

MARINA DISTRICT
AT THE
HARBOR CLUB

200 W HARBOR DRIVE

SAN DIEGO, CA 92101

BUILT OUT 2ND GEN.
SALON
**±7,423 SF
FOR SALE**

IDEAL OWNER/USER
SELLER FINANCING
AVAILABLE



EXECUTIVE SUMMARY

OFFERING

Prime Location in the Heart of Downtown San Diego's Marina District, situated at the base of the prestigious Harbor Club, one of the city's most desirable luxury high-rises.

Located in an extremely dense submarket, directly across from the San Diego Convention Center, and within walking distance to the Gaslamp Quarter (10M+ annual visitors) and Petco Park, home of the San Diego Padres (3.3M+ annual attendees).

SUMMARY

GROSS LEASABLE AREA
± 7,243 SF

YEAR BUILT
1993

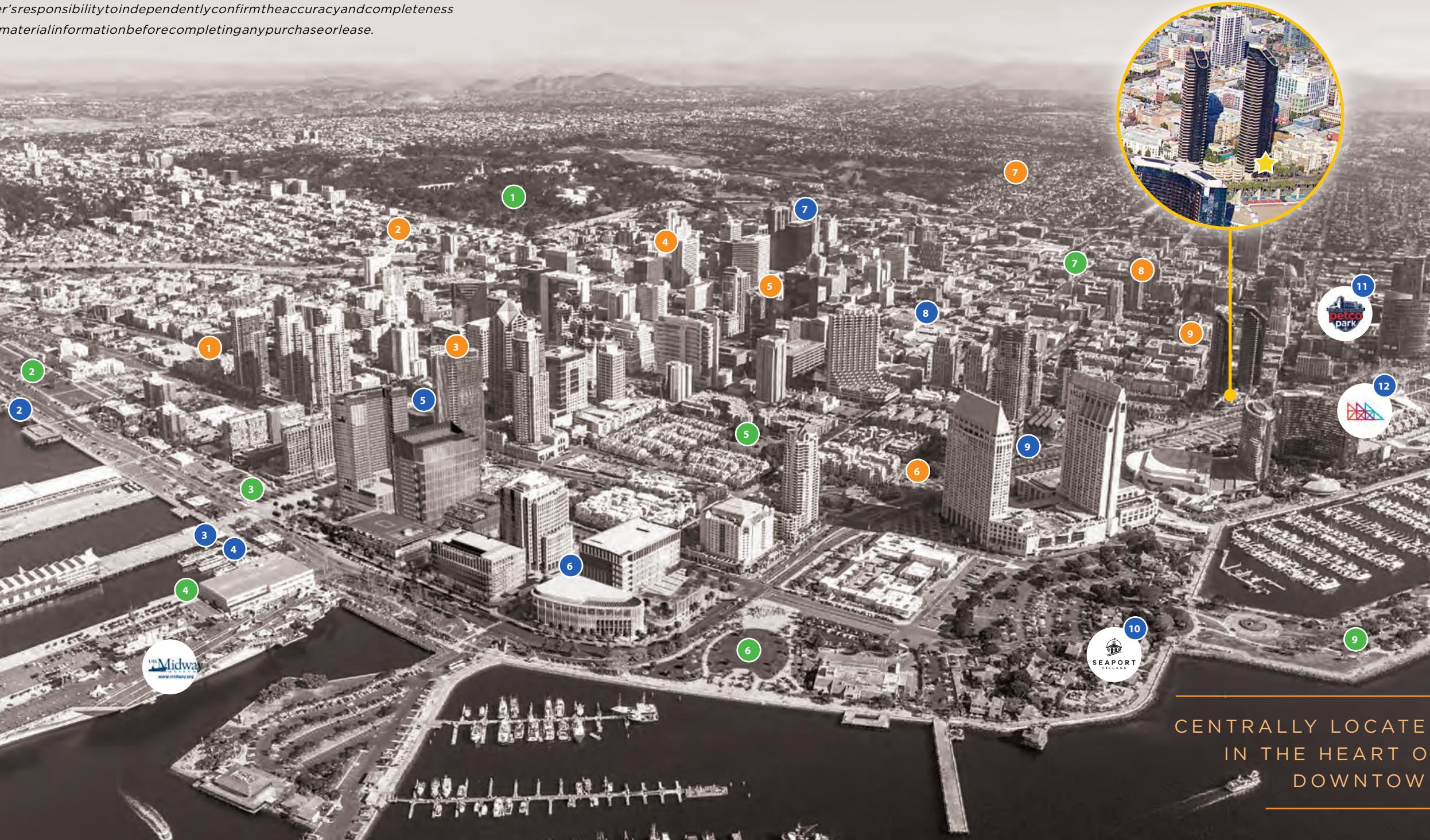
PRICE
Contact Broker
Seller Financing Available

NEIGHBORHOOD
Marina District

Pasquale Iole
pasquale@upgsocal.com
Lic No 01488187

UPG URBAN
PROPERTY
GROUP est. 1989

The Seller reserves the right to sell the property at any time during the marketing period without prior notice. The property will be sold on an "as-is" basis. It is the Buyer's responsibility to independently confirm the accuracy and completeness of all material information before completing any purchase or lease.



