

FOR SALE

14TH & MARKET
DEVELOPMENT SITE

DOWNTOWN SAN DIEGO

Confidential Offering Memorandum



±20,000 SF Parcel

HIGH DENSITY RESIDENTIAL
DEVELOPMENT OPPORTUNITY

CBRE

AFFILIATED BUSINESS DISCLOSURE

CBRE, Inc. ("CBRE") operates within a global family of companies with many subsidiaries and related entities (each an "Affiliate") engaging in a broad range of commercial real estate businesses including, but not limited to, brokerage services, property and facilities management, valuation, investment fund management and development. At times different Affiliates, including CBRE Investment Management, Inc. or Trammell Crow Company, may have or represent clients who have competing interests in the same transaction. For example, Affiliates or their clients may have or express an interest in the property described in this Memorandum (the "Property") and may be the successful bidder for the Property. Your receipt of this Memorandum constitutes your acknowledgement of that possibility and your agreement that neither CBRE nor any Affiliate has an obligation to disclose to you such Affiliates' interest or involvement in the sale or purchase of the Property. In all instances, however, CBRE and its Affiliates will act in the best interest of their respective client(s), at arms' length, not in concert, or in a manner detrimental to any third party. CBRE and its Affiliates will conduct their respective businesses in a manner consistent with the law and all fiduciary duties owed to their respective client(s).

CONFIDENTIALITY AGREEMENT

Your receipt of this Memorandum constitutes your acknowledgement that (i) it is a confidential Memorandum solely for your limited use and benefit in determining whether you desire to express further interest in the acquisition of the Property, (ii) you will hold it in the strictest confidence, (iii) you will not disclose it or its contents to any third party without the prior written authorization of the owner of the Property ("Owner") or CBRE, Inc. ("CBRE"), and (iv) you will not use any part of this Memorandum in any manner detrimental to the Owner or CBRE.

If after reviewing this Memorandum, you have no further interest in purchasing the Property, kindly return it to CBRE.

DISCLAIMER

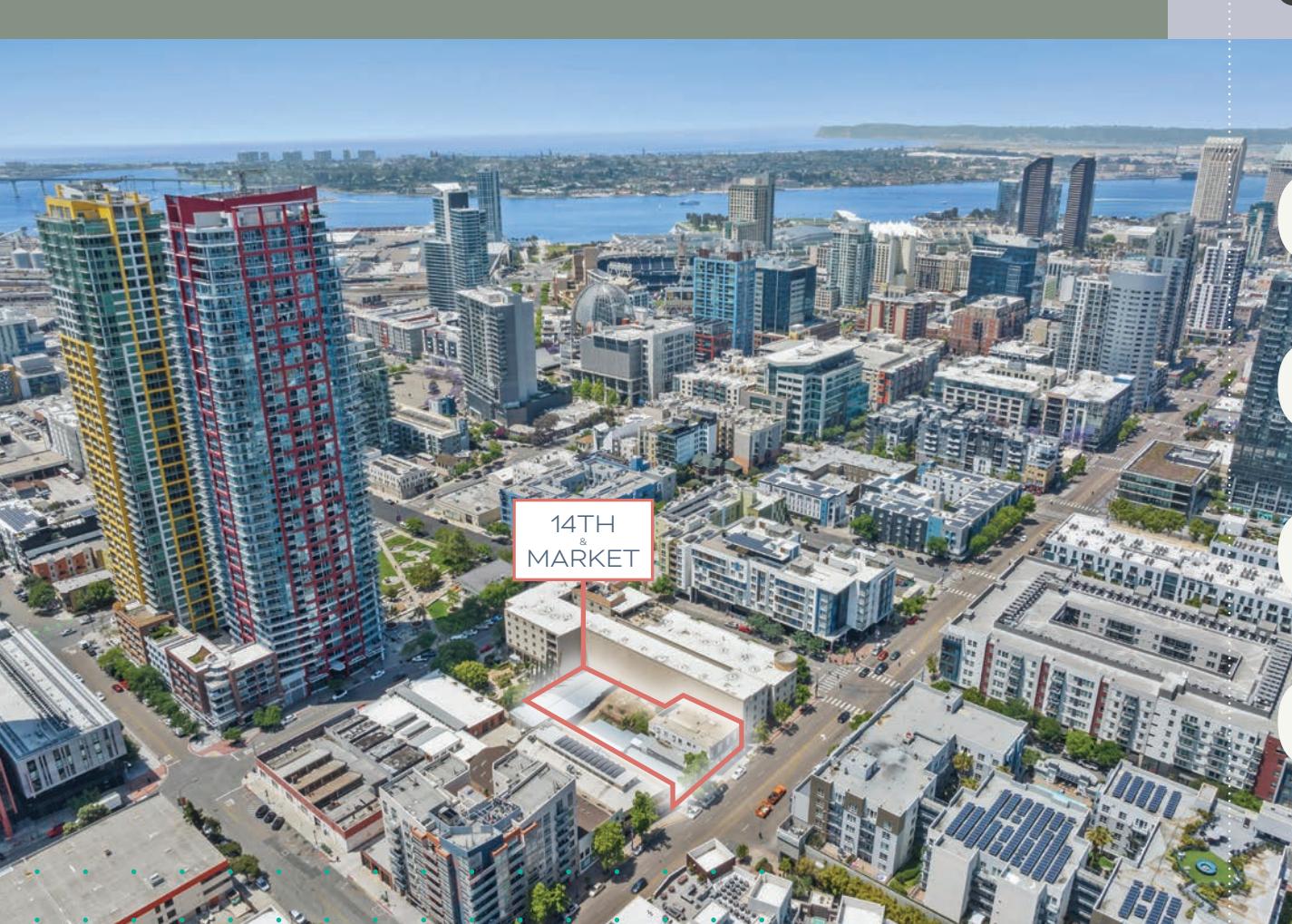
This Memorandum contains select information pertaining to the Property and the Owner and does not purport to be all inclusive or contain all or part of the information which prospective investors may require to evaluate a purchase of the Property. The information contained in this Memorandum has been obtained from sources believed to be reliable, but has not been verified for accuracy, completeness, or fitness for any particular purpose. All information is presented "as is" without representation or warranty of any kind. Such information includes estimates based on forward-looking assumptions relating to the general economy, market conditions, competition and other factors which are subject to uncertainty and may not represent the current or future performance of the Property. All references to acreages, square footages, and other measurements are approximations. This Memorandum describes certain documents, including leases and other materials, in summary form. These summaries may not be complete nor accurate descriptions of the full agreements referenced. Additional information and an opportunity to inspect the Property may be made available to qualified prospective purchasers. You are advised to independently verify the accuracy and completeness of all summaries and information contained herein, to consult with independent legal and financial advisors, and carefully investigate the economics of this transaction and Property's suitability for your needs. ANY RELIANCE ON THE CONTENT OF THIS MEMORANDUM IS SOLELY AT YOUR OWN RISK.

The Owner expressly reserves the right, at its sole discretion, to reject any or all expressions of interest or offers to purchase the Property, and/or to terminate discussions at any time with or without notice to you. All offers, counteroffers, and negotiations shall be non-binding and neither CBRE, Inc. nor the Owner shall have any legal commitment or obligation except as set forth in a fully executed, definitive purchase and sale agreement delivered by the Owner.

CBRE and the CBRE logo are service marks of CBRE, Inc. All other marks displayed on this document are the property of their respective owners, and the use of such marks does not imply any affiliation with or endorsement of CBRE.

Photos herein are the property of their respective owners. Use of these images without the express written consent of the owner is prohibited.

© 2025 CBRE, Inc. All Rights Reserved.



