



Mission Valley Grocery Site

17,700 SF For Lease within the Largest Mixed Use Development in San Diego



SDSU MISSION VALLEY

The Opportunity

SDSU Mission Valley is taking shape as a vibrant, mixed-use community that will transform the City of San Diego. Snapdragon Stadium anchors the 166 acre development which includes plans for a 1.6M SF Innovation District, 4,600 residential units, up to a 400 room hotel, 95,000 SF of retail, and more than 80 acres of community parks and open space.

Click Here To See The Vision!

<https://www.youtube.com/watch?v=Q5qLt4X5xbc&t=14s>



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The Development

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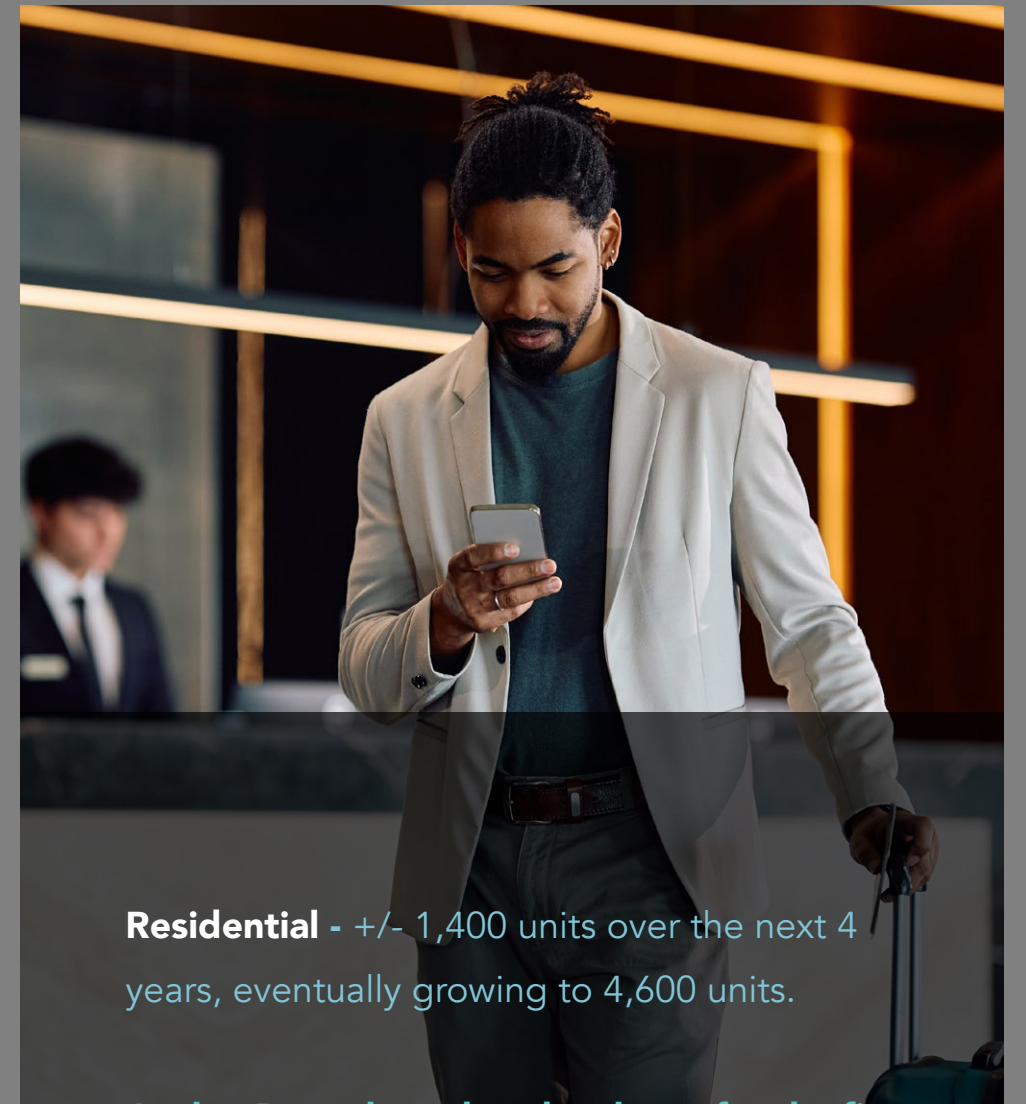
Grocer - 17,700 SF endcap located at the prime, signalized entrance to the project. A modern shell is designed to accommodate a mid-sized grocer looking to capitalize on the explosive growth of this trade area.

Retail - 95,000 SF of restaurant and shop space on 4 parcels facing Innovation Parkway.



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The Development



Residential - +/- 1,400 units over the next 4 years, eventually growing to 4,600 units.

Avalon Bay selected as developer for the first phase of SDSU Mission Valley development.

<https://www.sdsu.edu/news/2022/10/avalonbay-selected-build-first-round-residential-retail-space-sdsu-mission-valley>

Hotel - Up to 400 rooms with 40,000 SF of conference space.

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The Development

Entertainment - 35,000 person capacity venue with approximately 1.2M attendees at over 200 events per year.

Office - 1,565,000 SF of research, office, technology, lab, and innovation space.

[SDSU selects LPC West to build first office lab buildings at Mission Valley Campus.](https://www.sandiegouniontribune.com/2023/03/06/sdsu-selects-developer-to-build-first-office-lab-buildings-at-mission-valley-campus/)

<https://www.sandiegouniontribune.com/2023/03/06/sdsu-selects-developer-to-build-first-office-lab-buildings-at-mission-valley-campus/>

Parks - 80 acres of parks including the 34 acre River Park.



SDSU MISSION VALLEY

Learn/Live/Leisure

Snapdragon Stadium - 35,000 person capacity

R9/R10 - 30,000 SF of retail + 600 residential units.
Estimated completion late 2027.

