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Valentina by Alta is the latest apartment addition to San Diego's Little Italy.

Rendering courtesy of Wood Partners

Boutique Residence Is Place to Live It Up

PROPERTY: Amenities, Views and Location Are Tops

■ By RAY HUARD

Just about every so-called luxury apartment development downtown boasts that it has stunning views, but a new one coming to Little Italy has an added touch — nothing will block the sight line to San Diego Bay.

Built by Wood Partners at 1919 Pacific Highway, the only thing be-

tween Valentina by Alta and the bay is a county waterfront park and the low-rise county administrative center and it's unlikely that will change.

"That's a really unique project," said Kevin Mulhern a senior vice president with the commercial brokerage firm CBRE.

"They built out in front of everything and the views in that project

are just crazy and they're not going to go away," Mulhern said. "It goes up a hill and they catered everything to the views. Every couple of levels, you've got an out-



Kevin Mulhern

► Little Italy page 55

Qualcomm Gears Up For Appeals Process

TECH: Co. Says It Has Spent Nearly \$60 Billion on R&D

■ By ELISE REUTER

Qualcomm Inc. will have a brief respite from a sweeping ruling finding the company violated antitrust law, thanks to a stay granted by the 9th Circuit Court of Appeals. Now, the San Diego-based semiconductor company is bringing its case before the appeals court, in hopes of overturning District Judge Lucy Koh's decision.



Robert Stoll

Nothing moves quickly in these cases, but things should move faster, thanks to an expedited appeal granted by the 9th Circuit Court of Appeals. With it, Qualcomm expects to bring oral arguments before a

► Qualcomm page 55



Rendering courtesy of UC San Diego

UCSD's \$50M Outpost Seen as a Good Start

EDUCATION: East Village Site Brings Hope for Greater Presence

■ By RAY HUARD

The shell of what will become the downtown campus of the University of California San Diego is nearing completion, but the promise of what the university's urban outpost will mean is still taking shape.

"The hope is that this sort of seeds a greater presence over the coming years," said Gary London, a real

► East Village page 58

Health Systems Try Ride-Sharing Solutions

MEDICINE: Getting Patients to Appointments or Home Is Goal

■ By JARED WHITLOCK

An increasingly common destination for Lyft and Uber drivers: San Diego hospitals.

UC San Diego Health, Palomar Health and Sharp HealthCare are tapping ride-hailing services to transport patients, in a shift away from vouchers for taxis and specialized vans.

Much like consumers, hospitals

are turning to Uber and Lyft to lower costs, easily coordinate rides and for quicker pickups. The San Francisco companies — along with San Diego player Veyo — are jockeying for market share in nonemergency medical transportation, viewed as ripe for ride-sharing.

A pilot at UC San Diego Health covers Lyft rides for low-income patients lacking transport to home,

another facility or a follow-up appointment.

These patients — who generally have Medicare or certain Medi-Cal plans that don't cover such transportation needs — are more likely to miss an appointment.

Due to unreliable transportation, about 3.6 million Americans don't make at least one medical appointment

► Ride Share page 58

RETAIL Clothes Make the Money

Investment gives Vuori \$45M to work with. **PAGE 3**

FINANCE Cash Advancements

Fintech company raises \$5.5M in seed funding. **PAGE 10**

THE LISTS

RESTAURANT COMPANIES
PAGE 18
RESTAURANT CHAINS
PAGE 19



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SPECIAL REPORT: HOSPITALITY



Puesto Mexican Artisan Kitchen & Bar in Mission Valley will come with an elaborate lighting designed by Basile Studio. Photo courtesy of BASILE Studio

An Appetite For Creativity

Basile Studio Pairs Various Genres To Create Original Dining Atmospheres

By MARIEL CONCEPCION

Morning Glory, Born & Raised, Raised by Wolves, Soda & Swine and Polite Provisions. The above-mentioned are not only some of San Diego's hottest food and beverage spots, they also showcase some of the concepts from San Diego-based designer Paul Basile and BASILE Studio.

Headquartered in the East Village with 58 employees, BASILE Studio was founded in 1994 and focuses on commercial, hospitality and retail projects. The company has annual revenue of \$8 million, according to BASILE Studio.

Asked to describe BASILE Studio, Basile said, "we are a vertically integrated design and fabrication company," adding that the company does all its own electronics, windows, doors, shelving, furniture and lighting, among other custom-made specializations.

'We Customize Everything'

"We build everything you see — all the woodwork, the windows, the staircases, the liquor shelving, the ceiling lighting — we customize everything," said Basile, born in Detroit, Michigan, who funded his career through construction work. "Before, an architect developed the concept and a designer built it. But we do development and interiors and build larger quantity items for more unique spaces that are customized. We don't go through layers of people and deal with markups... I get to design whatever I want because I get to build it, and a lot of designers don't get that opportunity."

Basile moved to California at the age of 19 hoping to realize his dream as an architect; he attended school for a couple of years, at Lawrence Technological University back home in Detroit, but didn't finish. Immediately after relocating, he

not only fell in love with furniture design, he also realized there weren't a lot of places in San Diego to offer a job as a furniture designer. So, he figured, if he built the furniture, then, he could design exactly what he envisioned. And that's when, in the 1990s, he launched his career designing and building furniture pieces via the Basile Gallery in the Gaslamp Quarter.

