Yours

Distillery, it also hosts Urban Discovery Academy, SMARTS Farm, SPAWERX and Fuse Integration—leaders of San Diego’s innovation economy. With the highly anticipated BLOCK D office hub opening soon, Makers Quarter offers a creative environment and lifestyle to take downtown living to new heights. www.makersquarter.com

ABOUT PUNCH BOWL SOCIAL: Punch Bowl Social offers guests a combination of social gaming, modern punches, and classic cocktails (as well as inventive, crafted N/A drinks) and culinary integrity under the same roof, in a design-forward environment that is current and surprisingly intimate. Punch Bowl Social’s made-from-scratch kitchen serves weekend brunch, lunch, dinner, and late-night snacks. For more information, please visit www.punchbowlsocial.com.