NEIGHBORHOODS

1. Little Italy
2. Bunker Hill
3. Columbia
4. Cortez Hill
5. Civic Core
6. Marina District
7. South Park
8. East Village
9. Gaslamp

LANDMARKS

1. San Diego International Airport
2. Star of India
3. Broadway Pier
4. Ferry Terminal
5. Santa Fe Train Station
6. RadDD
7. San Diego Community College
8. Horton Campus
9. The New Children's Museum
10. Seaport Village
11. Petco Park
12. San Diego Convention Center

PARKS

1. Baboa Park
2. Waterfront Park
3. Lane Field Park
4. Freedom Park (in construction)
5. Panjoja Park
6. Rucco Park
7. East Village Green (in construction)
8. Embarcadero Marina Park (North)
9. Embarcadero Marina Park (South)

Key Features

Located at the base of a twin 20-story highrise, the Harbor Club Towers, which together comprise 201 luxury residential units, the Harbor Club East Tower features 101 units while the West Tower offers 100 units, .

Directly across from the San Diego Convention Center, which hosts over 100 events and attracts more than 736,000 visitors annually, the location benefits from exceptional visibility and foot traffic.

The surrounding area boasts a population of over 442,000 residents within a five-mile radius, with an average household income exceeding \$108,000 within three miles.

Current Harbor Club tenants include: Morton's Steakhouse, and San Diego Wine & Culinary Event Center.

THIS IS A MUST-SEE OPPORTUNITY IN A THRIVING URBAN MARKET!

CALL BROKER FOR PRICING GUIDANCE.