CONTENTS

01

OFFERING
OVERVIEW

02

INVESTMENT
HIGHLIGHTS

03

SUBMARKET
OVERVIEW

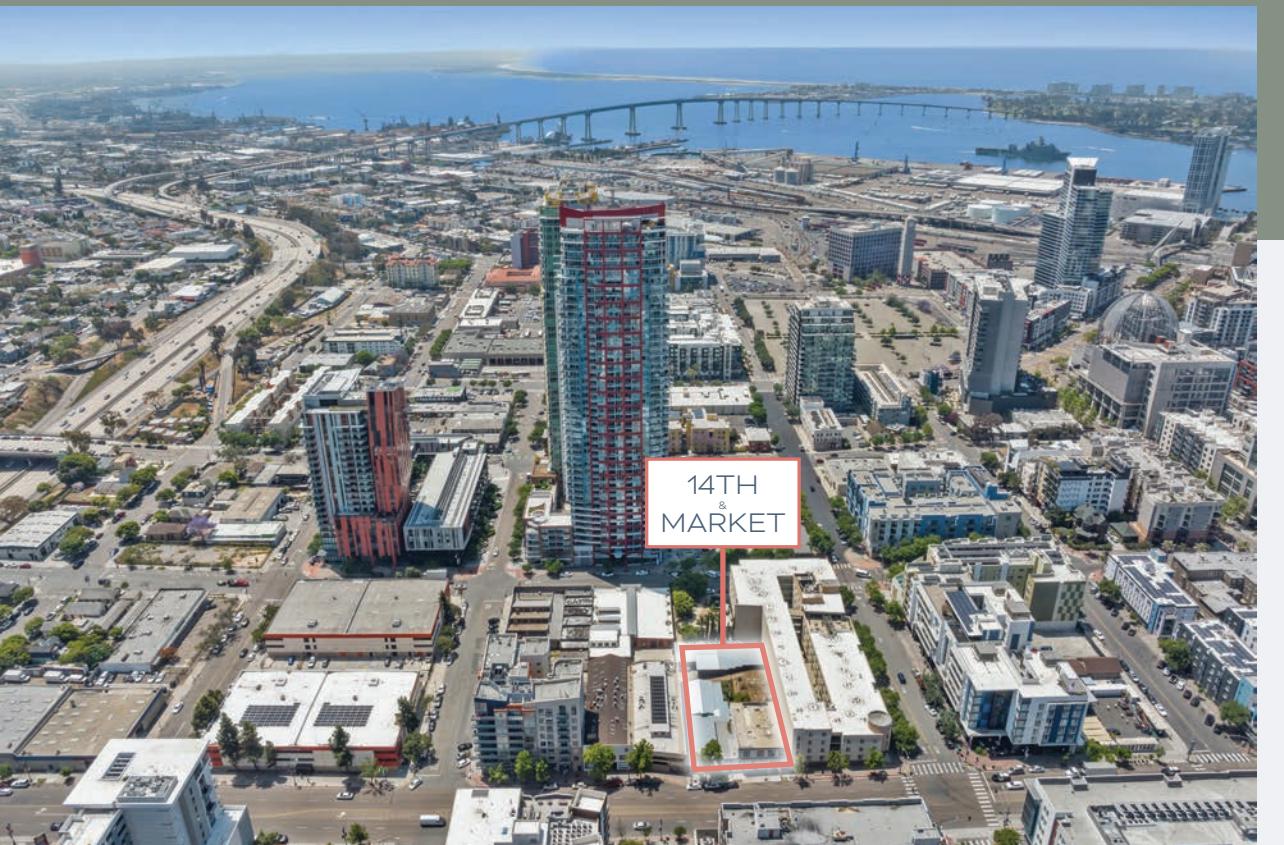
04

MARKET
COMPARABLES

CBRE

OFFERING OVERVIEW

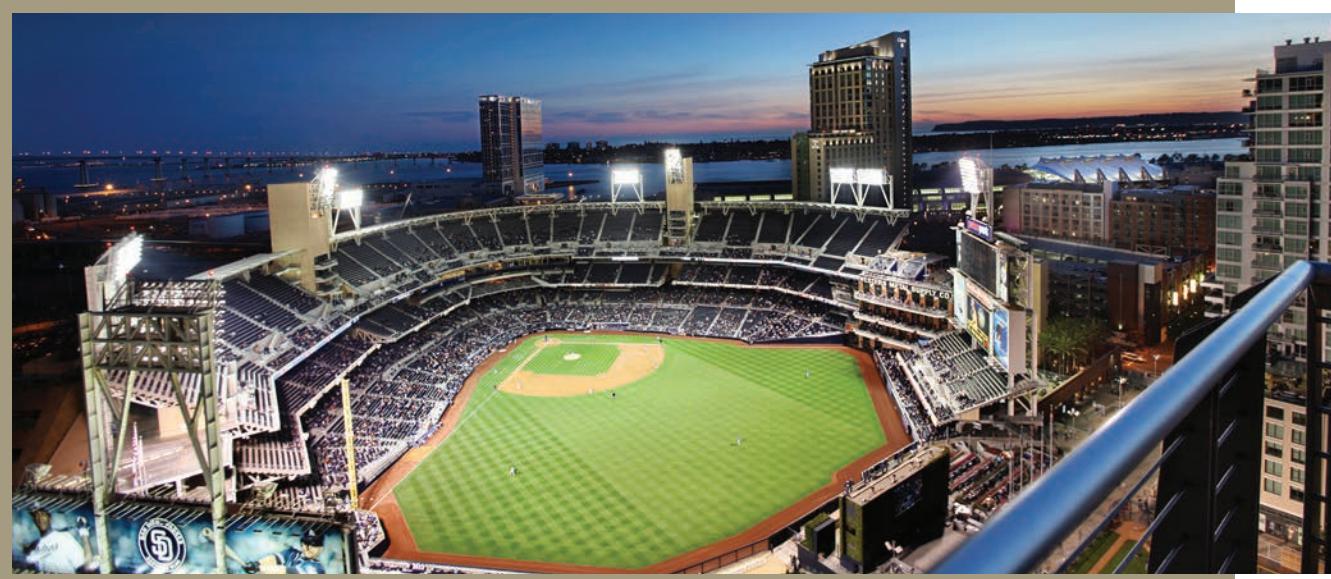
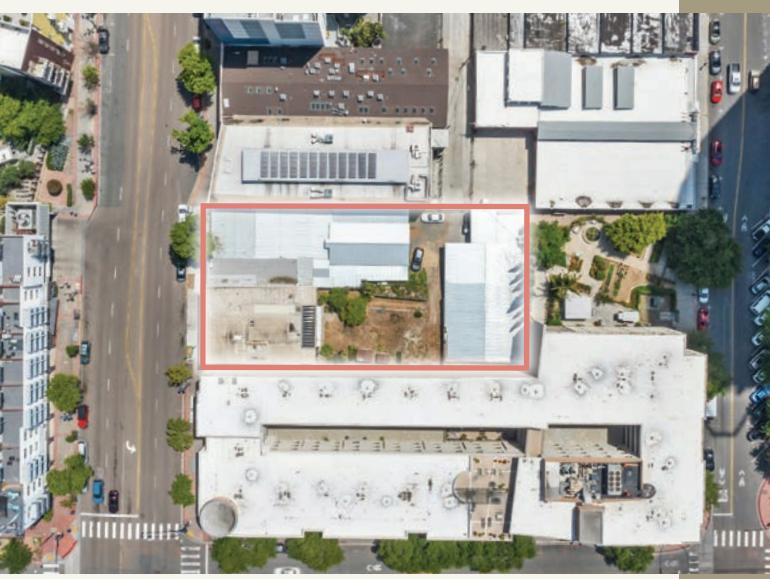
CBRE is pleased to offer for sale the 14th & Market Development site in Downtown San Diego's East Village Submarket located at 1425 Market Street ("the Site"). The +/- 20,037 Square Foot covered land site offers an exceptional opportunity for the development of an institutional quality Class A mixed-use residential tower in one of San Diego's leading downtown neighborhoods. The Site's advantageous zoning allows for the development of a mixed-use project with up to a 15.0 floor area ratio (FAR) through base zoning and density bonuses, or a developer could unlock an unlimited FAR through the utilization of San Diego's Complete Communities Housing Solutions.



