



# PaLi Uptown

**Where Elevated Living Meets Inspired Retail** 4002 Park Boulevard San Diego, CA



## PALi UPTOWN

# The Opportunity

- **Prime location** at the convergence of University Heights, Hillcrest, and North Park
- **Ground-floor retail** tailored for culinary, wellness, and lifestyle brands
- **Steps from San Diego's** most vibrant dining and entertainment corridors
- **Exceptional visibility** with strong pedestrian and vehicular exposure
- **200+ luxury residences** above create a built-in, high-spending customer base
- **Rooftop deck** offers synergy for complementary activations — from wellness retreats to evening events

**PaLi Uptown** blends hospitality and lifestyle, offering brands the rare chance to connect directly with an affluent, health-conscious urban audience.

[Click Here To See The Vision!](#)



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# The Ground Floor

**Flexible Ground Floor Space for Food, Wellness, or Boutique Retail**

- **2,400 SF premier** corner space with expansive patio
- **Ideal for** a chef-driven restaurant, artisan café, or boutique wellness concept
- **Modern architecture** and glass frontage designed for visibility and natural light
- **Direct access** to 200+ luxury residences above — an immediate consumer base
- **Surrounded by** walkable neighborhoods known for dining, health, and fitness culture



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# The Ground Floor



**Bring your brand to life**  
in a space that blends design,  
community, and lifestyle.

Curated space for boutique operators  
seeking design-driven retail presence.

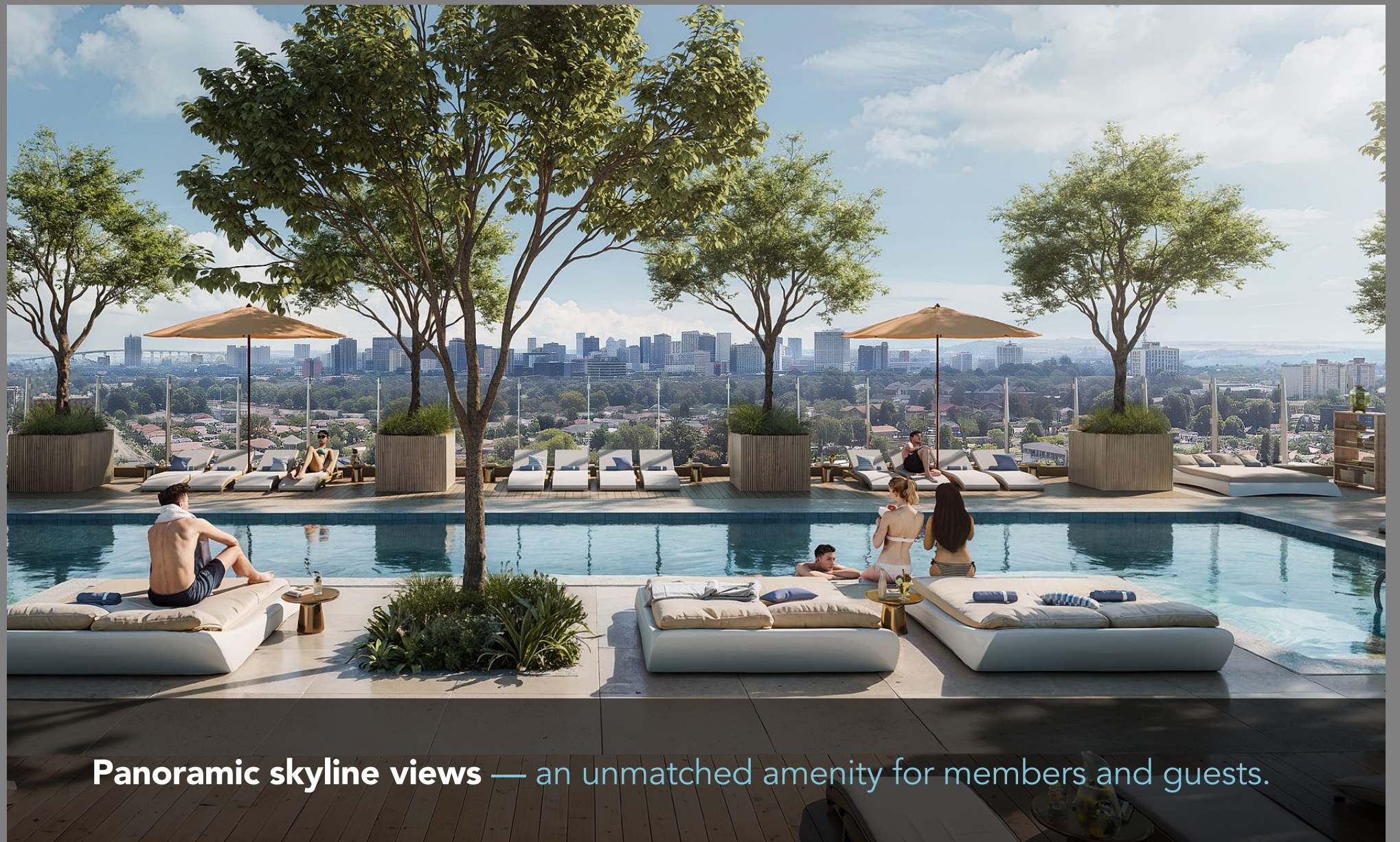
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# The Rooftop Club