D1-D4 - 315,000 SF office/lab space + parking garage.
Estimated completion 2028.

R8 - 126 residential units. Estimated completion 2027.

R11/R12 - 20,000 SF of retail + 400-600 residential units.
Estimated completion 2029-2030.

R1/R2 - 600 residential units. Estimated completion 2030-2031.

400 Room Hotel/Parking Garage. Estimated completion years 2030-2033.

E1 - 190,000 SF office + 20,000 SF retail. Estimated completion 2031-2032.

C1-C3 - 340,000 SF office/lab space. Estimated completion years 2031-2033.

R17/R18 - 416 residential units. Estimated completion years 2032-2034.

Remaining R block residential units. Estimated completion years 2034-2039.

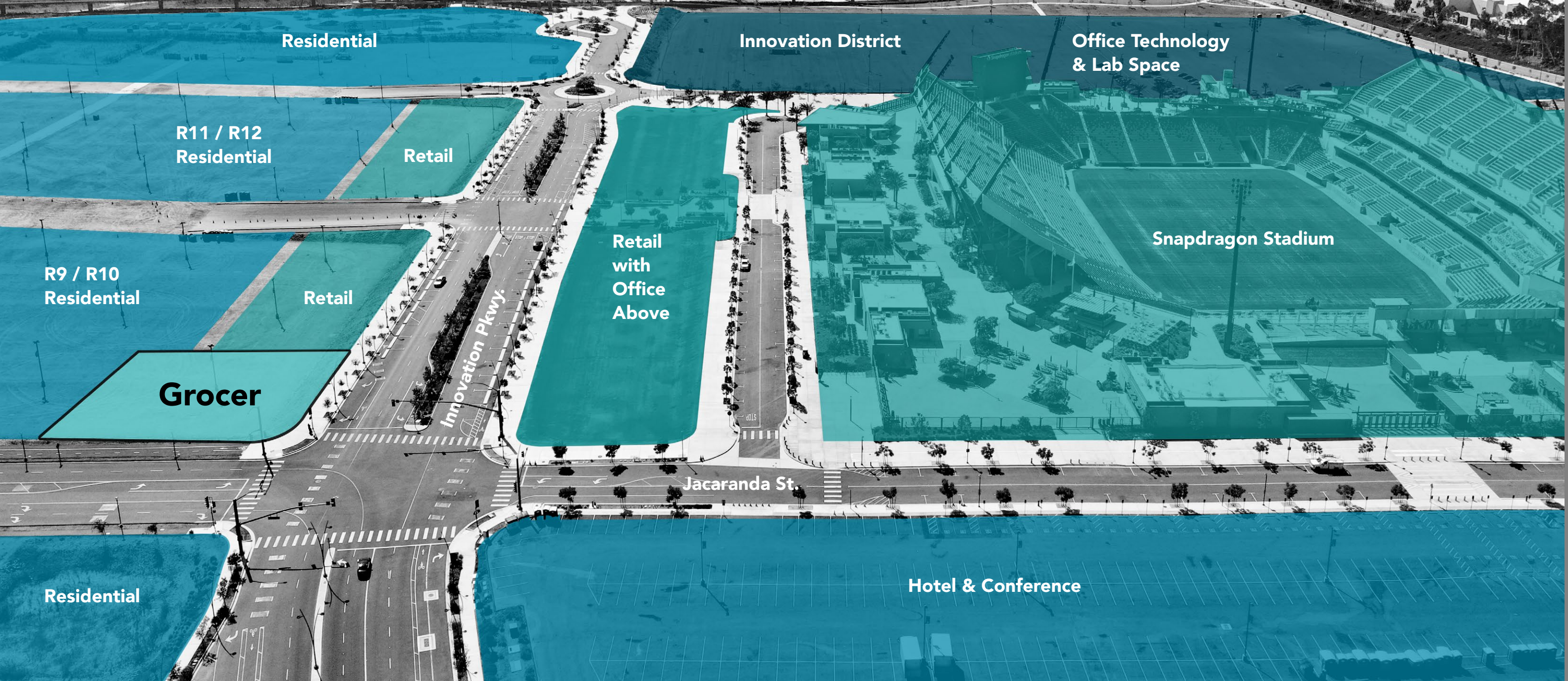
A1-A4/B1-B2 - office / lab space. Estimated completion years 2036-2039.

F1 - 100,000 SF office + 24,000 SF retail. Estimated completion years 2037-2039.



SDSU MISSION VALLEY

Learn/Live/Leisure



Residential

Innovation District

Office Technology
& Lab Space

R11 / R12
Residential

Retail

R9 / R10
Residential

Retail

Retail
with
Office
Above

Snapdragon Stadium

Grocer

Residential

Hotel & Conference

Innovation Pkwy.

Jacaranda St.

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Snapdragon Stadium Stats & Use

35,000 capacity multi-purpose stadium.

Home to:

SDSU Aztec Football

San Diego FC of Major League Soccer (inaugural season - 2025).

San Diego Wave FC of the National Women's Soccer League.

San Diego Legion of Major League Rugby.

Concerts, festivals, dirt shows, international sporting events, championships, community events, and more!

Expected to host 200+ events per year.

Designed to be able to expand to 55,000 seats.



SDSU MISSION VALLEY

R9/R10 Block - Grocery Opportunity



End-cap 17,700 SF grocery opportunity amongst 8-story mixed-use project.

600 residential units consisting of apartments and townhomes, plus +/- 12,000 SF of retail built within this phase.

Four level parking garage with 185 ground floor spaces dedicated for retail.

Dedicated loading dock and trash area.

Estimated grocery shell delivery in late 2026/early 2027.