Site Summary

- ▶ **Location:**
1425-1433 Market Street, San Diego, CA 92101 & 1434 Island Avenue, San Diego, CA 92101
- ▶ **Submarket:**
East Village / Downtown San Diego
- ▶ **Offering Price:**
\$4,250,000
- ▶ **Land Square Feet:**
+/- 20,037 SF / 0.46 AC
- ▶ **Price Per Square Foot:**
\$212.10
- ▶ **APN:**
535-153-11, 535-153-14, 535-153-08
- ▶ **Existing Structures:**
Retail, SRO Units & Warehouse Space
- ▶ **Base Zoning:**
CCPD-NC
- ▶ **Property Type:**
Mixed-Use
- ▶ **FAR:**
Minimum – 3.5
Maximum – 6.0 (+2.0 through Bonus Payment, +4.0 Through Bonuses within the specific plan, & additional +3.0 through city density bonus program)
Complete Communities Housing Solutions permits
Unlimited Density

INVESTMENT HIGHLIGHTS



Neighborhood Anchored by Petco Park and the Gaslamp District, Both Within Walking Distance



Panoramic Views of Downtown, Coronado Bridge, San Diego Bay, and Balboa Park



Property Located Within a Qualified Opportunity Zone



Immediate Access and Connectivity to Major Employment Hubs Through Interstate 5, 94 Freeway, CA State Route 163 and Interstate 805 Freeways



Two Blocks from Park & Market Trolley Station



Over \$250,000 Gross Annual In-Place Rents



Potential for the Development of a Project With a FAR Greater than 15.0, Or the Utilization of Complete Communities Can Unlock Unlimited FAR



Walking Distance to Top Retail, Dining, Trendy Cafes, Parks and Entertainment Amenities

