

*For Lease One Block
South of Little Italy*



FiVE50
west

FOR LEASE AT THE BASE OF THE NEWLY RENOVATED FIVE50 WEST

UPG URBAN
PROPERTY
GROUP est. 1989

*Prime Corner Restaurant
Plus Patio Opportunity*

3,428 SF +

1,657 SF PATIO

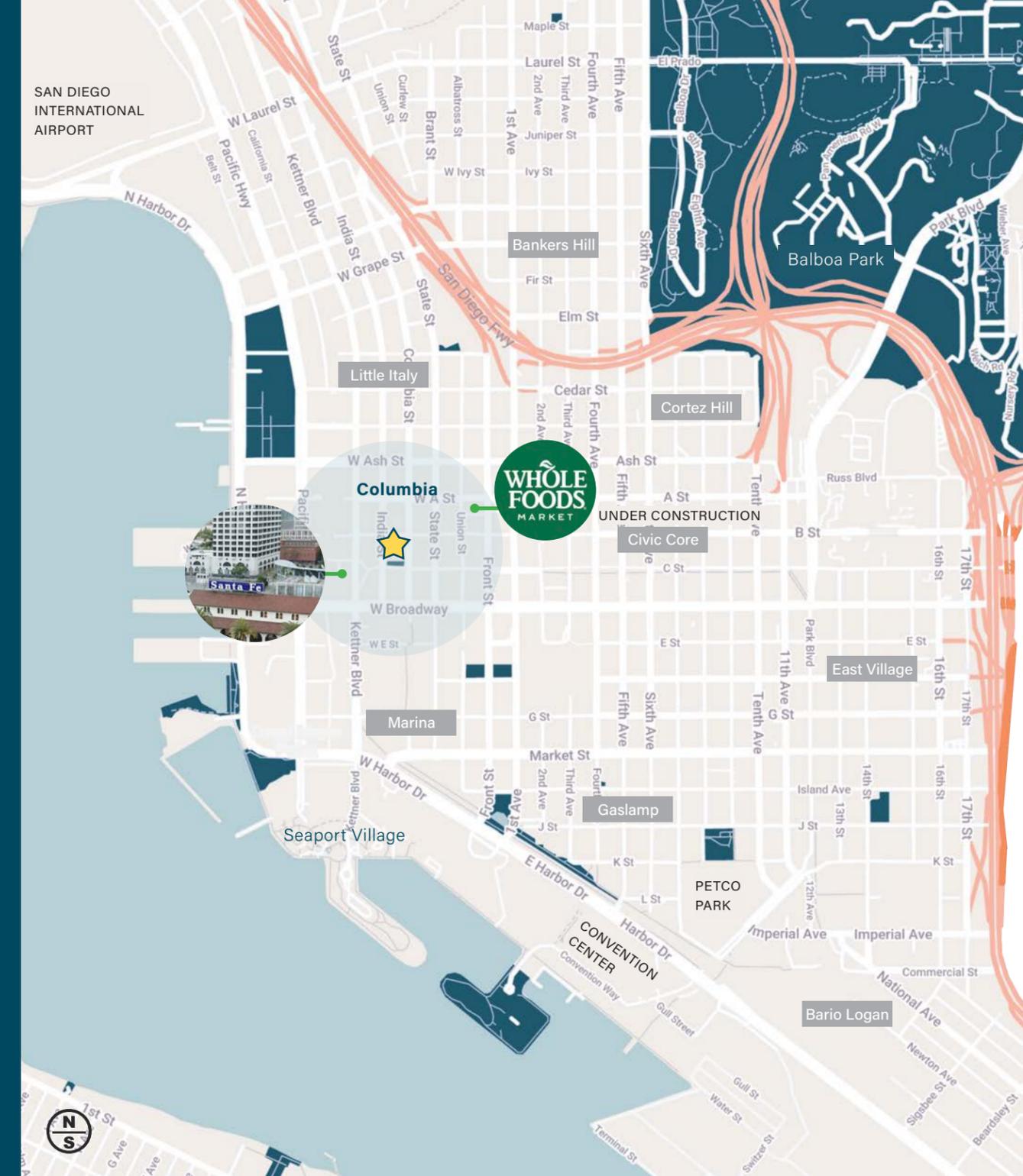


FiVE50
west

Experience Redefined.

Designed with wellness and accessibility in mind, this vibrant office destination offers seamless indoor-outdoor spaces, a welcoming courtyard built for connection, and convenient trolley access. The new expansive outdoor area features an open-air café with comfortable seating and inviting gathering spots—perfect for collaborating with colleagues or relaxing after a workout.

Looking for the ideal location for your next restaurant? Enjoy prime exposure with both indoor and outdoor seating options in a dynamic, community-focused setting.