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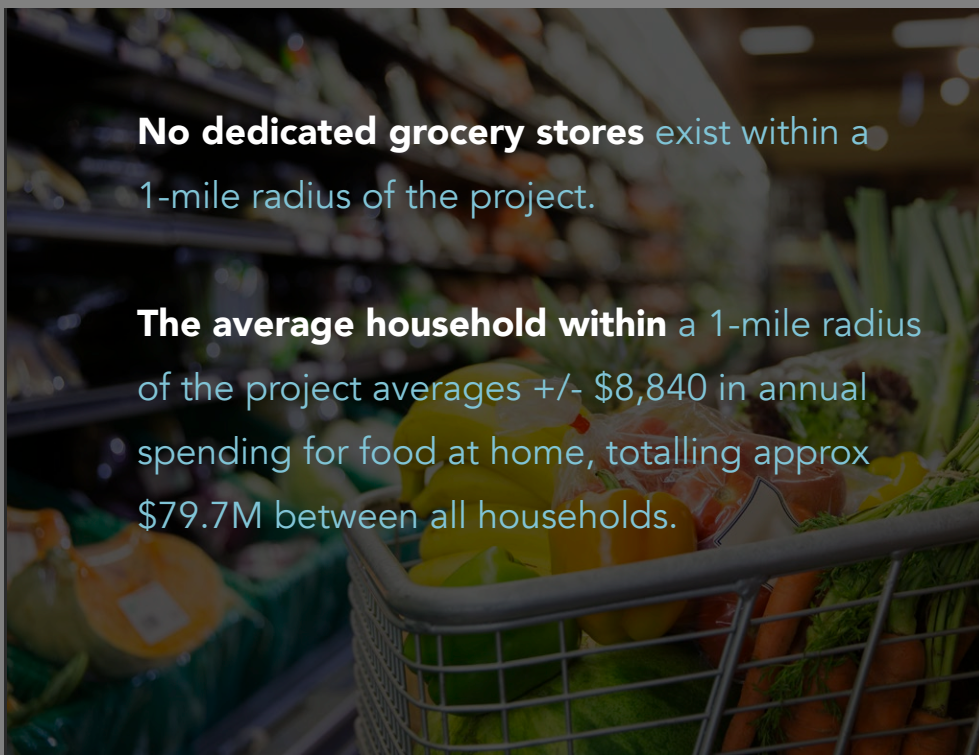
Grocery Analysis / Competition

No dedicated grocery stores exist within a 1-mile radius of the project.

The average household within a 1-mile radius of the project averages +/- \$8,840 in annual spending for food at home, totalling approx \$79.7M between all households.

Once fully completed, the project's 4,600 residential units will by itself create demand for approx. \$40.6M in grocery store sales.

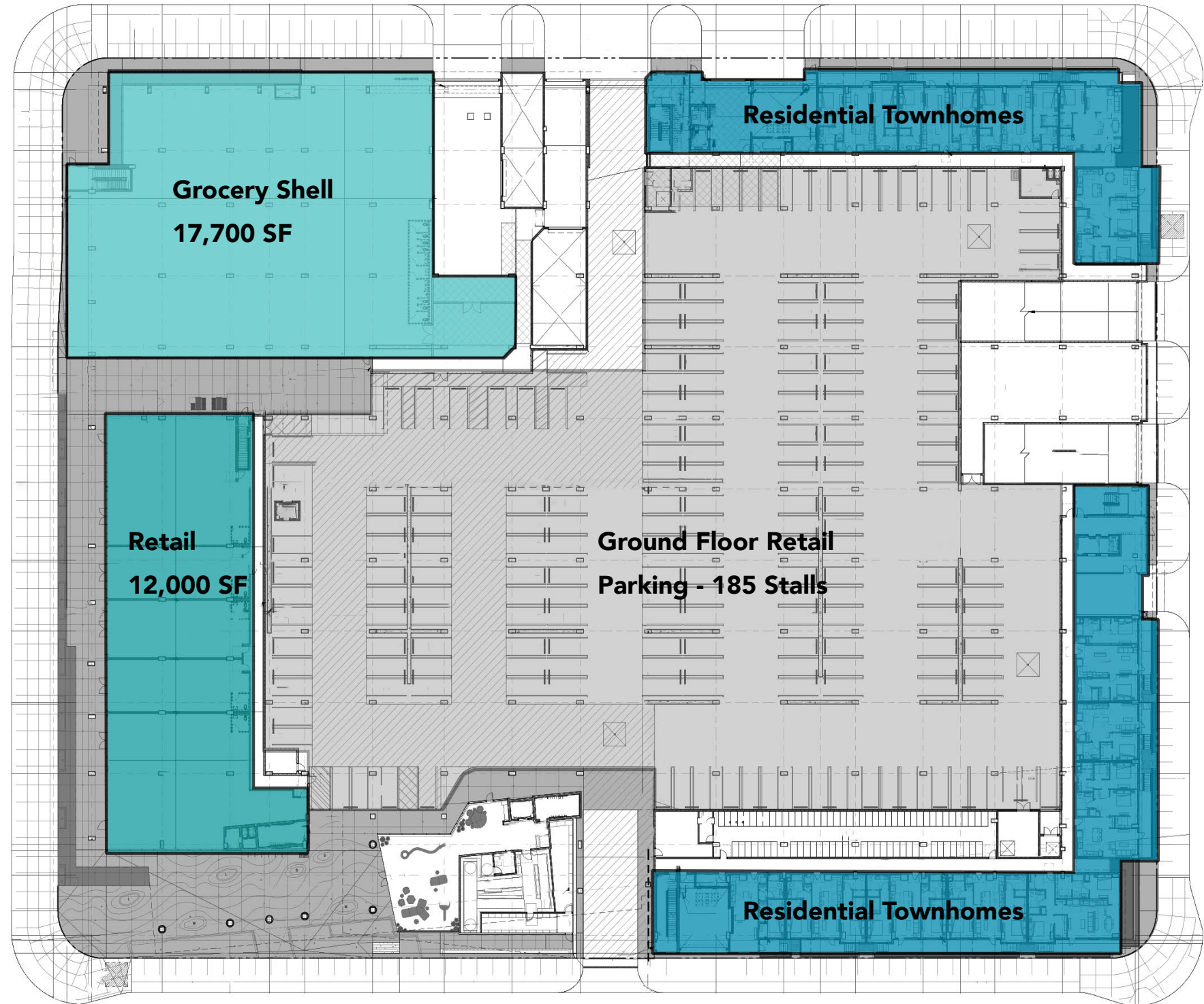
Existing grocery stores are underprovided to service the 228,000 residents and 162,000 employees within a 3-mile radius (early 2027).