"When people would come and see my unique designs, it was almost comical," said Basile. "But they also saw I was capable of doing some different stuff. That's when custom work came into play."

➔ Basile Studio page 20



Paul Basile

Eateries Cement Community Connection Via Product Sales

DINING: Local Goods Get Promoted and, in the End, So Do the Restaurants

By MARIEL CONCEPCION

For years, restaurants have sold merchandise at their locations as a way to promote their brands. These days, eateries appear to have evolved from that approach and, instead, are focusing on curating retail experiences within their food and beverage places that they claim speak more to their communities.



Brian Lee

"In the beginning, many places did retail in restaurants for branding, selling shirts and aprons and hats and things like that. What is involved (for us) now is that you can incorporate other local products," said Brian Lee, general manager at Herb & Eatery in Little Italy, which has a retail market portion that sells local honey, cheeses, olive oil, cookbooks and candles, among other items, made by local artisans. "We (already) support local fishermen and stuff like that, but now, (we can also support) other local retail people... (It is) unique for us (to have) food and retail together — (things have) evolved from days of selling your own merch... (Now) it is more local products, stuff we can get at farmers markets on Saturdays."

In the beginning, the idea for Herb & Eatery was to sell house-made ice cream and sweets. And, at some point, it sold meats and cheeses at the counter. But, when owner Brian Malarkey was approached by local vendors like the owners of almond-based, San Diego-made Bitchin' Sauce, who wanted to be a part of the market experience, Lee said Malarkey fell in love with the idea of supporting local business owners.

Lee said Herb & Eatery has a dedicated staff member on the market and retail side whose job is to scout the types of locally made items it wants to support and a sommelier that purchases wines for sale that are user-friendly and price-conscious.

Paula Peter, marketing lecturer at San Diego State University, said this shift in the customer experience by restaurants is a natural progression.

"They are finding ways to engage more the consumer, not just the food and overall experience with the restaurant, but the ability to carry the experience home," she said. "My understanding is, often this retail experience involves some local product

➔ Eateries page 20

RELATED STORY

20 Chain Assembles Leadership Team To Move Eateries Forward

THE LISTS

18 Restaurant Companies

19 Restaurant Chains

Basile Studio:

► from page 17

Year of the Dragon

In 1994, Basile's first commissioned piece was a 30-foot-long, three-dimensional dragon for the now-deceased restaurateur **Tom Fat** who owned **Fat City** and **China Camp**. It had copper plating and smoke coming out of its nostrils, said Basile. His first full-scale project was for a restaurant called **Papa Jack's**, located where **FLUXX Nightclub** is currently housed downtown, for which he was hired to do a "bunch of metal components like wine holders and wine towers and guardrails," said Basile.

That's when Basile began to work with architects and interior designers, and, through that experience, learned about design. It was a backward way of learning, he said, as he first began building, and then designing. But, in the long run, it proved to be an advantage.

As requests for one-off projects began to increase, Basile began to delve more into general contracting. By 2008, **BASILE Gallery** had closed and **BASILE Studio**, a full-service design/build and fabrication studio, had opened in East Village. Since then, Basile and his team have worked on some of the county's most intricately designed, visually interesting restaurants and bars.

Andrew Murphy, head of client relations at **Flores Financial Services, Inc.**, which works with most of the **BASILE Studio**-designed restaurants, said **BASILE**'s creations are not just stunning on the eye, they serve a marketing purpose and drive new and repeat customers.

"Visually stunning restaurants draw social media-savvy patrons," he said. "These customers share images online via social media, fueling the hype and driving new and repeat customers. While it's impossible to put an accurate price tag on exactly how much a flashy space promoted in this way will add to your bottom line, it clearly has considerable value as 'invisible' marketing dollars."

He adds that these detailed venues not only draw customers off social media postings, but also creates curb appeal, bringing locals and passersby as well.

When he is first contacted for a job, Basile



Photo courtesy of **BASILE Studio**

For **Morning Glory**, **Paul Basile** said he and his team created 24 individual bi-fold windows that fold vertically in the air as well as the motor and electronics that control each one.

said it begins with a simple conversation between him and the client, where they exchange ideas. For **Raised by Wolves**, the speakeasy by San Diego-based **CH Projects** located at **Westfield UTC Mall**, "the concept was to be a kind of old bottle shop that had a secret bar in the back," said Basile. "Within the first five minutes of the conversation, we came up with the Scooby-Doo wall, where it spins you around and gets you in the other room. Five minutes later, I had sketched out how we split the space, working with what we already had, which was the exits, the restrooms and storage."

Playing Off Genres

Basile said the idea was to create a French Nouveau atmosphere, with the French-styled bottle shop up front, but then a London-like library feel in the back.

"We don't want to imitate anything exactly," said Basile about his concepts. "We just play off of genres that play well together... The idea is to not imitate history, it is to put our twist on what that is by utilizing different materials. We like to use natural materials and use it in as many unique ways as humanly possible."