AERIAL IMAGES

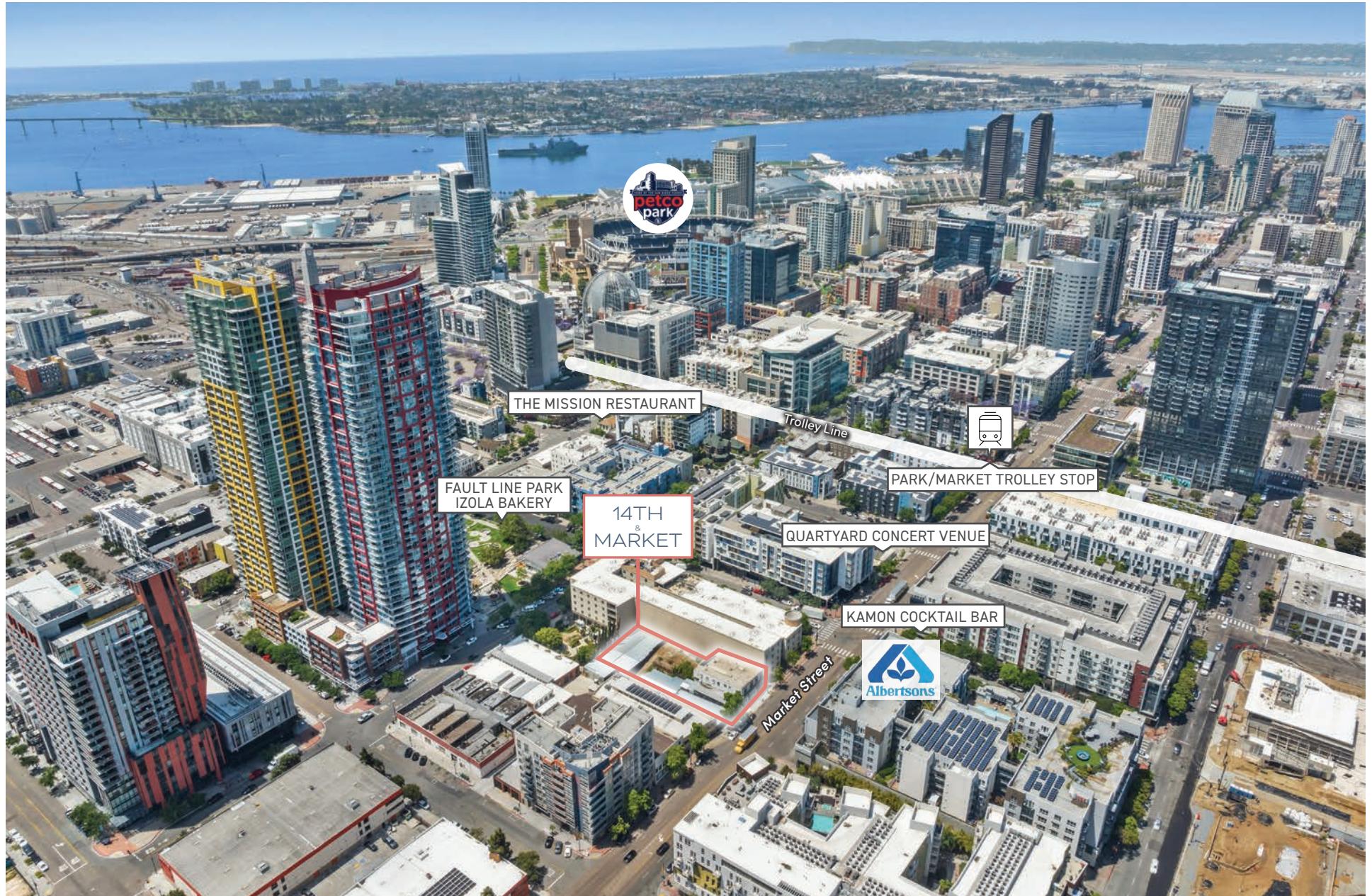


AERIAL IMAGES



AERIAL IMAGES

South West View

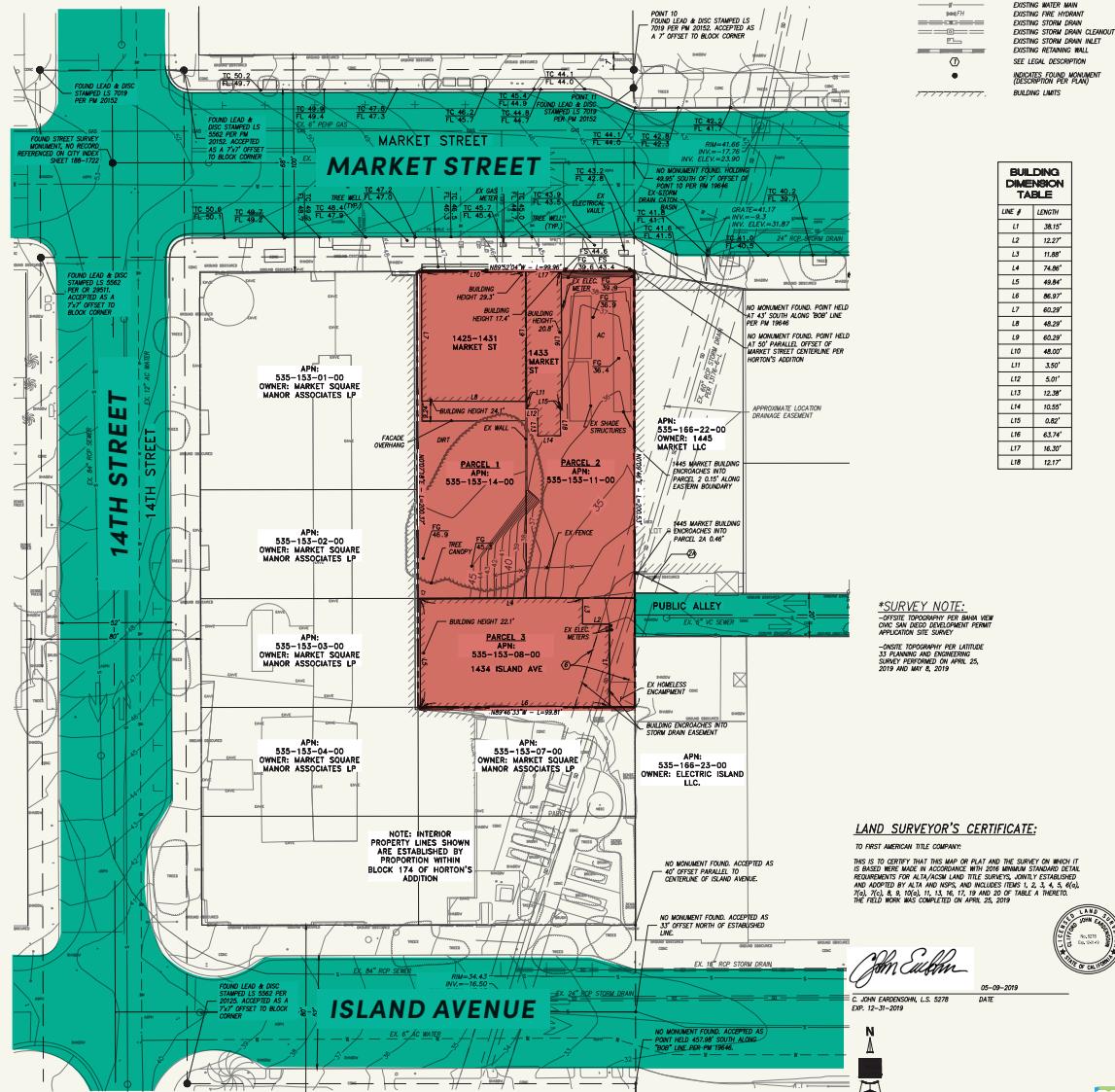


AERIAL IMAGES

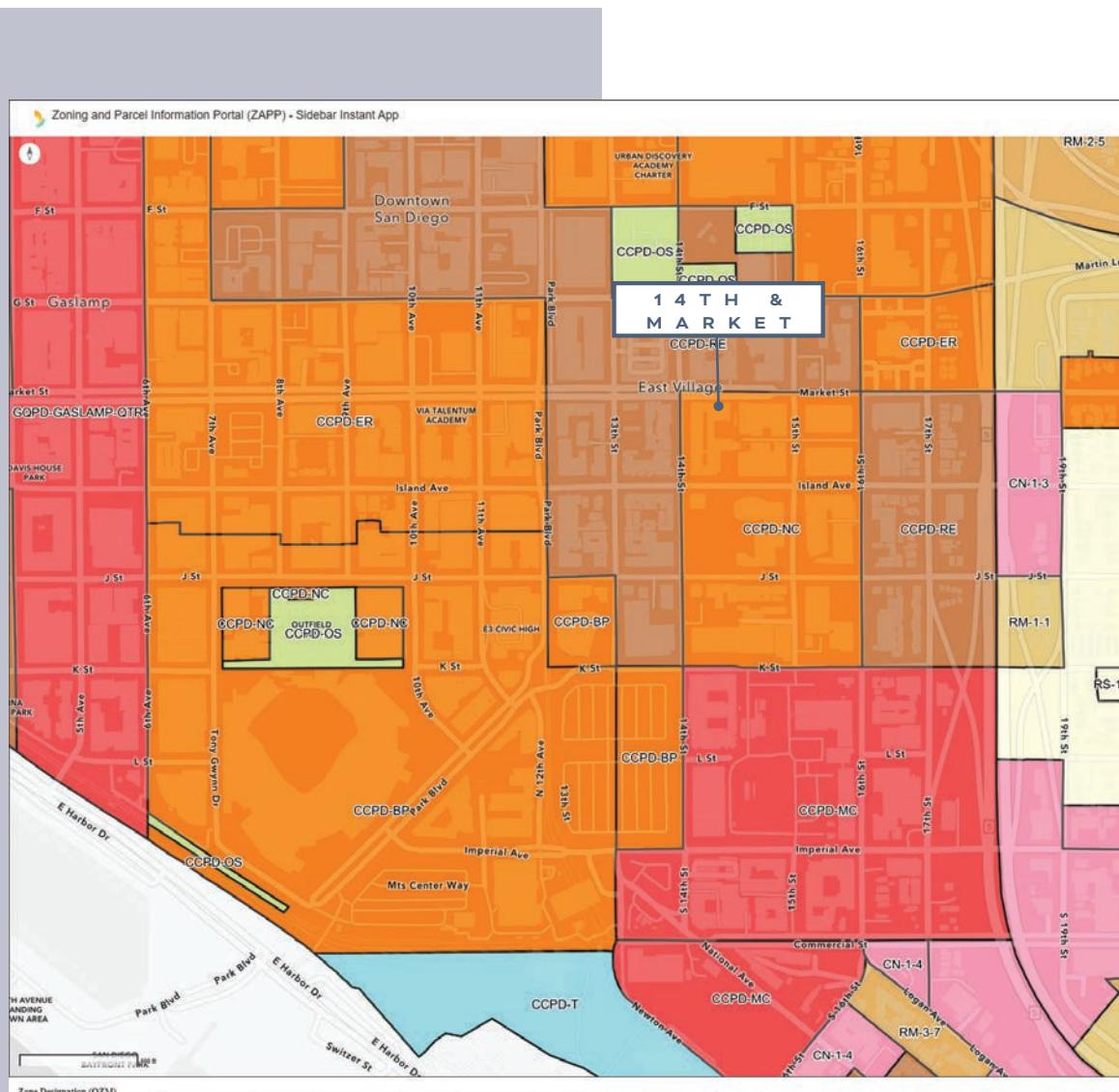
South View



SURVEY



ZONING MAP



Subject Zoning: CCPD-NC

City of San Diego CCPD Zoning

Neighborhood Mixed-Use Center (NC). This district ensures the development of distinctive centers around plazas, parks, and main streets that provide a focus to the neighborhoods by supporting a mix of residential and non-residential developments that contain active commercial uses on the ground floor. A broad array of compatible uses, including retail, eating and drinking establishments, residential, office, educational, indoor recreation, and cultural uses are permitted. Building volume restrictions apply to allow sunlight to reach streets and public spaces, and design standards seek to establish pedestrian-oriented development. Within the NC District, a minimum of 40 percent of the ground-floor frontage facing onto a public street or public open space (except for Outfield Park) shall contain active commercial uses. Alternative Interim Uses may be permitted pursuant to Section 156.0315(e).

**Click Here For Detailed
Zoning Information**

COMPLETE COMMUNITIES HOUSING SOLUTIONS

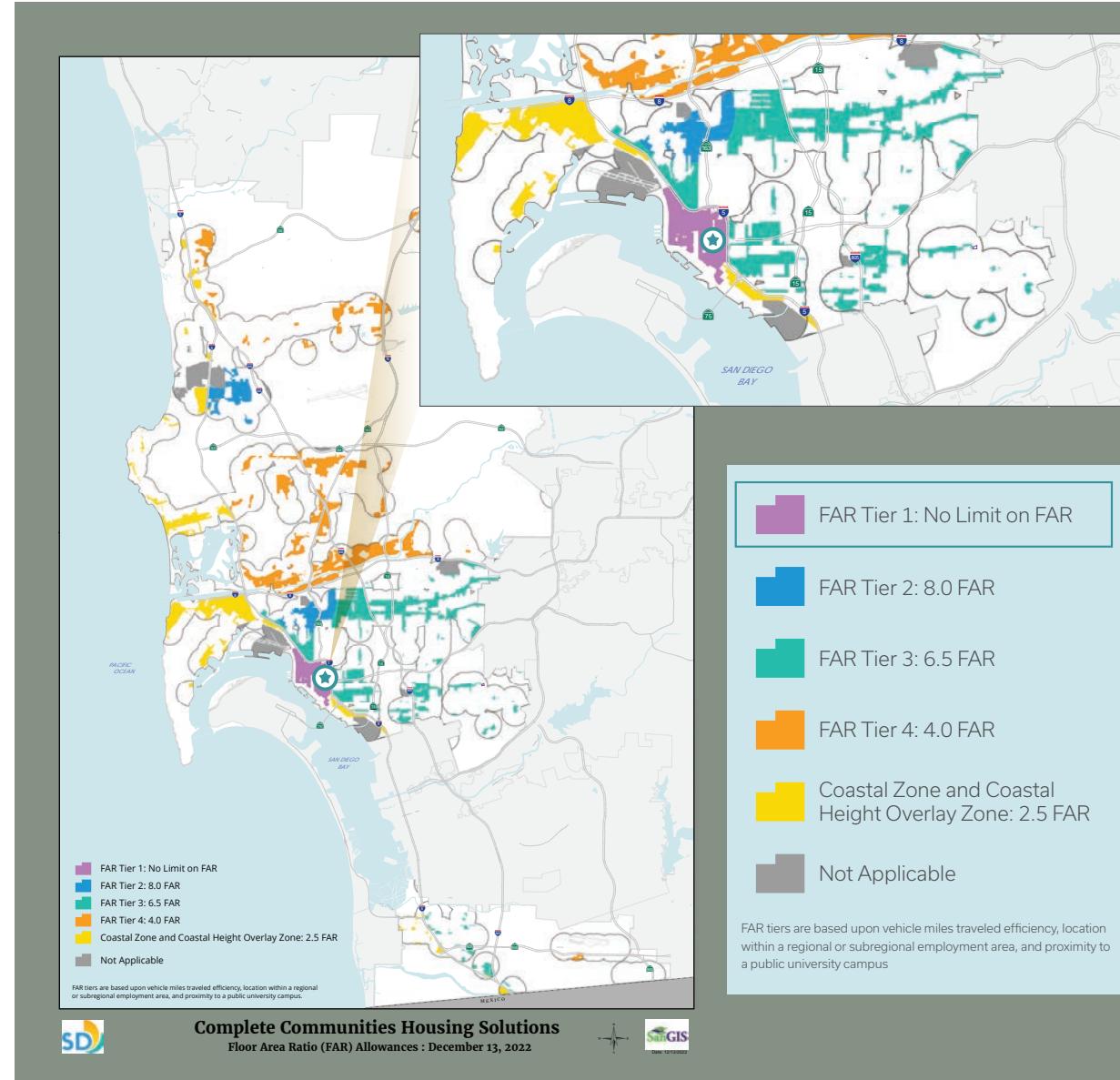
The Complete Communities Housing Solutions (CCHS) program, launched by the City of San Diego in December 2020, is an optional, innovative incentive program designed to address the city's housing crisis by promoting high-density, transit-oriented development. Aimed at creating a variety of housing options, particularly for low- and moderate-income households, CCHS encourages developers to build in Transit Priority Areas (TPAs) by offering significant benefits, such as increased Floor Area Ratios (FAR) up to 8.0 or unlimited in certain tiers, waived height restrictions (except in the Coastal Zone), and streamlined permitting processes. To qualify, projects must dedicate 40% of base units to affordable housing, with 15% for very low-income, 10% for low-income, and 15% for households up to 120% of the Area Median Income (AMI), ensuring mixed-income communities.