A Wellness & Lifestyle Experience Above the City

- **Private wellness, fitness, or cocktail** concept opportunity
- **Seamless connection** to the PaLi community and Uptown lifestyle
- **Surrounded by thousands** of medical and health professionals from UCSD Medical Center
- **Ideal synergy** with a complementary ground-floor tenant (wellness café, spa, or boutique fitness)
- **Iconic skyline views** create a unique experiential backdrop for members and guests

**Rooftop opportunity details** available upon request

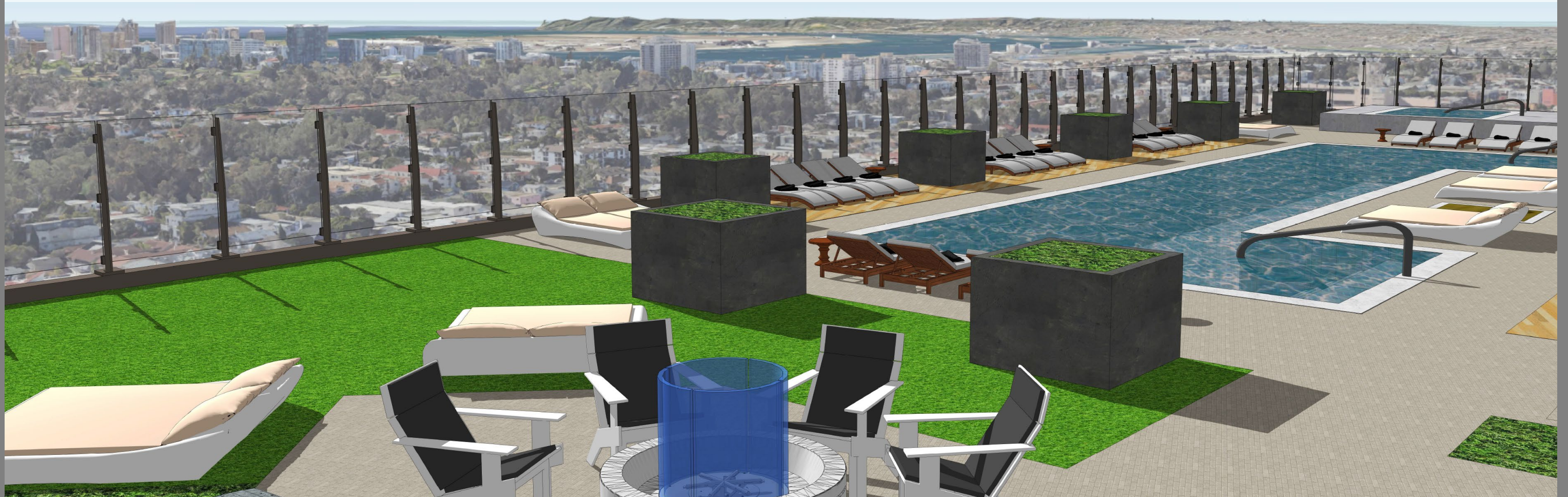


**Panoramic skyline views** — an unmatched amenity for members and guests.

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## Views

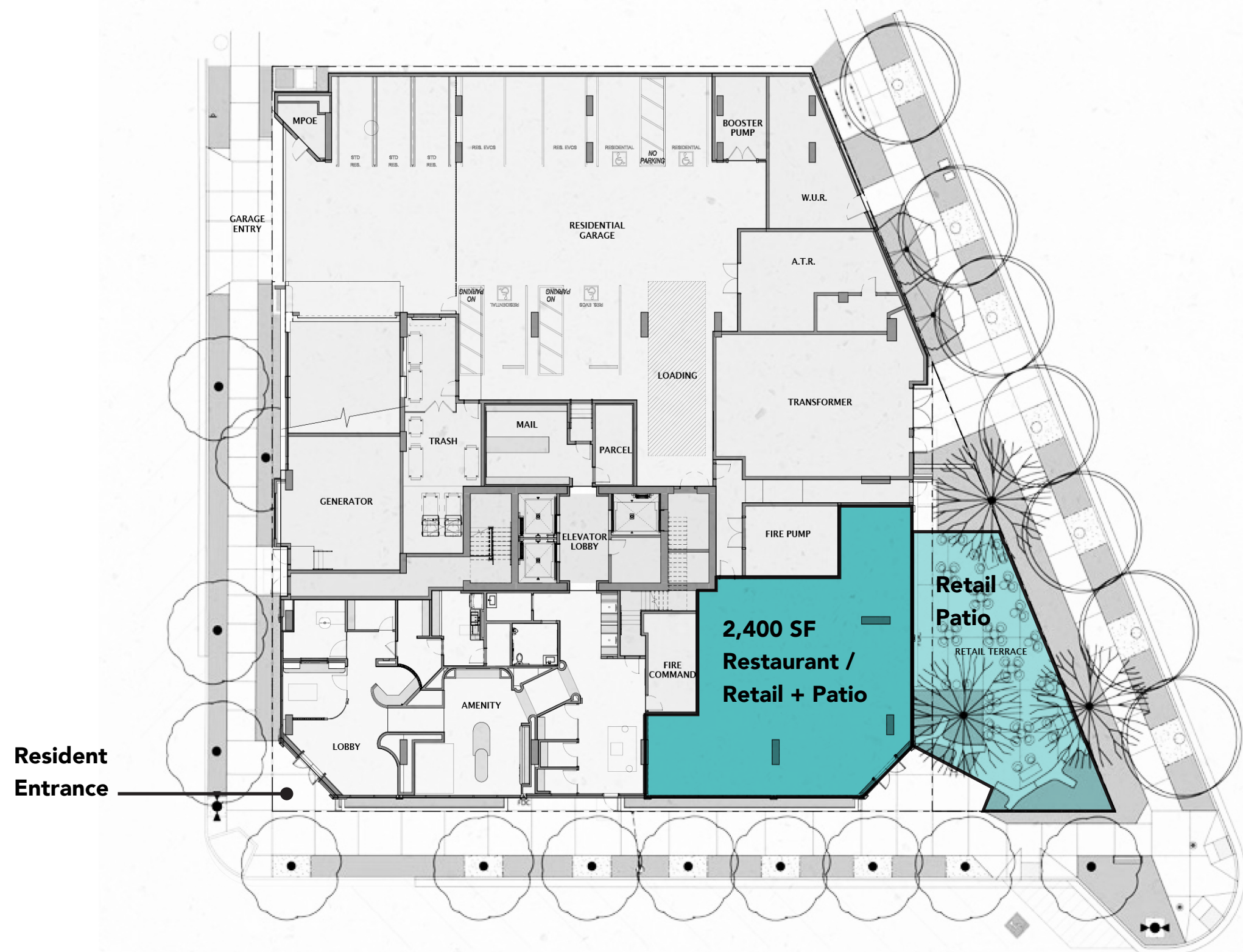
**Elevated perspectives** that inspire wellness, community, and connection.