Grocery Site Plan



NW Corner Block Location



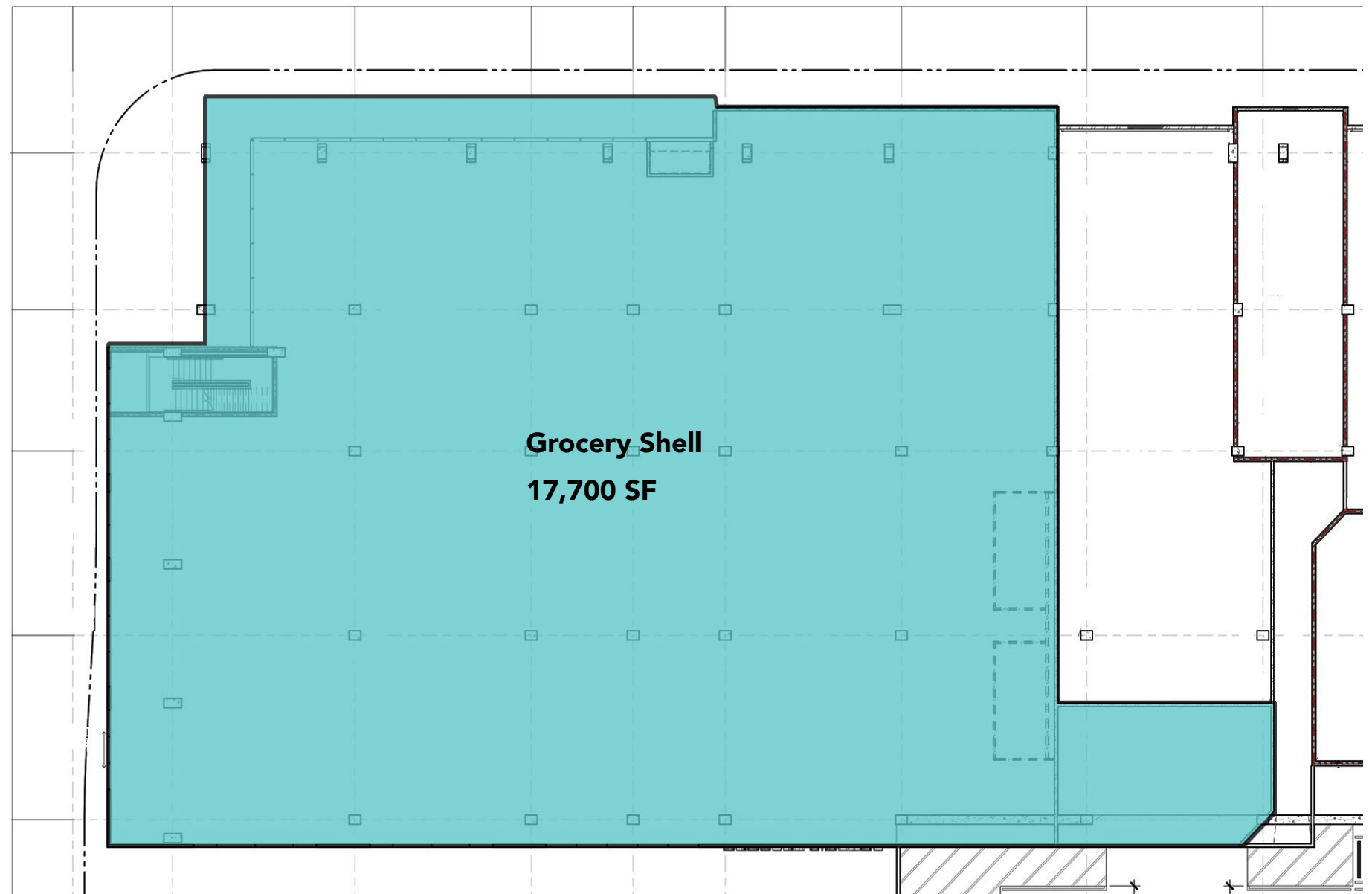
Grocery Floor Plan



North Elevation



West Elevation



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Grocery Void Opportunity



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Mission Valley Community Plan

The plan will add high density housing to accommodate 50,000 more residents. There will also be 7 million more square feet of commercial development.