20

Stories

+14K

SF Retail

+363K

SF Office

688

Underground Parking Spots



858 874 1989
upgsocal.com

FOR LEASING DETAILS

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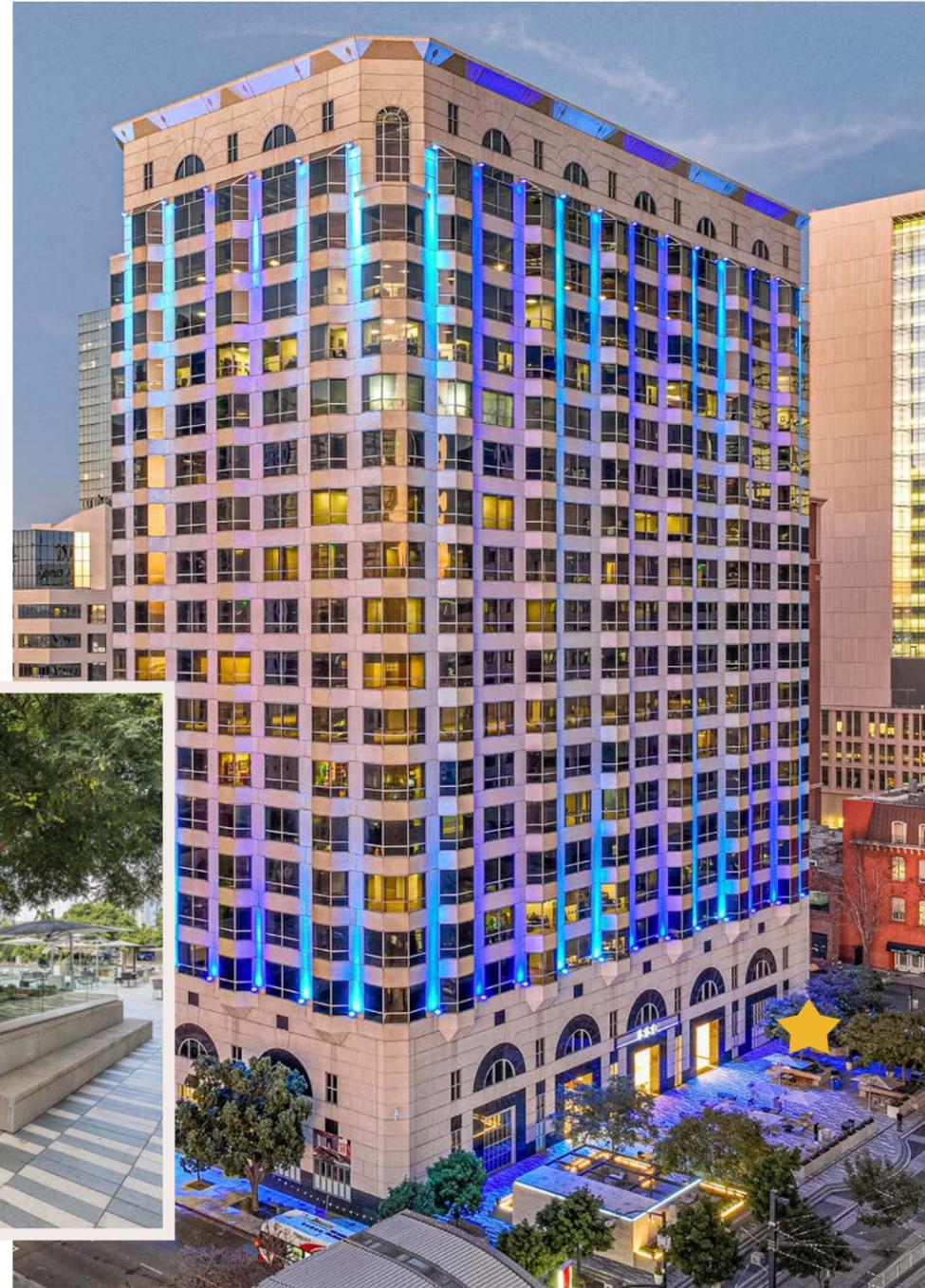
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Highlights



Retail / Restaurant Spaces For Lease

- Ground-floor location
- Large patios fronting C Street
- Space feed into lobby for synergy & seamless flow between users
- Ideal F&B user to accommodate businesses within the tower as well as other Core Columbia office tenants for lunch and after-work meetups
- High ceilings