# Retail & Rooftop Plans

## Ground Floor Retail

200+ residential units above  
the retail space

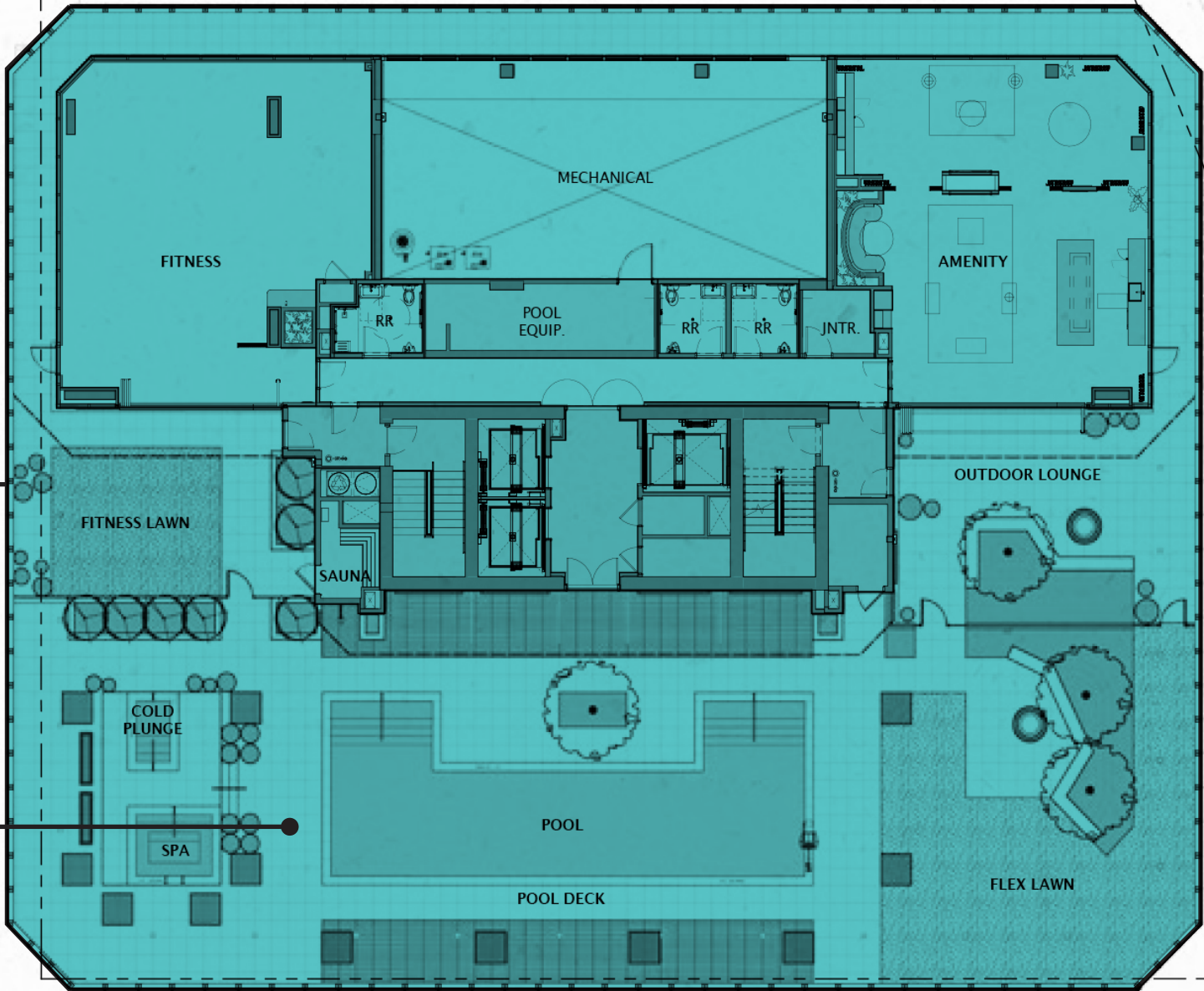


# Retail & Rooftop Plans

## The Rooftop Club

Flexible Lease  
Opportunity –  
F&B or Wellness  
[Contact Broker](#)

Rooftop  
Wellness / Pool



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## Area

**An urban neighborhood**  
defined by wellness,  
creativity, and connection.

- **A natural convergence** of health, lifestyle, and culture — fueled by UCSD Medical Center, Balboa Park, and Uptown's active demographic
- **42,000 residents** within 1 mile and nearly 500,000 employees within 5 miles
- **Ideal environment** for premium wellness, F&B, and boutique retail concepts