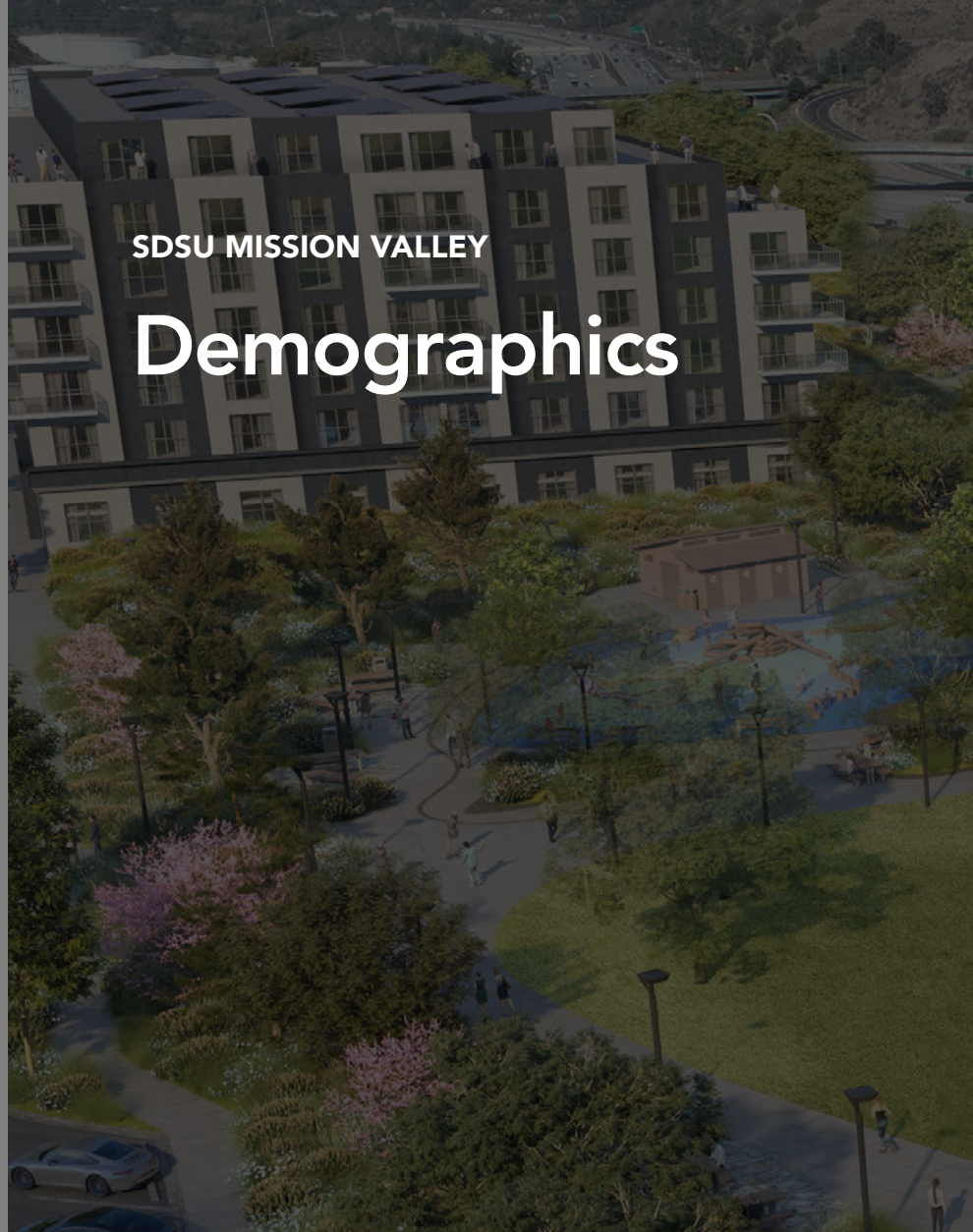
Mission Valley has been known for its abundant office clusters (approximately 50,000 incoming commuters), hotels (over 3,300 rooms) and the two malls, Westfield & Fashion Valley. The updated community plan will likely propel residential density to grow faster here than anywhere else in San Diego County. Mission Valley will soon become a truly Live-Work-Play community where you can do it all.

The 2019 update replaces outdated zoning ordinances with land use designations that will allow for the development of some 28,000 additional housing units in the area, according to the city. The update also includes plans to add bicycle and pedestrian infrastructure to make Mission Valley more connected and easier to traverse without a car.

"I would say the perfect word to describe Mission Valley is 'growth.' We have thousands more units coming online in the next five years," - City Councilman Raul Campillo

Mission Valley is envisioned as an urban village nestled along the San Diego River with something to offer everyone: innovative workplaces, housing that meets varied lifestyle needs, ample parklands, unique shopping and dining options, and enhanced pedestrian, bicycle, and transit access.





SDSU MISSION VALLEY

Demographics



POPULATION & HOUSEHOLDS

1 Mile 2 Mile 3 Mile

2024 Population

18,550 228,218 507,746

2024 Households

9,039 97,060 210,595

Avg. Household Income

\$115,613 \$99,862 \$105,481

EMPLOYEES & BUSINESSES

1 Mile 3 Mile 5 Mile

Employees

17,923 162,862 332,014

Businesses

1,666 19,931 210,236

HOUSING

1 Mile 3 Mile 5 Mile

Average Home Value

\$861,652 \$949,317 \$970,874

HOUSEHOLD SPENDING

3 Mile Total

Food & Alcohol

\$864,559,421

Entertainment, Hobbies & Pets

\$430,341,327

TRAFFIC COUNT

Cars Per Day

I-15 at San Diego Mission Rd.

265,184

San Diego Stadium at
Rancho Mission Rd. S.