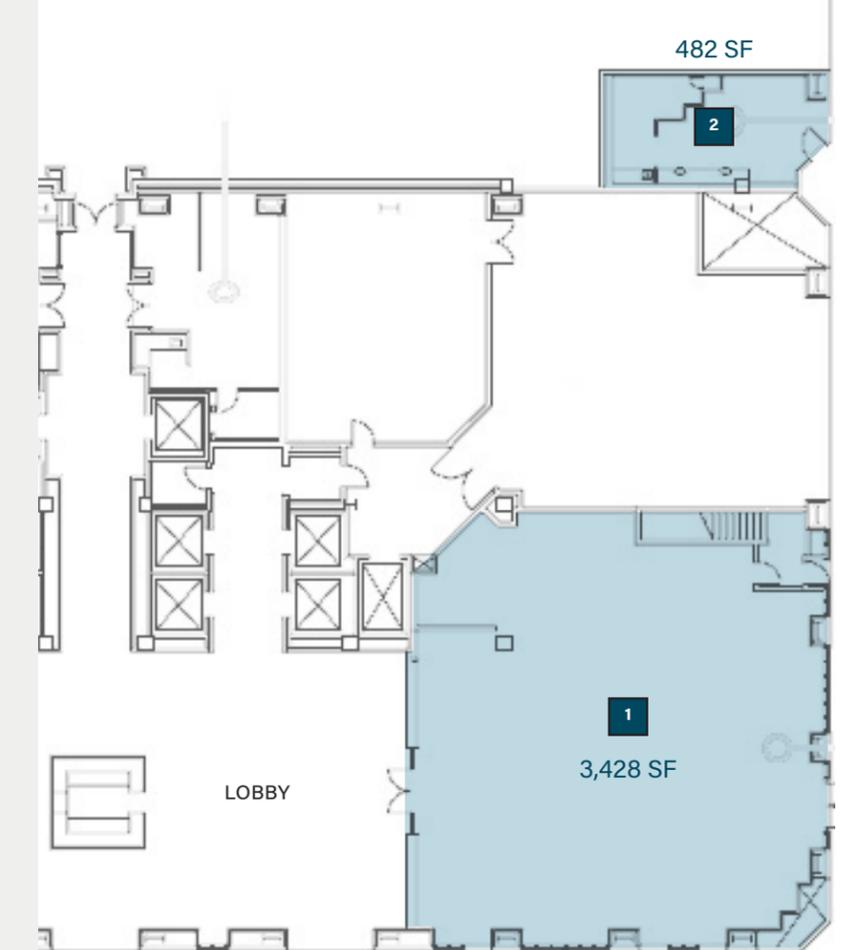


550 West C Street
San Diego, CA 92101

Site Plan

LEVEL ONE - GROUND FLOOR

- (1) STE 101, 3,428 SF + 1,657 SF PATIO, IDEAL F&B - CORNER, ENTRANCE ADJACENT LOBBY ON C ST/COLUMBIA ST FACING 1,657 SF DEDICATED PATIO SPACE WITH BUILT-OUT CAFE BAR, GREAT MORNING AND AFTERNOON SUN
- (2) 482 FT, BACK OF HOUSE, PREP AREA/STORAGE

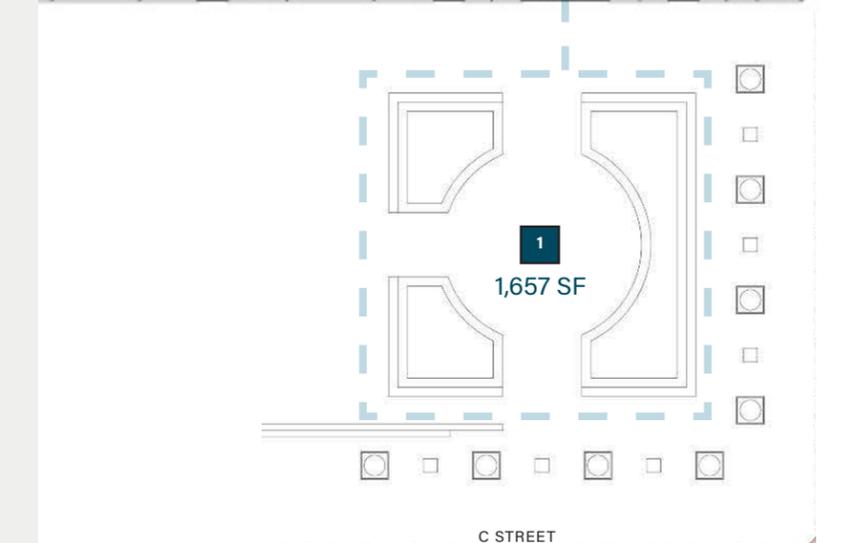


COLUMBIA STREET



What You Get

- Enhanced lobby, dining and outdoor amenities
- Walking distance to San Diego Bay, County and Federal Courthouses, City Administration Building and retail amenities
- On-site property management and 24/7 security
- Above standard parking Ratio 2.0/1,000 with EV charging stations
- Immediately adjacent to the Santa Fe Depot (Amtrak, Coaster & Trolley)
- 98 Walk Score



C STREET

1

PHOTO CREDIT: MCCULLOUGH LANDSCAPE ARCHITECTURE



FiVe50 west

The Property

LIKE A MAGNETIC PULL, FIVE50 WEST'S IRRESISTIBLE ENERGY SITS AT THE HEART OF A DENSE BUSINESS/RESIDENTIAL AND HIGH-TRAFFIC AREA — CREATING A VIBRANT HUB THAT WILL DRAW NEW BUSINESS AND FUEL CONTINUED GROWTH ALL AROUND ITS PERIMETER.

THIS PROPERTY IS ADJACENT AMERICA PLAZA AND 1 BLOCK FROM THE SANTA FE DEPOT

4



2



3



(1) FOR LEASE 3,428 SF + 1,657 SF PATIO WITH BUILT-OUT CAFE KISOK. INTERIOR SHELL. HIGH CEILINGS.