The CCHS program has shown promising results, with over 1,000 new homes permitted in 2023 alone, 15% of which were income-restricted, and its "Complete Communities Now" initiative, introduced in 2024, further accelerates permitting to within 30 days for ministerial projects, significantly reducing development timelines. Recent amendments have been passed allowing off-site affordable units up to three miles away and up to five years later. CCHS is a cornerstone of San Diego's strategy to meet its Regional Housing Needs Assessment (RHNA) goal of 108,036 units by 2029, supporting sustainable urban growth and enhanced mobility options.

Opportunity Zones

The Property lies within an opportunity zone allowing investors to receive tax incentives for investing in certain communities. These zones were created under the Tax Cuts and Jobs Act of 2017 to spur economic development and job creation.

- Deferral of Capital Gains: Investors can defer taxes on prior capital gains if those gains are reinvested in a Qualified Opportunity Fund (QOF).
- Reduction of Capital Gains: If the investment in the QOF is held for at least 5 or 7 years, investors may receive a 10% or 15% exclusion of the deferred gain.
- Exclusion of Gains from QOF Investments: If the investment is held for at least 10 years, any gains from the QOF investment itself can be excluded from taxes.



EXISTING IMPROVEMENTS & FINANCIALS

Address	Description	Annual Rents
1425 Market Street	Retail	\$18,000
1427 Market Street	SRO Apartment Rentals	\$117,600
1429 Market Street	Retail	\$30,000
1431 Market Street	Retail	\$30,000
1433 Market Street	Industrial Building	\$44,400
1434 Island Avenue	Industrial Building	\$18,000
		\$258,000

Expenses

Administrative/Marketing		\$4,000
Repairs & Maintenance		\$4,000
Resident Manager		\$2,400
Management Fee	7.00%	\$18,060
Utilities (Water/SDGE/Trash)		\$34,920
Washer/Dryer Rental		\$1,180
Real Estate Taxes	1.2298%	\$52,267
Insurance		\$10,000
Total Expenses		\$139,126

Net Operating Income	\$126,826.50
-----------------------------	---------------------

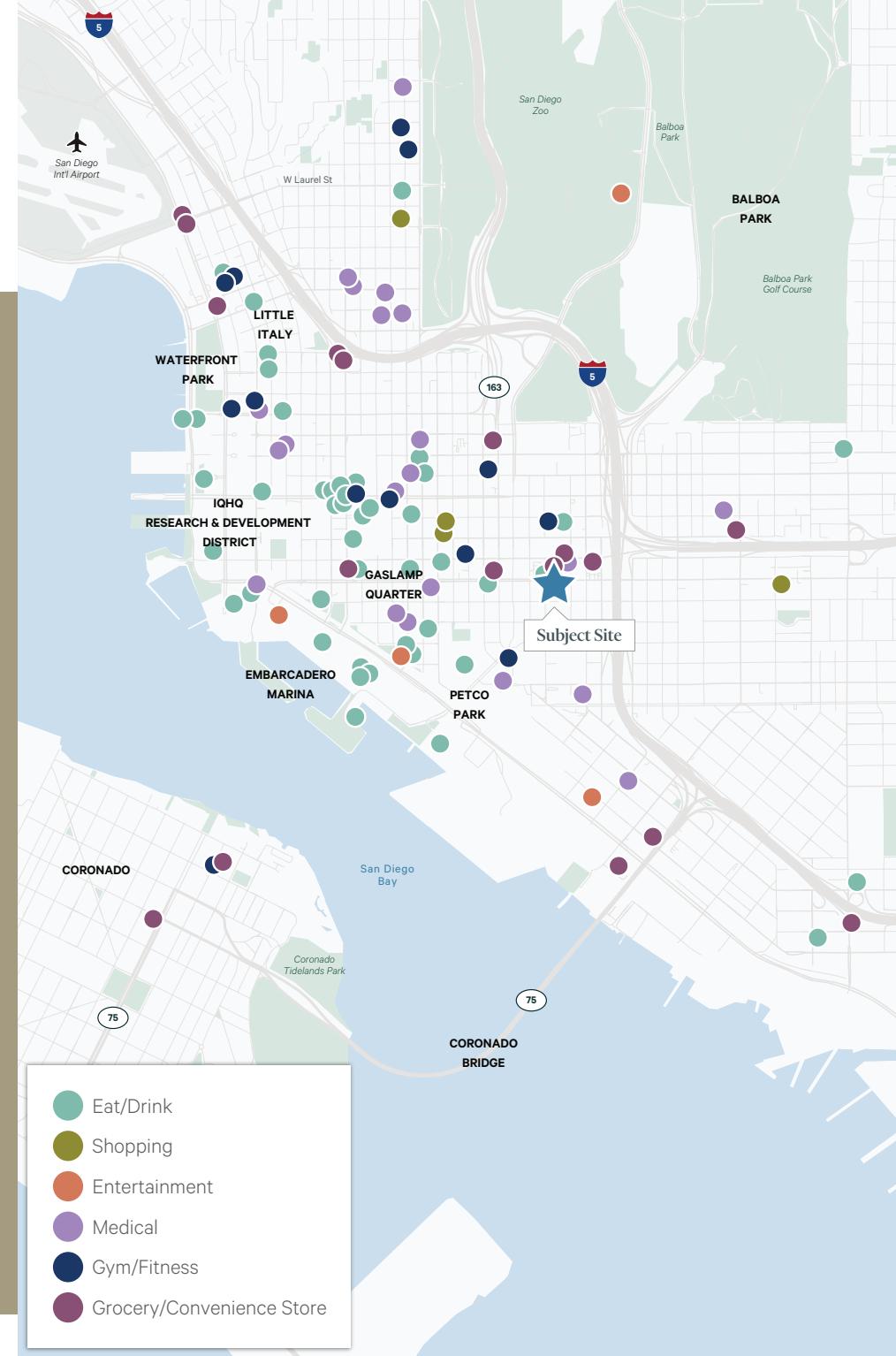
The property is currently improved with three separate structures. There is a mixed-use building with retail frontage and 15 SRO apartment units. There are also two industrial buildings, one on the east side along market st, and one at the rear of the property with an Island Ave address. Gross annual income is approximately \$258,000.

SUBMARKET OVERVIEW

Welcome to East Village

East Village is San Diego's largest and most rapidly developing neighborhood. Comprised of approximately 130 city blocks, East Village has burst into life in the recent years. Spurred on by the development of Petco Park two decades ago and bolstered by the recent influx of residential, office and hotel development, a thriving arts & culture movement has taken root and made East Village its home. This has created an atmosphere that has encouraged and enabled local artisans and residents to thrive. The numerous art galleries and lofts in East Village have transformed the area into a cultural and artistic center. Comprising 619 acres, the East Village is the largest district downtown, and is a model for urban development, convenience, and culture. The rooftop bars, cafes, boutique shops, galleries, live music venues, luxury hotels and restaurants create an environment bursting with life.

East Village has been experiencing a surge of redevelopment in the past few years with several large scale mixed-use projects in the works. Sempra Energy, one of San Diego's top Fortune 500 companies, relocated to East Village in Summer 2014, moving 900 employees into the 320,000 square foot, 16-story high-rise project. Cisterra Development, who developed the Sempra office building, has approvals on their 39-story mixed-use development, 7th and Market, which would include more than 200 residential and affordable housing units. The site will feature commercial offices, retail space, a ground-floor restaurant, public open space, public restrooms, a 662-space subterranean parking garage and a 153-room Ritz-Carlton hotel. The 300-foot high-rise will include Gelson's, a specialty grocer, located on a mezzanine above the ground floor, as well as a public plaza and public art space. Additionally, The Merian was completed in June 2020 with first move-ins in July. The project is a 34-story residential tower, 4-story office building with 1-story of retail, mixed-use development comprised of 341 units (85 affordable units), developed by Holland Partners. UCSD plans to use the 66,000 SF of office space and there is also an approximately 3,000 SF restaurant space at the ground level and an outdoor amphitheatre.