47,694

Friars Road

40,141

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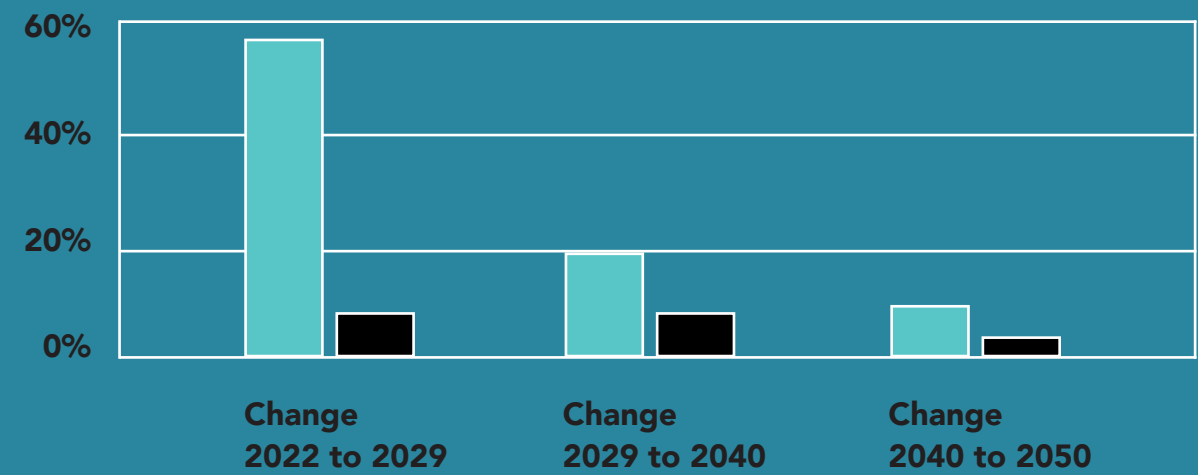
Explosive Residential Growth



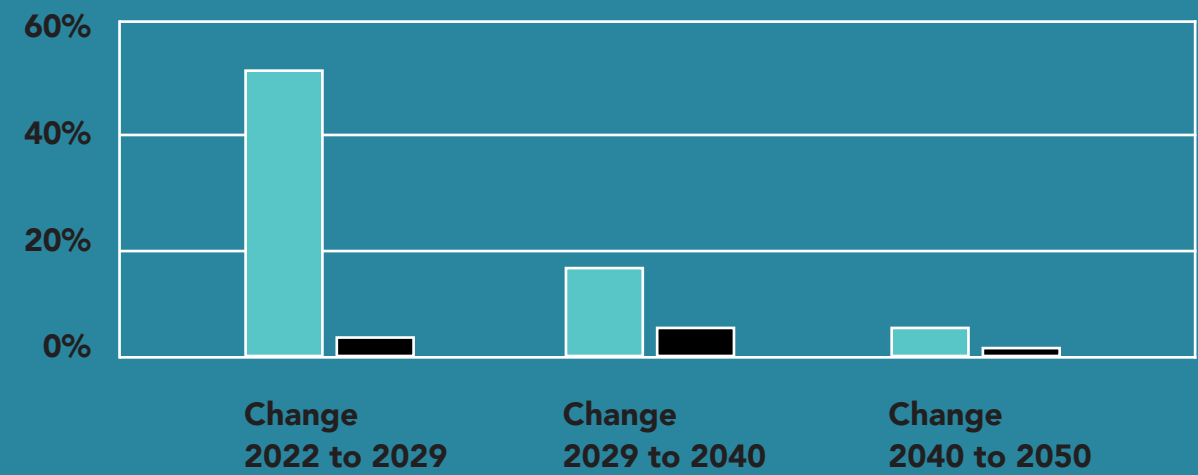
FORECAST FOR ZIP CODE 92108 / 2022 TO 2050



	2022	2029	2040	2050	Numeric	Percent
Total Population	25,340	38,164	43,951	45,446	20,106	79.3%
Housing Units	14,147	22,204	26,210	27,682	13,535	95.7%

TOTAL HOUSING STRUCTURES



TOTAL POPULATION



-  ZIP CODE 92108
-  SAN DIEGO COUNTY

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Mission Valley Retail Highlights



Fashion Valley - Macy's, Bloomingdales, Neiman Marcus, Nordstrom / 1,720,500 SF retail / 200 stores



Westfield Mission Valley - Target (#2 in Nation*), Marshalls, DSW, Nordstrom Rack (#2 in Nation*), Old Navy / 1,500,000 SF retail *according to Placer AI 2022



Rio Vista Shopping Center - Living Spaces, Homegoods, Ross / 251,277 SF retail / 21 stores