(2) STREET LEVEL, OUTDOOR BUILDING AMENITY LOBBY VIEW

(3) BUILDING AMENITY, OUTDOOR SEATING, CORNER OF INDIA STREET AND C STREET

(4) STREET LEVEL CORNER OF INDIA STREET AND C STREET, OUTDOOR BUILDING AMENITY

550 West C Street
San Diego, CA 92101

Office

5 - 20TH FLOOR, RECENT MAKEOVER
1,442 SF - 22,468 SF

Amenities

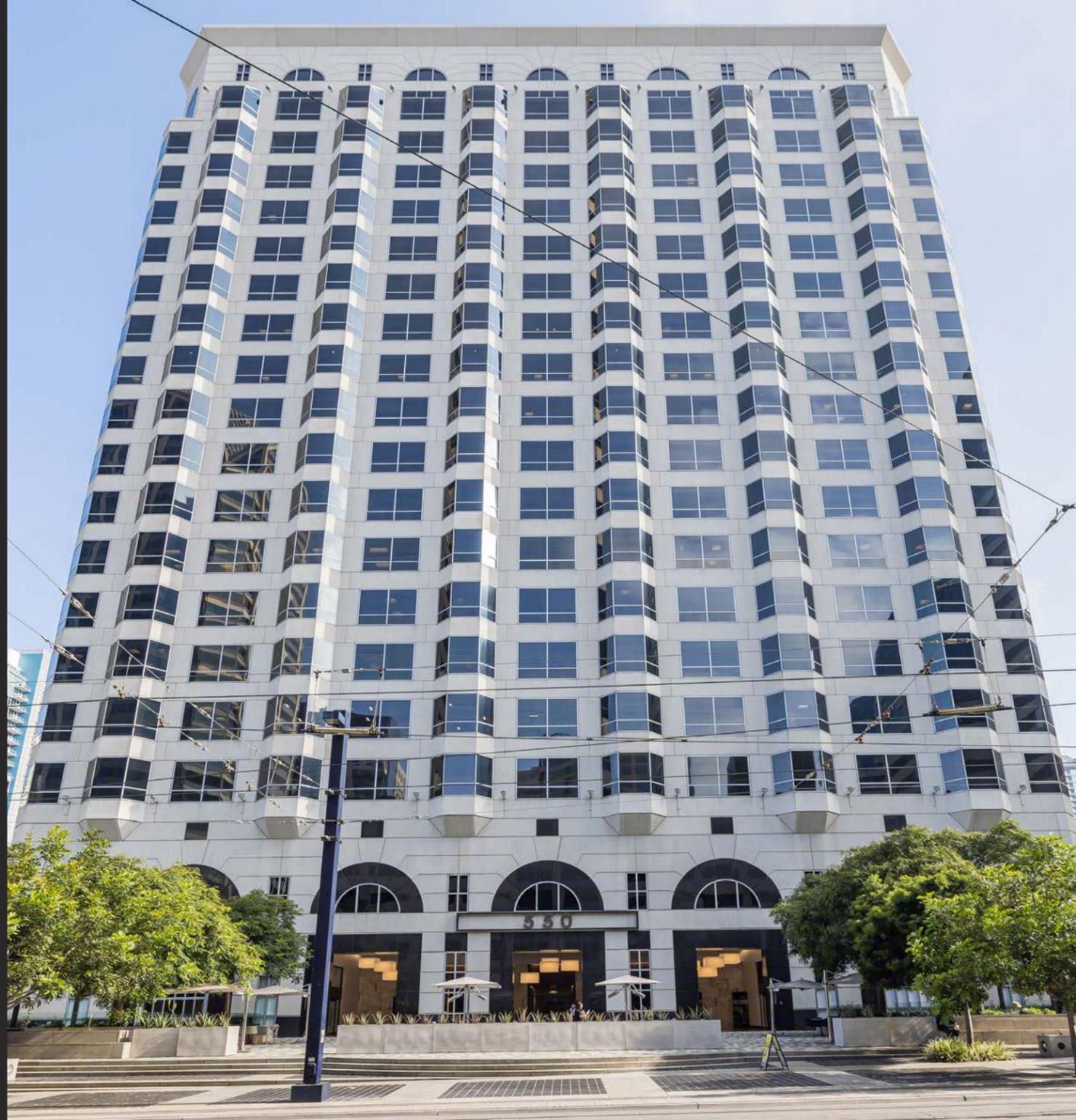
CONFERENCE ROOM, ON-SITE PROPERTY
MANAGER, 24/7 SECURITY, EV CHARGING
STATIONS, WALKABILITY