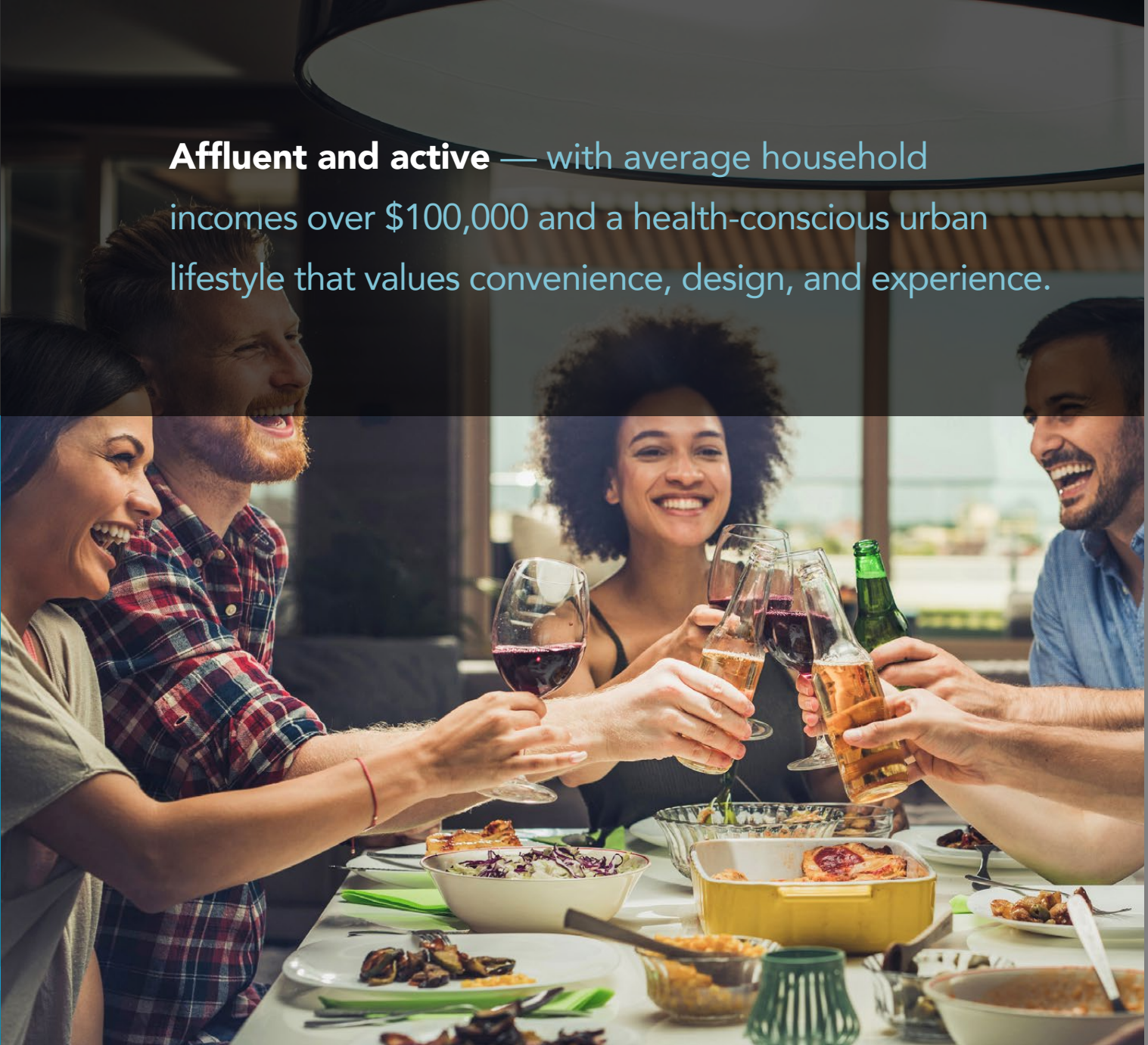


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# Demographics



**Affluent and active** — with average household incomes over \$100,000 and a health-conscious urban lifestyle that values convenience, design, and experience.