1. CONVENIENT TROLLEY ACCESS
2. FACING MARTIN LUTHER KING PROMENADE
3. ACROSS FROM THE CONVENTION CENTER



MORTON'S
STEAKHOUSE

MORTON'S STEAKHOUSE
7,250 SF



SAN DIEGO WINE & CULINARY
EVENT CENTER

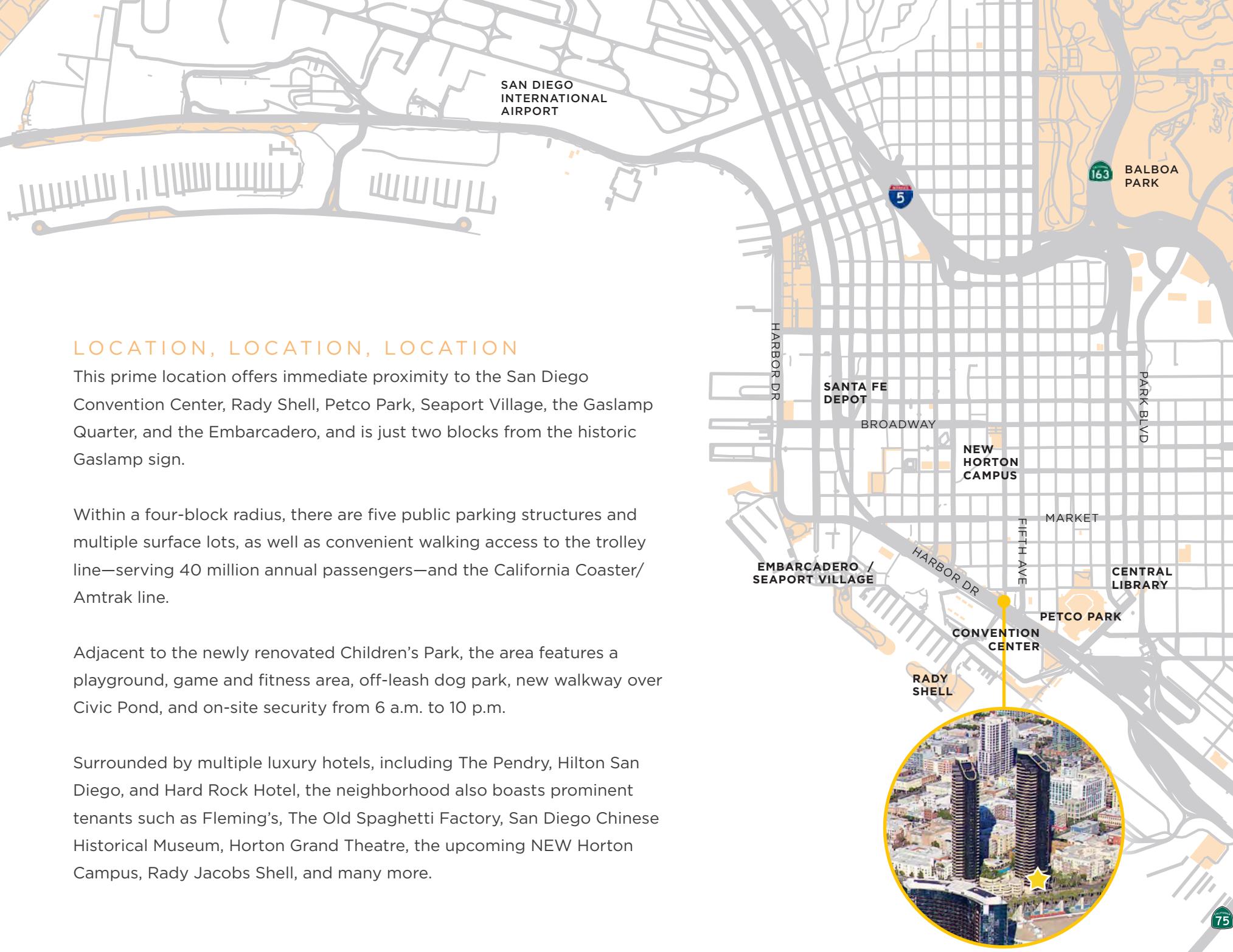
SAN DIEGO WINE & CULINARY
6,800 SF



VEY PRETTY SKIN
500 SF

EXISTING
TENANTS

Offering Overview



LOCATION, LOCATION, LOCATION

This prime location offers immediate proximity to the San Diego Convention Center, Rady Shell, Petco Park, Seaport Village, the Gaslamp Quarter, and the Embarcadero, and is just two blocks from the historic Gaslamp sign.

Within a four-block radius, there are five public parking structures and multiple surface lots, as well as convenient walking access to the trolley line—serving 40 million annual passengers—and the California Coaster/Amtrak line.

Adjacent to the newly renovated Children's Park, the area features a playground, game and fitness area, off-leash dog park, new walkway over Civic Pond, and on-site security from 6 a.m. to 10 p.m.

Surrounded by multiple luxury hotels, including The Pendry, Hilton San Diego, and Hard Rock Hotel, the neighborhood also boasts prominent tenants such as Fleming's, The Old Spaghetti Factory, San Diego Chinese Historical Museum, Horton Grand Theatre, the upcoming NEW Horton Campus, Rady Jacobs Shell, and many more.