F&B/Retail Opportunities

428 SF - 3,428 SF

Outdoor Space

BLENDED SOCIAL INTERACTIONS,
SEATING, TELEVISION, CAFE



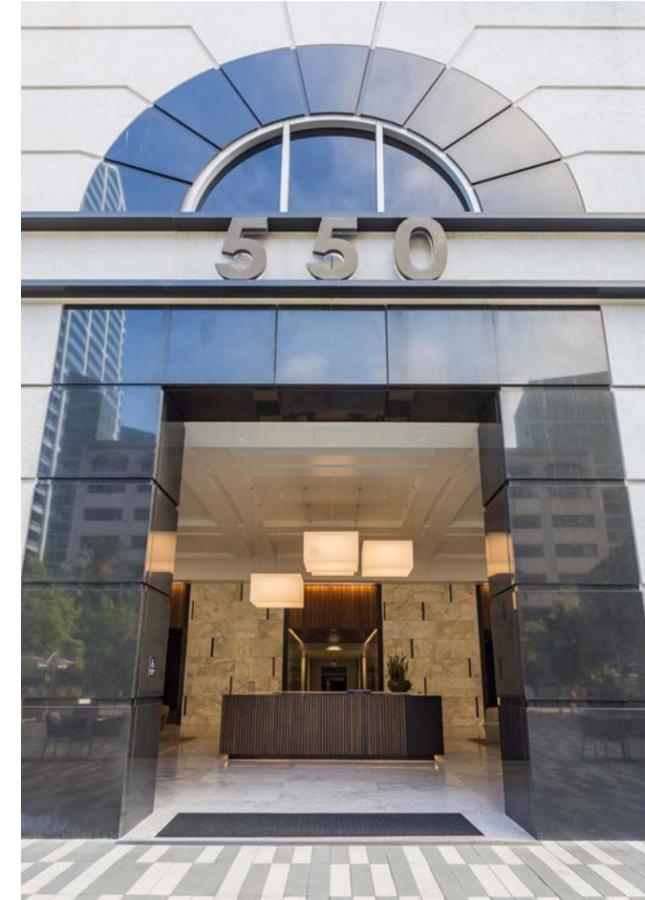
Bordered by the ocean and Interstate-5, Downtown San Diego is a thriving city center bustling with exciting attractions, restaurants and entertainment.

Five50 west

Five50 West carefully relates to its downtown urban surroundings by addressing and improving the public right-of-way, previously compromised by improperly planted mature trees causing trip hazards.

The renovated streetscape features healthy, vibrant street trees supported by proper planting infrastructure, reflecting a thoughtful response to the urban environment and enhancing the pedestrian experience.

The Mix



JOIN THESE TENANTS



SMITHGROUP





550 WEST C STREET HAS A WALK SCORE OF 98
 ACCORDING TO WALKSCORE.COM,
 550 WEST C STREET IS A "WALKER'S PARADISE"

98
 WALKER'S
 PARADISE



FUTURE DEVELOPMENT DOWNTOWN

OFFICE

-  2,081 Residential Units Under Construction
-  2,502 Residential Units in the Pipeline
-  502 Hotel Rooms Under Construction
-  1,636 Hotel Rooms in the Pipeline

-  700K SF Office Under Construction
-  59,800K SF Office in the Pipeline



Forbes Magazine ranked San Diego as a top 10 city for Millennials and Little Italy as the most Millennial-friendly neighborhood in the city.

Demographics

*Demographics produced using private and government sources deemed to be reliable. The information herein is provided without representation or warranty. Additional information available upon request.

	1 MILE	3 MILES	5 MILES
POPULATION	46,867	194,812	491,236
HHI	\$140,512	\$142,455	\$132,676
DAYTIME POP.	89,588	204,991	420,953
MEDIAN AGE	41	38	36

37,000	4.67M	13,818
Office Under Construction	Total SF of Office Space within Four Blocks	Hotel Rooms Downtown
87,655	35.1M	\$11.6B
Office in the Pipeline	Daytime Population Downtown	Annual Visitors to San Diego
700K SF	87,655	\$11.6B
Office Under Construction	Daytime Population Downtown	Annual Visitor Spending in San Diego

Lifestyle Destination

WHERE LOCALS AND VISITORS COME TOGETHER.



BROADWAY PIER

cruisethewest.com/sandiego.htm

792K ANNUAL FERRY + CRUISE PASSENGERS

17TH Largest Metropolitan Area in the United States

HOMEPORTED LINES: Holland America Line, Disney Cruise Line, and Carnival Cruise Line