## POPULATION & HOUSEHOLDS

2024 Population

Daytime Employment Population

Avg. Household Income

1 Mile

3 Mile

5 Mile

40,965

269,149

564,273

21,821

198,895

448,362

\$103,095

\$105,919

\$102,232



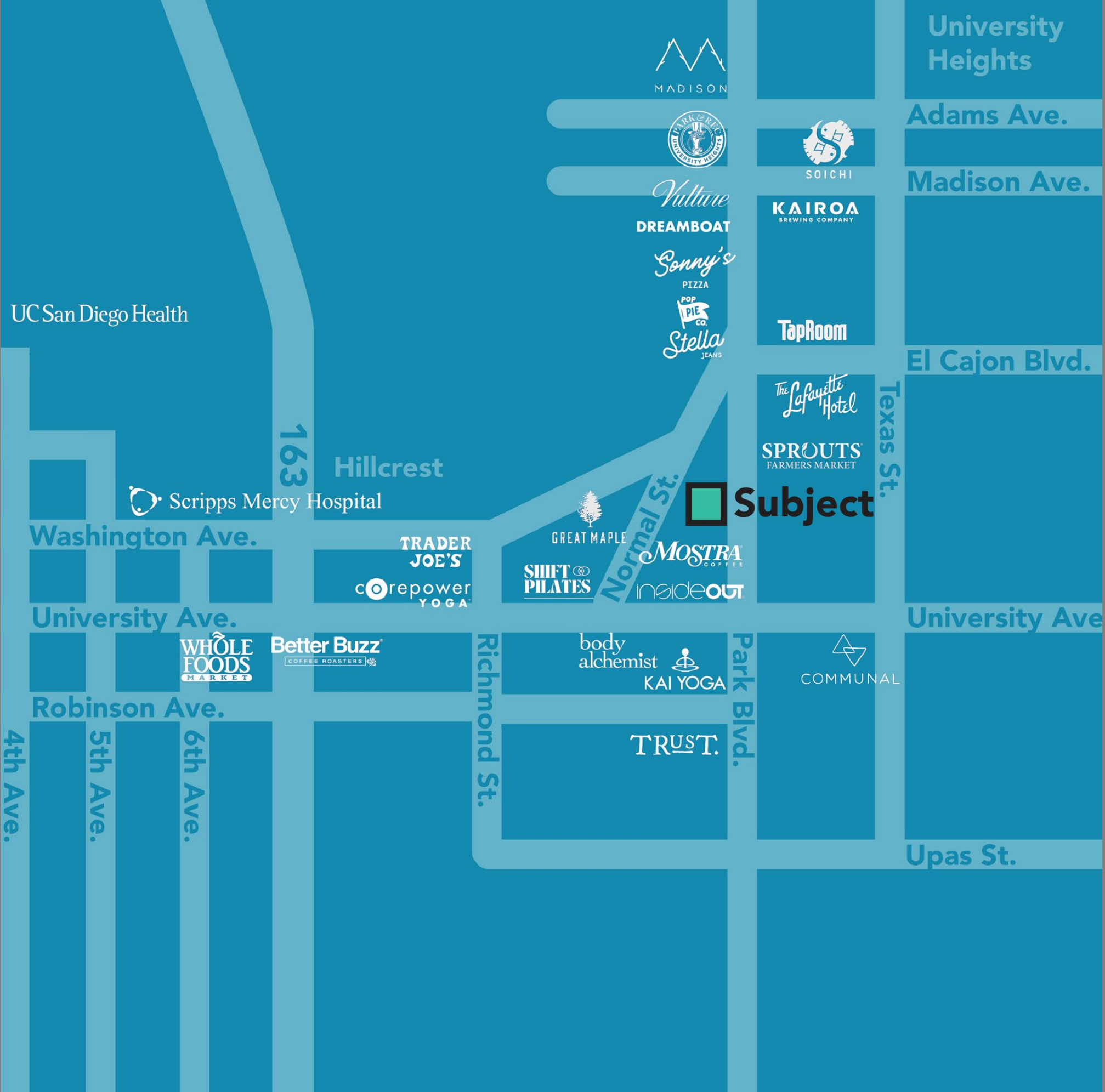
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# Location Highlights

At the Heart of San Diego’s Wellness and Culinary Corridor

- **Adjacent to major** health, lifestyle, and dining destinations
- **Steps from** Trader Joe’s, Whole Foods, Sprouts, and boutique fitness studios

- **Minutes from** UCSD Medical Center and Balboa Park’s recreation district





**For Leasing Opportunities** that connect  
with San Diego's premier lifestyle audience.

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