EAST VILLAGE AREA



PETCO PARK

PETCO Park opened in 2004 as the home park of Major League Baseball's San Diego Padres. The ballpark was constructed by San Diego Ballpark Builders, a partnership with Clark Construction, Nielsen Dillingham and Douglas E. Barnhart, Inc. The construction cost of over \$457 million was partially publicly financed, while the Padres contributed \$153 million for a 30% equity stake and signed a 30-year lease. PETCO, Inc. paid \$60 million over 22 years for naming rights of the stadium.

PETCO Park is spectacular in every way, combining the best sight lines in baseball with breathtaking views of the San Diego city skyline, the San Diego Bay, Coronado, and Balboa Park. Architecturally magnificent, it celebrates the sea, the sky, the natural beauty, cultural diversity and unique spirit of San Diego. The 42,000-seat open-air ballpark includes fifty-eight suites, seven restaurants and lounges, six tower lofts and five party suites. The Western Metal Supply Company building serves as a focal point in left field. The four-story brick building is a historic San Diego landmark that is now home to the Padres team store, a roof-top private party area, a restaurant, and a bar. The stadium pays homage to Tony Gwynn, the eight-time National League batting champion who spent his entire major league career with the Padres, with a 10-foot statue of Gwynn on the stadium grounds and the address of the stadium – 19 Tony Gwynn Way.

PETCO Park also hosts numerous concerts and renowned events, such as Monster Jam, World Baseball Classic and other charity and private events throughout the year. Its outfield "Park at the Park" is open to the public every day, for enjoyment of both visitors and residents alike.



EAST VILLAGE AREA



MAKERS QUARTER

Makers Quarter is the place where San Diego's entrepreneurs and creatives inspire one another and spur innovation. Makers Quarter is both a technology-based employment center and residential hub, featuring San Diego's top companies - from startups to established industry leaders - and a talented, young workforce located in a sustainable, walkable community. It is also home to the popular outdoor community venues, SILO and SMARTS Farm; and various innovative leaders including FabLab San Diego, Urban Discovery Academy, and Fuse Integration. The neighborhood will offer more than 1 million square feet of creative office space, 700,000 SF of residential, and 60,000 SF of open space. Moreover, Makers Quarter will be amenitized by best-in-class local and national restaurants, breweries, entertainment venues and retailers.

Block D is a transformative, newly constructed 60,000 SF office hub located in the heart of Makers Quarter. Bordering the neighborhood's most prominent hot spots of Punchbowl Social and 10 Barrel Brewing and world-class residential projects like Broadstone Makers Quarter, Block D seamlessly combines convenience with state-of-the-art functionality for the creative and collaborative community that Makers Quarter serves.

EAST VILLAGE GREEN

East Village Green is a 4.1 acre multiblock park designed by landscape architect James Burnett. The park will include two dog parks, a "Bark Bar" catering to dog owners, a children's garden and play area, community center with meeting rooms, reading room, performance pavilion and plaza, basketball half-court, table game area, 11,000 SF event lawn with real turf, interactive fountain and underground parking. There are three planned phases to the park, with the first phase completed in December of 2020. Projected to be the largest city-owned park in Downtown, East Village Green will provide an engaging and interactive place for residents, employees, and visitors to play, gather, and participate in community events.

EAST VILLAGE AREA



CENTRAL LIBRARY

The Central Library, which opened in September of 2013, is located in the East Village within close proximity to Commercial Street, and is a civic icon that embodies San Diego's commitment to the future. With 1.2 million volumes and home to a new 76,000 square foot charter high school on the 6th and 7th floors, the library serves the community's needs for literacy, information and knowledge in the 21st century. The library is a nine-story building (497,652 square feet) of flexible spaces with diverse and accessible public amenities. Bay view terraces, roof gardens, a 350-seat auditorium, and a public reading room reflect and celebrate San Diego's natural beauty and temperate climate.

SAN DIEGO CITY COLLEGE

San Diego City College is a public, fully accredited two year community college and is part of the San Diego Community College District along with San Diego Mesa College, San Diego Miramar College and San Diego Continuing Education. The school had an undergraduate enrollment of 9,918 students as of 2022. SDCC is regarded as one of the finest Community Colleges in SD and offers an affordable option for education. East Village is home to multiple other higher education institutions including: The New School of Architecture and The Fashion Institute of Design and Merchandising. This element of education brings a younger and inspired group of individuals to East Village.

DOWNTOWN OVERVIEW



Downtown San Diego is in the heart of one of the most desirable cities in the nation. Downtown offers a breathtaking waterfront location, moderate year-round temperatures and an exciting 24-hour live-work play environment. Downtown occupies a 2.4 square mile area, bordered by scenic San Diego Bay and lush Balboa Park. Its position as the region's transportation system hub provides excellent regional and international access.

Downtown San Diego has an estimated population base of 54,970 in 2024, which is projected to grow to 61,757 by 2029. With more than 8,000 businesses and approx. 92,000 people working downtown, San Diego has a dynamic and robust business climate. Downtown San Diego serves as the cultural, financial and government (City, County, State and Federal) centers and central business district of San Diego with major employers that include Sempra Energy, ESET North America, Union Tribune, as well as various government organizations, the convention center, tourism groups and the bulk of San Diego County's law firms. Recently there has been an influx of high-tech tenants drawn to "creative space" within the market. These younger workers are attracted to the vibrant urban environment and the ability to work close to their homes.

Downtown San Diego offers eight distinctive neighborhoods – East Village, Cortez Hill, Core, Columbia, Gaslamp Quarter, Horton Plaza, Little Italy and Marina – each with its own history, character and lifestyle. Downtown's young, vibrant population is drawn by the ability to live in a scenic, safe and vibrant atmosphere with homes within walking distance of workplaces, shopping, schools, recreation, entertainment, public transit and more. Downtown's eight neighborhoods have also become major visitor destination spots, and the redevelopment activity of recent years has transformed the center city. The thriving business base offering a multitude of services, coupled with unprecedented development during the past two decades, makes Downtown an ideal location for anything from start-up ventures to well-established multi-million dollar enterprises.

DOWNTOWN OVERVIEW



GASLAMP QUARTER

In the 1870s, Alonzo Horton built a wharf at the foot of Fifth Avenue and a development boom ensued. The resulting historic Gaslamp Quarter is one of the city's premier dining, shopping and entertainment destinations with its old-fashioned gas lamps, brick sidewalks and Victorian-style buildings dating back to the late 1800s. Located directly across the street from the Convention Center, this historic neighborhood features an eclectic blend of more than 90 restaurants including sidewalk cafes, coffee houses and pubs, art galleries, boutiques, and specialty stores, live theatres and dance clubs. This 16.5-block neighborhood is now recognized on the National Register of Historic Places. Located within the Gaslamp Quarter neighborhood is Horton Plaza. Previously a five-level outdoor shopping mall, the site spans 6 blocks and was acquired by Stockdale Capital Partners. Currently under construction, the property is being converted into a dynamic mixed-use project. Dubbed "The Campus at Horton", plans call for 700,000 SF of class A office, and 300,000 SF of retail, transforming the property into Downtown's new thriving innovation hub.



CORE

As its name connotes, the Core is the visual and physical center of downtown. The Core was downtown's fashionable business and entertainment quarter until the urban center's decline began in the 1960s. Since the Centre City Development Corporation's inception in 1975, development of the Core has been a crucial element to revitalizing San Diego's downtown area. Many old buildings have been renovated for new residential and commercial uses, drawing people into the neighborhood to live and work. The Core now serves as the San Diego region's government and corporate hub, housing the Civic Center, City Hall, the Small Business Administration and the World Trade Center.



LITTLE ITALY

Italians, primarily from Genoa, Italy and Sicily, were drawn to California by the climate and the geographical similarity to their homeland. San Diego's Little Italy is an evolving inner-city neighborhood that is a great place to live, shop, dine and visit. It offers bay views, art and cultural festivities and fine food with over a half-dozen annual festivals hosted in Little Italy. The European style plaza, Piazza della Famiglia, boasts 10,000-square-feet for visitors to stroll through and includes public, residential, retail, and restaurant space. The plaza has become a central community gathering place to host farmer's markets, concerts, cultural events, and more.

DOWNTOWN OVERVIEW



CORTEZ HILL

Home to the oldest and most distinguished residential neighborhoods, Cortez Hill district is located north of downtown's Core and south of I-5 between Tenth Avenue and Union Street. The 111-acre Cortez Hill is two neighborhoods in one and is the highest land mass in the Centre City Community Planning area which gives residents and visitor's alike spectacular views of urban San Diego, Balboa Park, the bay and Pacific Ocean. The intimate neighborhood feeling, diverse housing, proximity to the downtown core and Balboa Park, and waterfront and mountain views make Cortez Hill a desirable location.