11,300
HOMES WITHIN 3/4 MILE
WALKING DISTANCE

333,200
HOMES WITHIN 5 MILE
BIKING DISTANCE

1 MILLION
MILLENNIAL'S LIVE IN
SAN DIEGO

5 MINUTES
DRIVE TIME TO THE
SAN DIEGO AIRPORT

13,818
HOTEL ROOMS
DOWNTOWN

11M
TOTAL OFFICE SF
DOWNTOWN

35.1M
VISITORS PER YEAR
IN SAN DIEGO

±81,000
EMPLOYEES
DOWNTOWN

1.5 MILLION

USS MIDWAY MUSEUM ANNUAL VISITORS

450,000

CRUISE SHIP TERMINALS ANNUAL PASSENGERS

4 MILLION

SEAPORT VILLAGE ANNUAL VISITORS

870,000

CONVENTION CENTER ANNUAL ATTENDANCE

222,000

MARITIME MUSEUM ANNUAL VISITORS

300,000

WATERFRONT PARK ANNUAL VISITORS, MULTIPLE
EVENTS FROM WEEKLY FARMERS MARKETS TO
FESTIVALS

28,464

HARBOR DRIVE CARS PER DAY

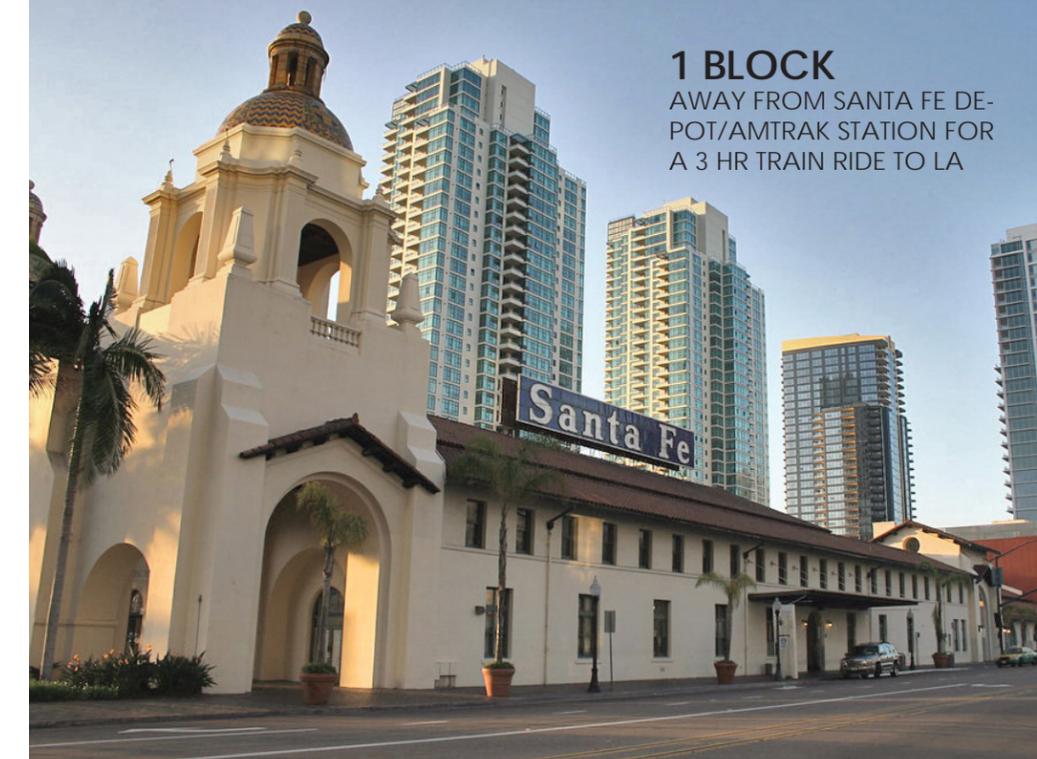
20,998

PACIFIC HWY CARS PER DAY

12.6M

ANNUAL PASSENGERS AT AIRPORT

BY THE NUMBERS



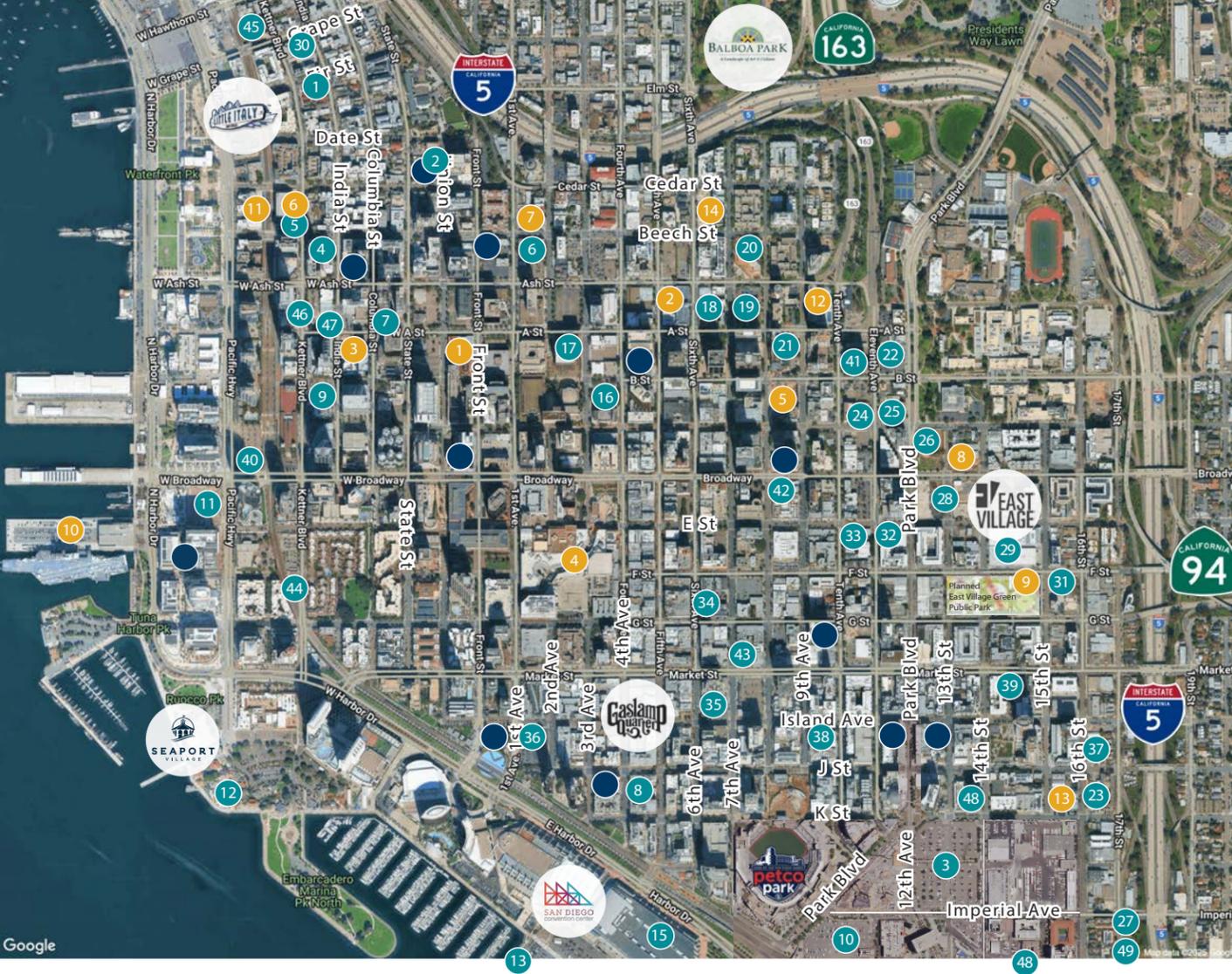
1 BLOCK

AWAY FROM SANTA FE DE-
POT/AMTRAK STATION FOR
A 3 HR TRAIN RIDE TO LA



2 BLOCKS

AWAY FROM CRUISE SHIP TERMINAL OR BROADWAY PIER FOR A 15 MINUTE
FERRY RIDE TO CORONADO ISLAND



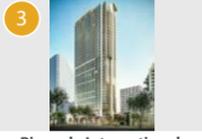
Downtown San Diego Development Pipeline Q4 2025

- Under Construction** Approx:
- 2,502 Residential Units
 - 360,286 SF Retail
 - 700,000 SF Office
 - 502 hotel Rooms
 - East Village Green Acre Public Park
 - Freedom Park at Navy Pier

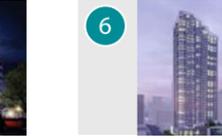
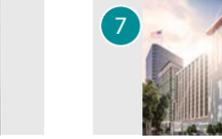
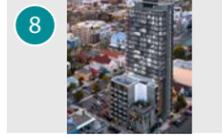
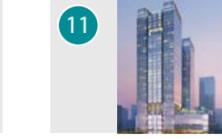
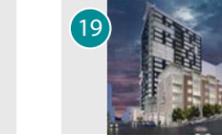
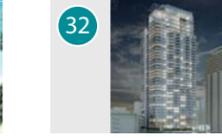
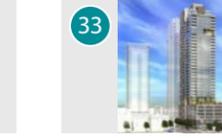
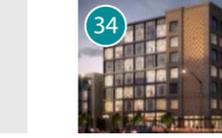