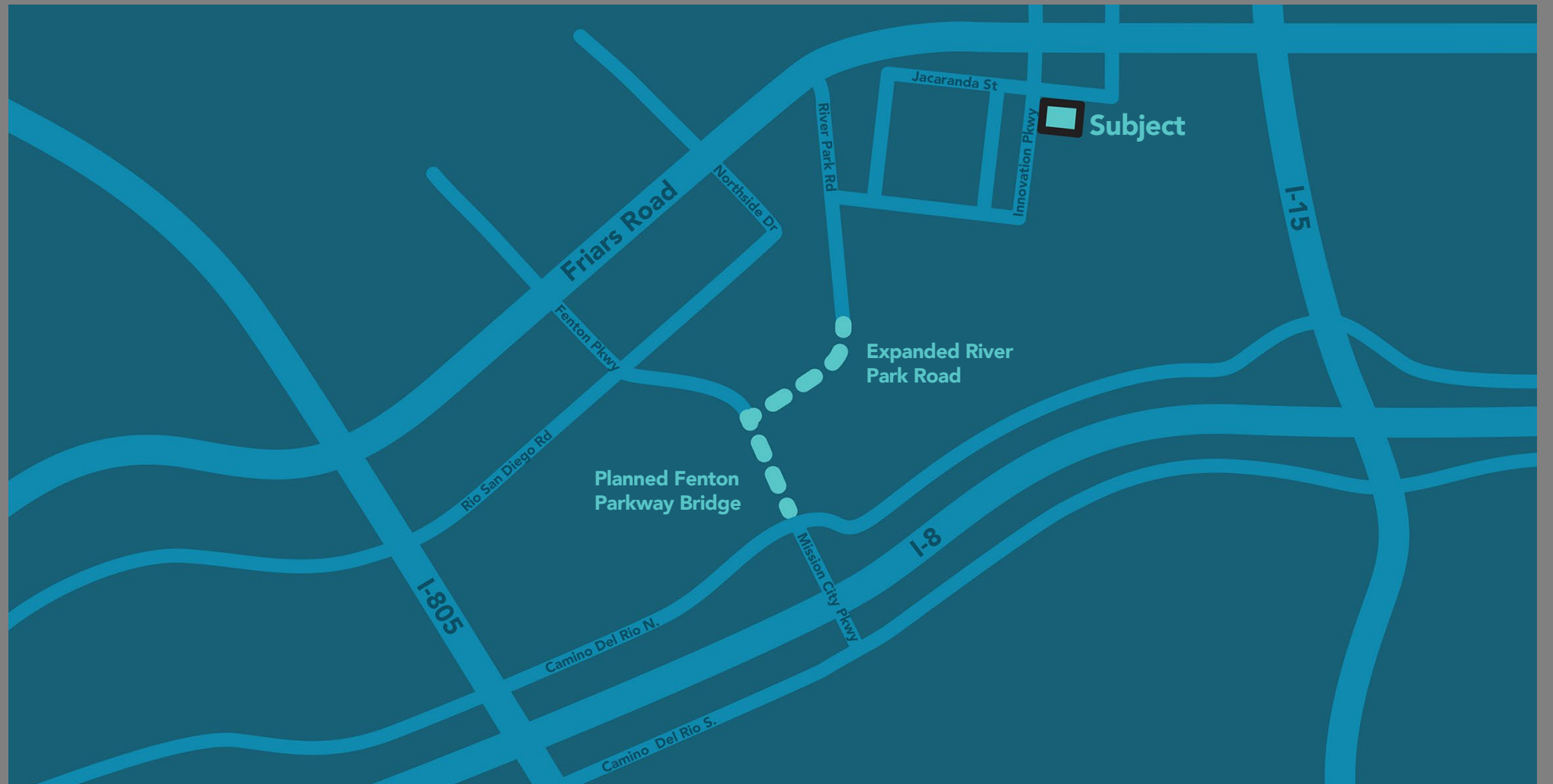
Fenton Marketplace - Ikea, Lowes, Costco / 590,000 SF retail

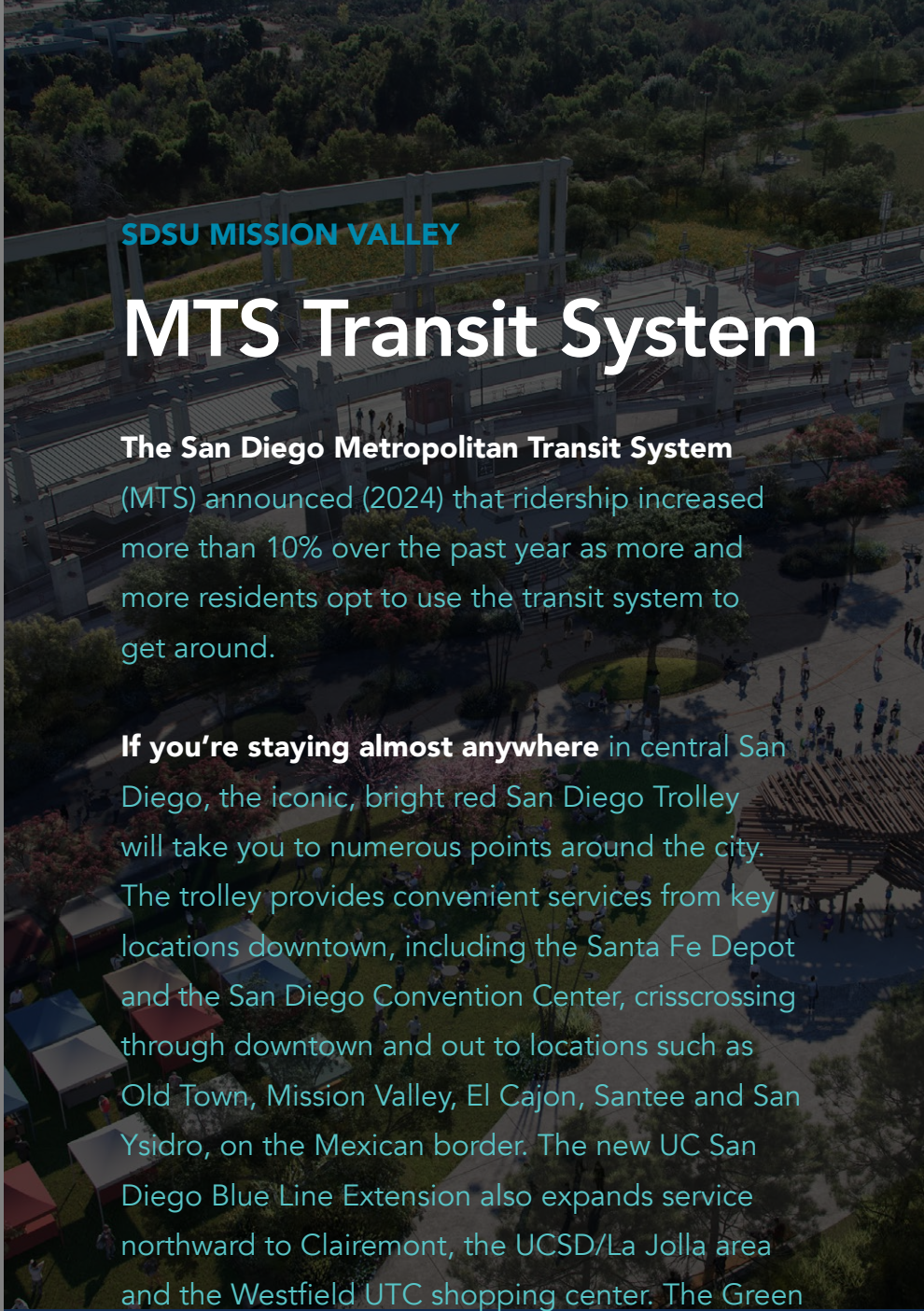


Park Valley Center - Best Buy, PetSmart, Mattress Firm / 198,000 SF retail

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North-South Access Via Planned Fenton Parkway Bridge





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MTS Transit System

The San Diego Metropolitan Transit System

(MTS) announced (2024) that ridership increased more than 10% over the past year as more and more residents opt to use the transit system to get around.