Basile said his goal is always to achieve something that is timeless and has a hand-crafted look to it that evokes a feeling of thoughtful labor and elevation. He said **BASILE Studio** has recently integrated a technology lab which designs circuit boards and handles coding for its design creations,

including lighting and motor drive systems and such. The department has two full-time people that work with six in-house engineers, including a robotics engineer and an electrical engineer, and five mechanicals.

"We did something with **Morning Glory** that I came up with a little while ago," said Basile. "We came up with individual bifold windows that bifold up in the air. These are 24 individual windows and they bifold up vertically. We created the motor and electronics that control each one of those. We can control the positioning of every single one of these windows. And, they can open in any pattern."

He adds that for the latest **Puesto Mexican Artisan Kitchen & Bar** location in Mission Valley, which Basile is currently working on, the eatery will have a light show for which **BASILE Studio** designed its own electronics that will control over 100,000 LED dials.

Interactive Architecture

"That is what we think is the future," he said. "Beside people doing design and build outs, we also have the interactive architecture side that we are integrating into our projects... Interactive and reactive elements are the future. There was a time it was about design and finishes. But, I think this is the next level, where architecture speaks to you and you speak back to it and it speaks to you again. This avenue is still young and we are learning a lot."

Eateries:

► from page 17

or services and it's a way to also show the involvement with the community by the restaurant and ability to say to customers, 'we care about doing business that benefits our community and other shops in the area'."

Will this shift in direction become a trend in the food service industry? Lee believes it only makes sense if the space and concept lends itself to it. **Chris Patino**, co-owner of **Raised by Wolves**, which runs a boutique bottle shop within the property, said it was its location at the **Westfield UTC** mall that inspired him and his team members to think "outside of the box." The shop focuses on rare and unique spirits and liqueurs, in addition to books, barware and accessories.

"Opening **Raised by Wolves** within a mall was/is a big risk, to say the least. However, from our point of view, it was an opportunity to essentially bring a more urban-minded focus and mentality to a more suburban



Chris Patino



Photo courtesy of **Raised by Wolves**

Raised by Wolves is a speakeasy located at the **Westfield UTC** mall that runs a boutique bottle shop within the property.

crowd," said Patino, adding that **Consortium Holdings**, the group behind **Raised by Wolves**, has successfully fostered this multifunctional retail/restaurant method throughout its venues in the downtown San Diego area as well. "We're in a mall, so let's open up a shop filled with all of the (brands big and small) that we would absolutely love to serve to our friends and family at home...

by running a business within a business has allowed us to extend our business hours and provide a unique service to our guests."

It was this same service aspect that led **Craig Applegate**, co-founder of Carlsbad-located **Casero Taqueria**, to open the "Mercado" at his fast-casual Mexican food restaurant; for him, the idea was to create another avenue through which to interact with

Alex Adler, one of the founders of **Puesto**, said part of what makes Basile and his work special is that he is self-sufficient.

"San Diego is lucky to have a visionary designer like Paul working here," he said. "We have entrusted him to work on four of our newest restaurants because he truly brings our vision to reality. The fact that we are able to visit his East Village studio to see his custom fabrications in progress is key. His process is unique because he not only designs but builds crucial components of his projects. Paul is a creative who embraces beauty via utility."

Basile said his goal is to continue to build new architecture, or what he dubs "disruptive architecture," and it is hoped, integrate hospitality into residential in the near future.

In terms of inspiration, Basile said he admires Los Angeles firm **Bells & Whistles** for their playful approach. But, understands the ability to construct and sculpt and create beyond design gives him a leg up on the competition. He said what makes **BASILE Studio** successful is its innovation and persistence. On the flipside, Basile said the toughest part of running the business is management.

Branching Out

Currently, **BASILE Studio** has a handful of projects in the works, most of which couldn't be revealed as of press time. This includes a ground-up residential homes project in San Diego and a hotel in Brooklyn, New York, — **BASILE Studio**'s second hotel following one in Phoenix, Arizona. He also just recently wrapped up a project in Serbia, another in Washington, D.C., and one in San Jose.

While the company is branching out of San Diego, Basile said no matter where work takes him, he always aims to make his city proud.

"I do have a lot of stuff going on... but we are a San Diego company," he said. "One thing we are really excited about is... the idea that a San Diego-based company has been chosen to do a project in New York. That is huge for me and huge for San Diego."

"I'm glad our work is getting noticed," he said. "It is putting San Diego on the map and I'm really excited about that." ■



Photo courtesy of **Herb & Eatery**

Herb & Eatery in **Little Italy** has a retail market portion inside its location.

the community and this idea that customers can take a piece of Casero home with them after their dine-in experience ends.

Having opened earlier this year, **Casero Taqueria** sells house-made chips, guacamole, salsa, spicy carrots and ceviche at its market space, according to **Applegate**.

"It's a great way to take a piece of Casero to your guests at home," he said. "The market will be a small piece of our business but something we feel strongly about to engage with the community and offer something different than the average restaurant. This is an important part of our community involvement and allows our customers to be ambassadors for our brand." ■