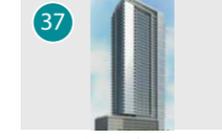
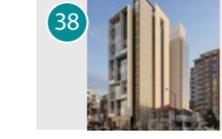
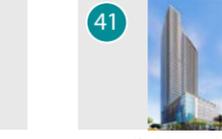
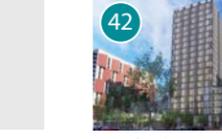
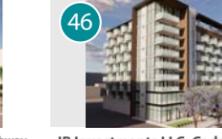
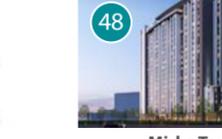
- Pipeline** Approx:
- 2,081 Residential Units
 - 93,209 SF Retail
 - 59,800 SF Office
 - 1,636 Hotel Rooms
 - Convention Center Expansion

- Recently Completed** Approx:
- 1,894 Residential Units
 - 203,700 SF Retail
 - 1,121,100 SF Office
 - 390 Hotel Rooms
 - 66,000 SF UCSD Extension
 - IQHQ 1.7M SF BioTech / Retail

Under Construction

 <p>Holland Partners; The Torrey 450 units; 49,500 sf retail</p>	 <p>Vandervel Hotels, LLC; Tru/Home2 Hotel 271 rooms</p>
 <p>Pinnacle International; Columbia & A Tower 220 units; 234 rooms</p>	 <p>Stockdale Capital Partners; Campus at Horton 300,000 sf retail; 700,000 sf office Est. Completion: Q1 2025</p>
 <p>Bosa; 8th & B 398 units; 9,400 sf retail; 5-acre public park</p>	 <p>Holland Partners; Kettner Crossing Phase 1 64 units</p>
 <p>Greystar; Ancora 1st & Beech 227 units</p>	 <p>Harrington Heights; 13th & Broadway 273 units; 1,600 sf retail</p>
 <p>East Village Green Public Park 4.1-acre public park; children's playground; dog park; community center; public green space; 180-space underground parking</p>	 <p>Freedom Park at Navy Pier 10-acre park; nature garden, memorials and monuments, play structures, seating and shading, and interpretive signage.</p>
 <p>Cedar Street Apartments 138 units</p>	 <p>Jacaranda on 9th Apartments 88 units</p>
 <p>Riaz Capital 259 units</p>	 <p>Kindred BRIDGE Housing 126 units; 4,186 sq. ft. retail</p>