COLUMBIA

Downtown's Columbia neighborhood encompasses the area between the waterfront and Union, Ash, and F streets. Though largely a commercial neighborhood, Columbia is the site of healthy development of all kinds. Columbia is also home to the San Diego Museum of Contemporary Art, the Federal and County courthouses, and the State Office Building. The waterfront in this neighborhood is a significant portion of the North Embarcadero Visionary Plan, which includes development of, and along, a 100-foot wide boardwalk to provide entertainment, dining, shopping, and increased access to the natural beauty of the area.

MARINA

The Marina District offers a variety of residential, hotels, restaurants, cultural attractions and dedicated open space and parks. Bordered by the waterfront, the Gaslamp Quarter and the Columbia neighborhood, a few attractions in the Marina District include the Martin L. King, Jr. Promenade; the Children's Park with its urban forest, reflecting pond and fountain; historic Pantoja Park, the Children's Museum; a portion of the Asian Pacific Thematic Historic District and two trolley stops. Additionally, Seaport Village and the San Diego Convention Center are located within the Marina District making this waterfront location a dynamic center for entertainment and business.

DOWNTOWN ATTRACTIONS

CONVENTION CENTER

The San Diego Convention Center is located on the sparkling San Diego Bay in the heart of a vibrant downtown and has consistently been recognized as one of the top convention centers in the world. Abundant, flexible space and five-star service make the San Diego Convention Center the meeting planners' choice for hosting major conventions, trade shows, meetings and special events. The convention center offers over 1.1 million SF of space, including 615,000 sf of exhibit space and the Sails Pavilion, a 90,000 sf special event area. The San Diego Convention Center had a record breaking \$1.4 Billion regional impact in 2023. Comic-Con is the top economic generator, with 130,000+ attendees and an estimated \$164.1 million in regional impact. An expansion to the Convention Center has been discussed for years and would add 400,000 SF of rentable exhibit, ballroom, and meeting space to the existing facility, which will allow the Convention Center to attract approximately 50 more annual events and more than 33,000 attendees, bringing the average total attendance to over 1.1 million. It would also create thousands of construction jobs and nearly 7,000 permanent jobs, and generate \$509 million in direct spending at local businesses, and have a regional impact of \$860 million.

SEAPORT SAN DIEGO

Protea has been awarded the Seaport Village Redevelopment Assignment from the Port of San Diego. Their plan includes a signature 480-foot observation tower, along with a mix of hotels, offices and an aquarium. Construction on the new Seaport Village is estimated to be completed in 2025. The project's master plan includes 242,183-square-feet of retail space will be created mainly on the street level of buildings, 144,987-square feet of office space, an aquarium planned for construction that will boast 192,050 square feet, which is advised by the Scripps Institution of Oceanography and will also include a butterfly exhibit. The hotel element includes a 367,964 sf / 231-room / 8-villa hotel, as well as a 350-micro room hotel and a 237-room hostel. Additionally, the plan also includes a waterfront plaza inspired by Piazza del Campo, a notable historic public square in Siena, Italy.

HEADQUARTERS AT SEAPORT

The iconic former headquarters to the San Diego Police Department is Seaport District's most exciting new retail destination. This artfully designed open-air lifestyle center is home to an exclusive collection of specialty shops, restaurants and entertainment venues catering to San Diego's residents and visitors, with signature restaurants Cheesecake Factory, Puesto and Eddie V's.



DOWNTOWN ATTRACTIONS

RADD / MANCHESTER PACIFIC GATEWAY

In 2006, Manchester Financial Group leased the 12.09 acre site from the Navy for a project known as Manchester Pacific Gateway. In exchange for the land, Manchester built the Navy a new 17-story headquarters, known as Navy Building One, which was completed in early 2021. Additionally, a hotel and 1.9 acre plaza will be developed.

IQHQ, a biotech focused real estate investment group, acquired more than 8 acres of the Manchester Pacific Gateway site in September 2020. IQHQ's campus project includes a series of mid-rise structures and one 17-story tower, as well as a museum, and 3 acres of green space and rooftop decks.

LANE FIELD

Adjacent to the core of San Diego's downtown and the waterfront, Lane Field is located at 900 West Broadway in the North Embarcadero area of San Diego. The site is bound by West Broadway to the south, Harbor Drive to the west, and Pacific Highway to the east. Developed by Lankford & Associates, Portman Holdings, and Phelps Development, the site consists of a 400-room, SpringHill Suites & Residence Inn San Diego hotel on the northern portion and an approximately 2-acre baseball-inspired urban park on the western portion fronting Harbor Drive. On the Lane Field South site, is the 400-room InterContinental Hotel.

PORTSIDE PIER

Completed in July 2020, the Port of San Diego and The Brigantine, Inc have transformed one of Southern California's iconic, flagship waterfront restaurant sites. The Portside Pier offers dining options from fresh seafood, authentic Mexican flavors, pub fare, coffee, and gelato. Situated on 42,000 SF on the North Embarcadero the project includes outdoor patio and lounge dining, a second floor public viewing deck, 360 degree panoramic waterfront views, dock and dine access, and five signature restaurants: The Brigantine Seafood and Oyster Bar, Miguel's Concina, Ketch Grill & Taps, Topsail, and Portside Coffee & Gelato.



DOWNTOWN ATTRACTIONS



USS MIDWAY

The USS Midway was America's longest-serving aircraft carrier of the 20th century. The ship was opened to the public in 2004 and in its first year of operation, the museum saw 879,281 visitors, double the expected attendance. Presently, annual visitation exceeds 1.4 million visitors, the most of any floating naval aviation museum in the nation. The museum hosts approximately 300 private events, and has become a popular media venue with shows like American Idol as well as hosting live NCAA basketball games.

B STREET CRUISE TERMINAL

Located north of the Broadway Pier in the Columbia District, the port has a 30,000 square foot main cruise ship terminal building, two supplemental structures for passenger reception and baggage handling, and two warehouse areas. Owned and operated by the Port of San Diego, the B Street Cruise Ship Terminal serves nine cruise lines and welcomes over 190 cruise ships throughout the year. Seasonally, Holland America Line and Celebrity Cruises homeport in San Diego.

SAN DIEGO ZOO

The San Diego Zoo is home to more than 3,500 rare and endangered animals representing more than 650 species and subspecies. Spanning 100-acres, the San Diego Zoo is a world famous conservation organization where visitors can view exotic animals in natural habitat environments. Zoo guests may view rare giant pandas, enormous elephants, lively monkeys, reptiles of various shapes and sizes and many more interesting species. There are over a half-million zoo members, and it is estimated over 3 million visitors annually.

BALBOA PARK

Balboa Park is the nation's largest urban cultural park spanning 1,200 acres. Balboa Park is home to the world famous San Diego Zoo, 25 major museums, renowned performing arts venues and beautiful gardens. The Park has an ever-changing calendar of museum exhibitions, plays, musicals, concerts, and classes all in the beautiful and timeless setting of this must-see San Diego attraction.



DEMOGRAPHICS

DEMOGRAPHIC COMPREHENSIVE		1 MILE
Place of Work		
2024 Businesses		5,279
2024 Employees		66,331
2024 Employed Civilian Population 16+		27,523
White Collar		19,276
Services		5,097
Blue Collar		3,149
Population		
2024 Population		53,822
Males		30,084
Females		23,738
2020-2024 Annual Population Growth Rate		1.68%
2024-2029 Annual Population Growth Rate		1.64%
2024 Median Age		37.6
Education		
High School Diploma		5,912
GED or Alternative Credential		1,777
Some College - No Degree		7,324
Associate's Degree		3,635
Bachelor's Degree		11,936
Graduate or Professional Degree		8,303
Households		
2024 Households		27,278
2020-2024 Compound Annual Household Growth Rate		2.91%
2024-2029 Annual Household Growth Rate		2.58%
2024 Average Household Size		1.69
2024 Average Household Income		\$113,151
2024 Median Household Income		\$75,228



RENT COMPARABLES



1



2



3



4

Radian

675 9th Ave.
San Diego, CA 92101

Units:	241
Ownership:	CDR Real Estate
Management:	RPM
Year Built:	2023

#	Unit Type	Avg SF	Avg Asking Rent	Rent PSF
179	1Bed	768	\$3,534	\$4.60
37	2Bed	1,296	\$7,082	\$5.46
25	3Bed	1,341	\$6,894	\$5.14
241		909	\$4,427	\$4.87