If you're staying almost anywhere in central San Diego, the iconic, bright red San Diego Trolley will take you to numerous points around the city. The trolley provides convenient services from key locations downtown, including the Santa Fe Depot and the San Diego Convention Center, crisscrossing through downtown and out to locations such as Old Town, Mission Valley, El Cajon, Santee and San Ysidro, on the Mexican border. The new UC San Diego Blue Line Extension also expands service northward to Clairemont, the UCSD/La Jolla area and the Westfield UTC shopping center. The Green line includes the 'Stadium' stop which drops off at the doorstep of SDSU Mission Valley.

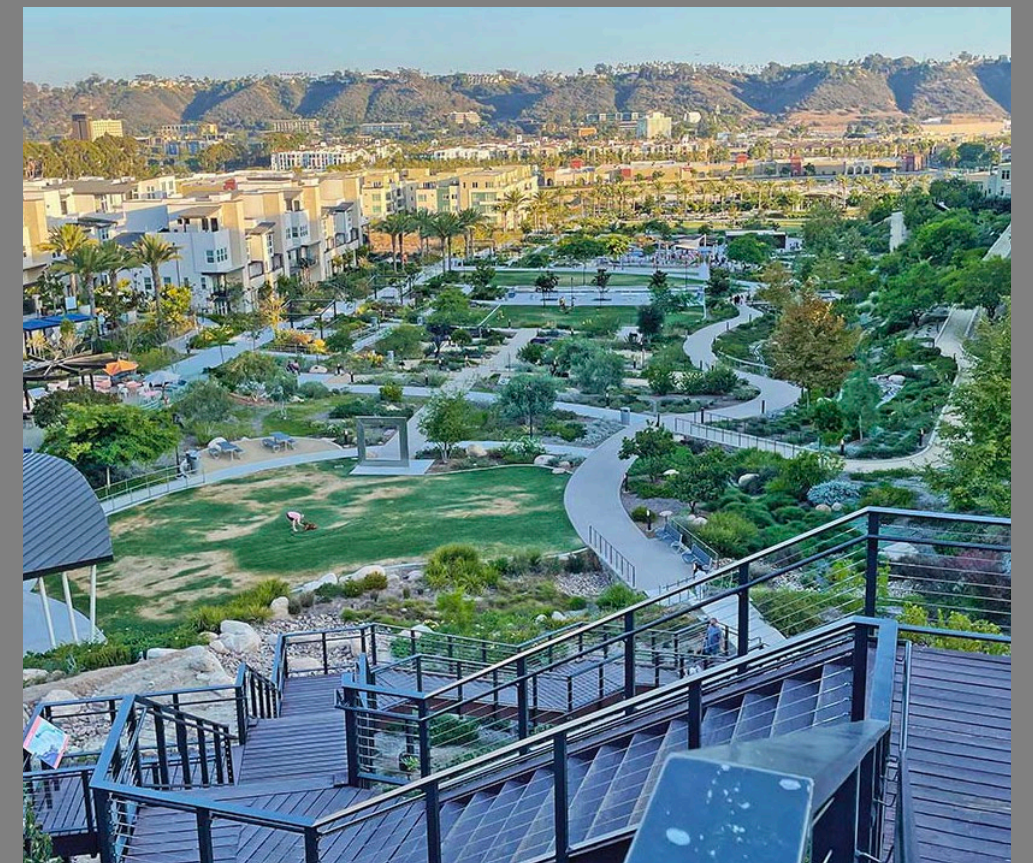


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Traffic, Access, Regional highlights

Mission Valley is strategically situated

in the heart of San Diego, boasting a retail and attractions hub that outshines any other area in the county. Major mixed-use developments are underway, including Sudberry Properties massive Civita project and Hines' redevelopment of the Riverwalk Golf Course. The multifamily sector is bursting with new planned units, between Lowe Enterprises and Simon's planned residential projects at both Westfield and Fashion Valley respectively. The demand for multifamily housing in Mission Valley remains exceptionally high, thanks to its unique attractions, excellent transportation links, and close proximity to beaches, the airport, downtown San Diego, and key employment centers.



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Mission Valley Growth / Development / Density Highlights



Fashion Valley / Simon (JC Penney redevelopment)

850 units, development projected to start in late '25 and finish by end of '26.

The Valley / Westfield Mall Redevelopment

650 Units & revamped retail - Timing TBD.
Lowe acquired the center 2023.

The Society - 600 units, project began 2020 with the fourth and final tower completed 2023.

The Townsend - 277 units, project began in 2020 and completed 2023.

Civita - 4,800 units. Project began in 2010, first homes completed in 2021, retail and office scheduled to be completed in 2025 / 480,000 SF retail / 420,000 SF office.

Riverwalk - 4,300 units. Project began in 2022, TBD expected completion. 152,000 SF retail / 1,000,000 SF office.





Contact

Nate Benedetto

nate@nextwavecommercial.com
CA Lic. #01436440

Paul Ahern

paul@nextwavecommercial.com
CA Lic. #01874163

Dino De Salvo

dino@nextwavecommercial.com
CA Lic. #02035557

<http://nextwavecommercial.com/contact>

Next Wave Commercial 6830 La Jolla Blvd. # 201, La Jolla, CA 92037 CA Lic. #02010077

619.326.4400