Pipeline

 <p>Liberty National; Columbia & Hawthorne 22 rooms; 33 units; 4,000 sf retail</p>	 <p>Liberty National; State & Grape 56 rooms; 92 units</p>	 <p>Tishman Speyer & Padres; East Village Quarter 1,800 units; 50,000 sf retail</p>	 <p>Forge Land Company; India & Beech 337 units; 2,500 sf retail</p>	 <p>Essex; Citiplace Front & Ash 147 units</p>	 <p>Liberty National; First & Beech 433 units</p>	 <p>TR Legacy Holdings; 499 West Ash 336 units; 284 rooms; 25,000 sf retail; 10,000 sf office</p>
 <p>Jman Tower LLC; Air Rights Twoer 81 units</p>	 <p>Crown Invest LLC; Two America Plaza 51 units; 300 rooms; 11,700 sf retail</p>	 <p>JMI; The Landing 793 units; 120,000 sf retail; 683,000 sf office</p>	 <p>Manchester Financial Group; Manchester Hotel 1,161 rooms; 1.9-acre plaza</p>	 <p>1HWY1; Seaport San Diego 2,058 rooms; 242,000 sf retail; 145,000 sf office</p>	 <p>Robert Green Company; 5th Avenue Landing 1,396 rooms</p>	 <p>Convention Center; Phase 3 Exp. Exhibit halls, meeting rooms, ballrooms, rooftop park</p>
 <p>Robert Green Company; 4th & J Hotel 240 rooms; 24,000 sf retail</p>	 <p>Lida Group Holdings, Inc; The Theatre House 301 rooms; 59,800 sf office</p>	 <p>Floit Properties, Inc. 183 units; 4,182 sf retail</p>	 <p>Ghods Builders; 6th & A 389 units; 7,000 sf retail</p>	 <p>XJD; 7th & A 281 units; 9,000 sf retail</p>	 <p>JSD2, LLC; 777 Beech 104 units</p>	 <p>Wood Partners; The Rey Phase II 459 units</p>
 <p>Pinnacle International; Pacific Heights 492 units; 6,500 sf retail</p>	 <p>Fabric Investments; Creativo 13 units; 1,000 sf retail; 2,000 sf office</p>	 <p>Liberty National; 1060 C Street 72 units; 1,150 sf retail</p>	 <p>Pinnacle International; Park & C 444 units; 10,933 sf retail</p>	 <p>Liberty National; Park and Broadway 352 units; 4,200 sf retail</p>	 <p>1707 Imperial; Zonevest LLC 113 units</p>	 <p>Kilroy Realty; Kilroy East Village 840,000 sf office with retail</p>
 <p>Navarra Properties; SuperBlock 4,905 sf retail; 550,000 sf office</p>	 <p>SD Mega Block LLC; Lucia nel Cielo 424 units; 3,000 sf retail</p>	 <p>Foulger-Pratt; Block F 405 units; 19,000 sf retail; 48,518 sf office</p>	 <p>Pinnacle International; 11th & E 462 units; 6,000 sf retail</p>	 <p>Capexco Funds; 10th & E 365 units; 2,600 sf retail</p>	 <p>J Street Hospitality; Motto by Hilton 180 rooms; 2,500 sf retail</p>	 <p>J Street Hospitality; Tapestry & Homewood Suites by Hilton 324 rooms</p>
 <p>Bosa; First & Island Condos 211 units; 22,400 sf retail</p>	 <p>Cast Development; The Fellow 129 units; 1,000 sf retail</p>	 <p>J Street Hospitality; Hampton Inn by Hilton 132 rooms</p>	 <p>Bahia View Condominiums; Bahia View 95 units; 6,600 sf retail</p>	 <p>Bosa; Pacific & Broadway - Parcel 1 306 units; 15,000 sf retail</p>	 <p>Liberty National; 10th & B 542 units; 4,200 sf retail</p>	 <p>Reef Point Hospitality LLC; Broadway Suites 317 rooms</p>
 <p>San Diego Gaslamp Properties LLC; Citizen M Hotel 302 rooms</p>	 <p>Rodney Masri; 639 Kettner 750 sf retail</p>	 <p>KR 2045 Pacific Highway LLC; 2045 Pacific Highway 12,000 sf retail; 275,000 sf office</p>	 <p>IP Investments LLC; Cedar Street Apartments 134 units</p>	 <p>Elevate Investments 233 rooms; 1,700 sf retail</p>	 <p>Mirka Tower 318 units</p>	 <p>17th & Commercial 109 units</p>

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For More Information

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