COMMUNITY AMENITIES: Fitness Center, Game Room, Pet Area, Pool, Clubhouse, Roof Terrace

Concert Residences

955 11th Ave.
San Diego, CA 92101

Units:	355
Ownership:	Pinnacle International
Management:	Pinnacle
Year Built:	2024

#	Unit Type	Avg SF	Avg Asking Rent	Rent PSF
197	1Bed	593	\$3,201	\$5.40
40	2 Bed	859	\$4,076	\$4.75
118	3 Bed	1,028	\$5,008	\$4.87
355		768	\$3,900	\$5.08

COMMUNITY AMENITIES: Fitness Center, Lounge, Business Center, Pool, Spa, Clubhouse, Roof Terrace, Courtyard, Spa

The Merian

601 11th Ave.
San Diego, CA 92101

Units:	426
Ownership:	Brookfield Corporation
Management:	Brookfield
Year Built:	2020

#	Unit Type	Avg SF	Avg Asking Rent	Rent PSF
131	Studio	561	\$2,424	\$4.32
95	1Bed	675	\$2,611	\$3.87
159	2 Bed	1,147	\$4,122	\$3.59
41	3 Bed	1,444	\$4,872	\$3.37
426		890	\$3,335	\$3.75

COMMUNITY AMENITIES: Fitness Center, Lounge, Pool, Spa, Clubhouse, Roof Terrace, Courtyard, Spa, Pet Area

Broadway Towers

1150 E St.
San Diego, CA 92101

Units:	333
Ownership:	Pinnacle International
Management:	Pinacle
Year Built:	2021

#	Unit Type	Avg SF	Avg Asking Rent	Rent PSF
210	1Bed	593	\$3,071	\$5.18
79	2 Bed	899	\$3,960	\$4.40
44	3 Bed	1,013	\$4,275	\$4.22
333		721	\$3,441	\$4.77

COMMUNITY AMENITIES: Fitness Center, Lounge, Pool, Spa, Clubhouse, Roof Terrace, Courtyard

RENT COMPARABLES



5



6



7

Units:	313
Ownership:	Virtu Investments
Management:	North Coast - ALX
Year Built:	2017

#	Unit Type	Avg SF	Avg Asking Rent	Rent PSF
100	Studio	538	\$2,287	\$4.25
143	1Bed	757	\$2,911	\$3.85
68	2 Bed	1,183	\$4,357	\$3.68
2	3 Bed	2,136	\$9,347	\$4.38
313		788	\$3,067	\$3.89

COMMUNITY AMENITIES: Fitness Center, Lounge, Business Center, Gameroom, Roof Terrace, Courtyard, Pet Area, Pet Care

Spire San Diego

1475 Island Ave.
San Diego, 92101

Units:	469
Ownership:	Pinnacle International
Management:	Pinnacle
Year Built:	2019

#	Unit Type	Avg SF	Avg Asking Rent	Rent PSF
235	1Bed	639	\$2,561	\$4.01
145	2 Bed	978	\$3,558	\$3.64
89	3 Bed	1,692	\$5,808	\$3.43
469		944	\$3,485	\$3.69

COMMUNITY AMENITIES: Fitness Center, Lounge, Pool, Spa, Business Center, Gameroom, Pet Area

Park 12

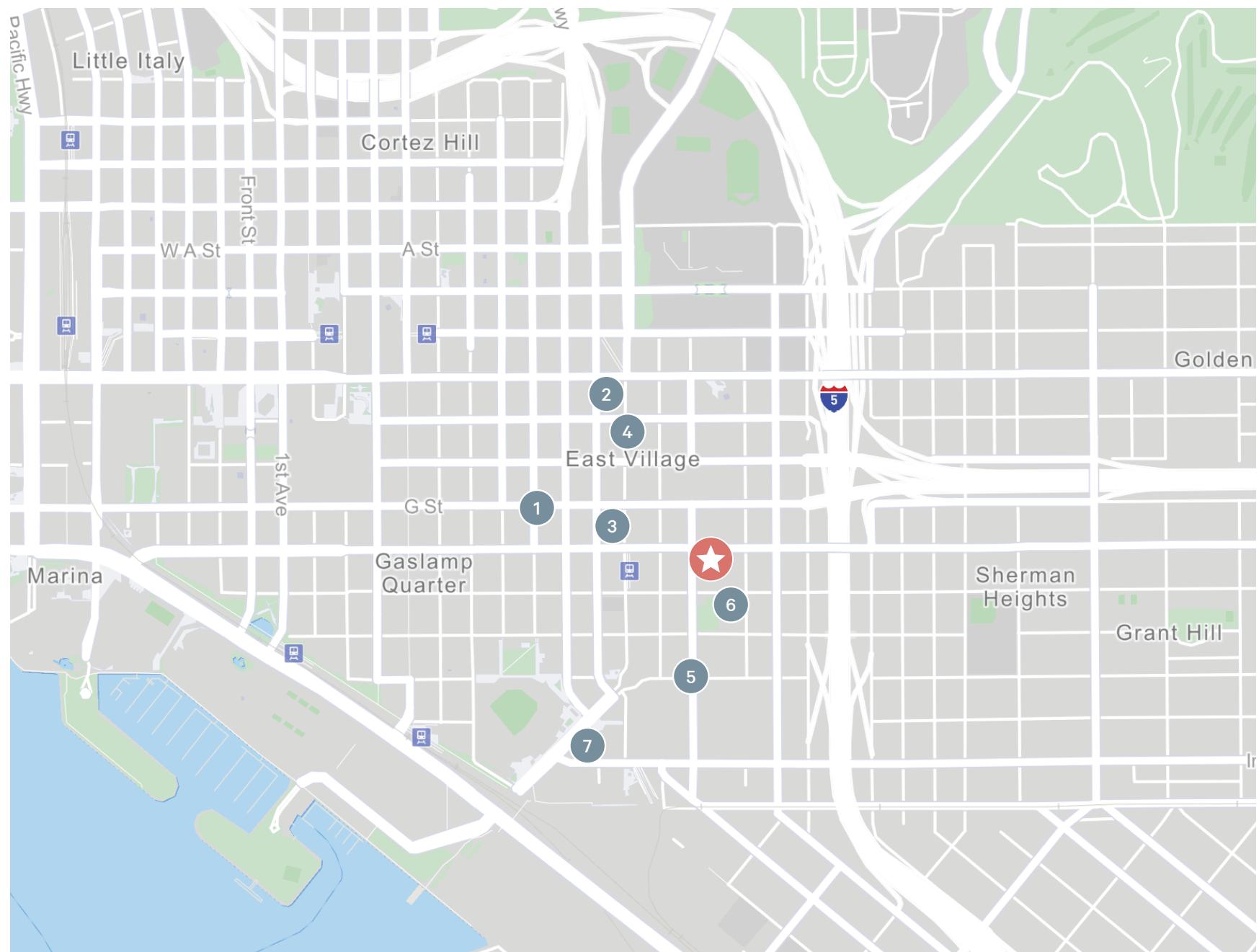
100 Park Plaza
San Diego, CA 92101

Units:	718
Ownership:	MG Properties
Management:	MG Properties
Year Built:	2018

#	Unit Type	Avg SF	Avg Asking Rent	Rent PSF
152	Studio	575	\$2,374	\$4.13
320	1Bed	817	\$2,869	\$3.51
237	2 Bed	1,268	\$4,390	\$3.46
9	3 Bed	1,398	\$3,659	\$2.62
718		922	\$3,276	\$3.55

COMMUNITY AMENITIES: Fitness Center, Lounge, Pool, Spa, Gameroom, Putting Greens, On-Site Retail

COMPARABLES MAP



14TH & MARKET

DEVELOPMENT SITE



NATE PEPPER

Vice President
+1 858 248 1222
nate.pepper@cbre.com
Lic. 01993739

SAM COOKE

Associate
+1 925 997 0459
sam.cooke@cbre.com
Lic. 02157503

© 2025 CBRE, Inc. All rights reserved. This information has been obtained from sources believed reliable but has not been verified for accuracy or completeness. You should conduct a careful, independent investigation of the property and verify all information. Any reliance on this information is solely at your own risk. CBRE and the CBRE logo are service marks of CBRE, Inc. All other marks displayed on this document are the property of their respective owners, and the use of such logos does not imply any affiliation with or endorsement of CBRE. Photos herein are the property of their respective owners. Use of these images without the express written consent of the owner is prohibited.

CBRE