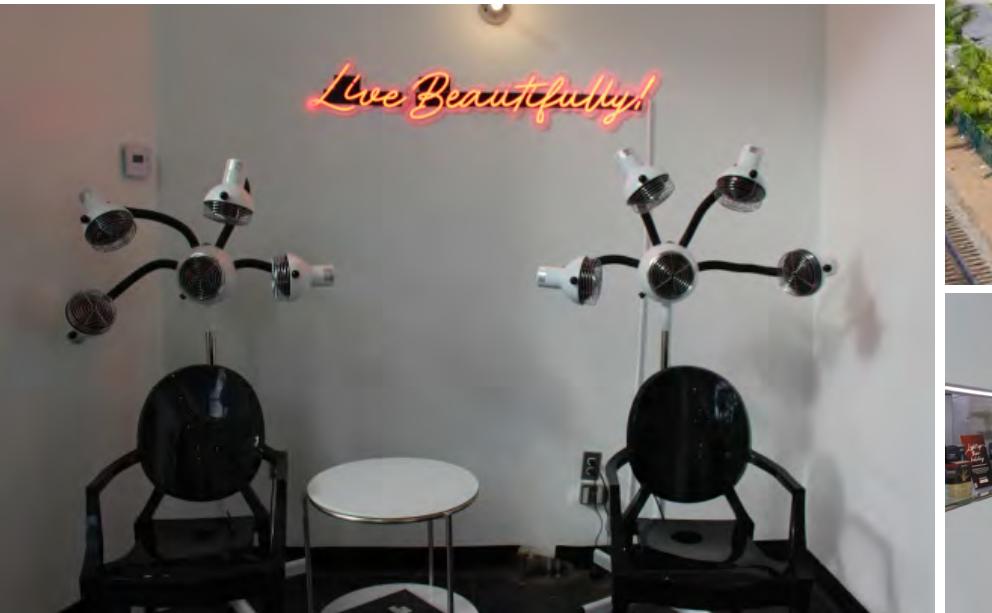


INVESTMENT OR OWNER/USER IN DOWNTOWN SAN DIEGO MARINA DISTRICT

LOCATED IN BUZZLING SAN DIEGO, AT THE BASE OF 201 LUXURY RESIDENTIAL UNITS

San Diego International Airport
13 MINUTES
Drive Time

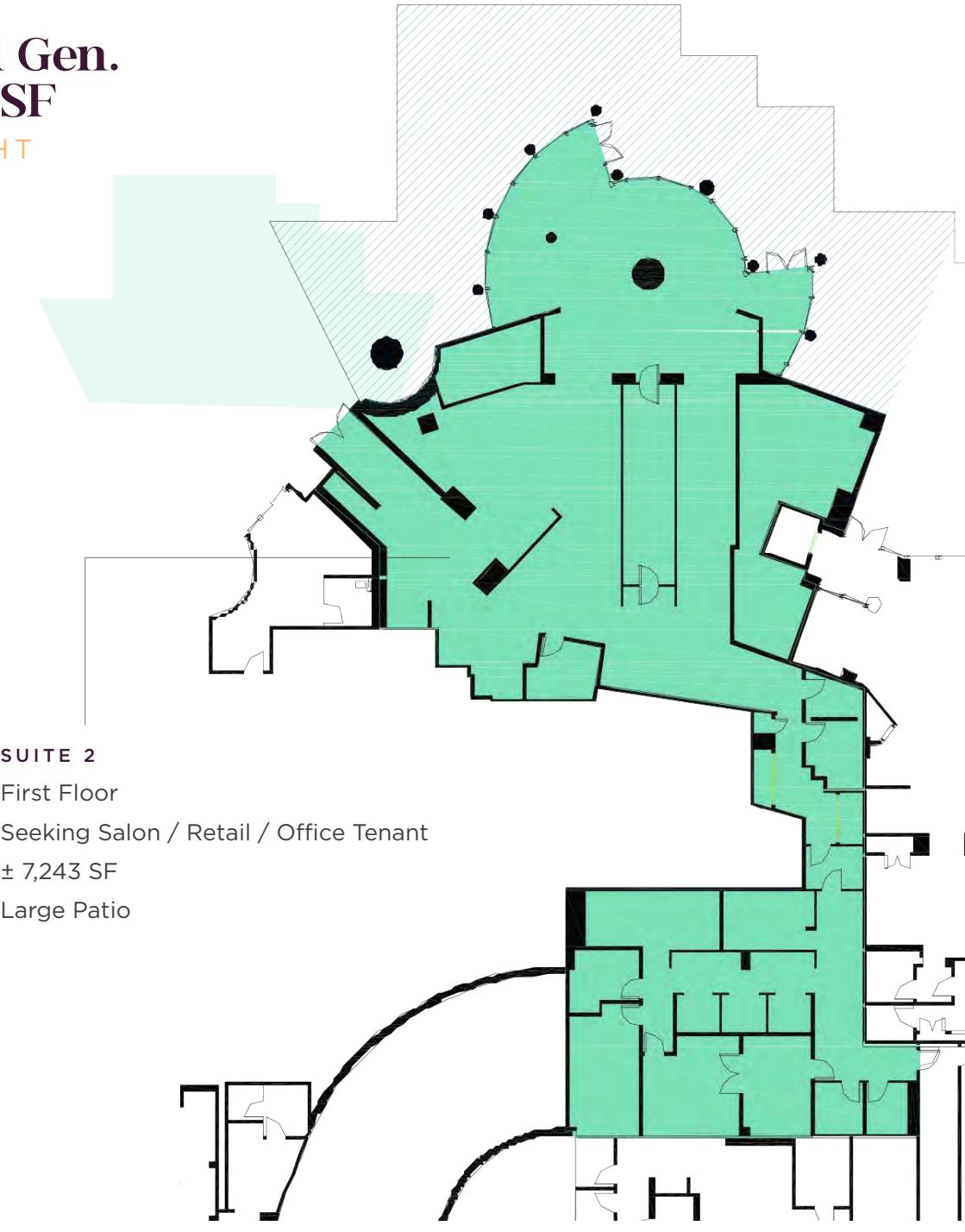
MTS
1 BLOCK
from the Trolley
 Walkability
97%
Daily errands don't require a car



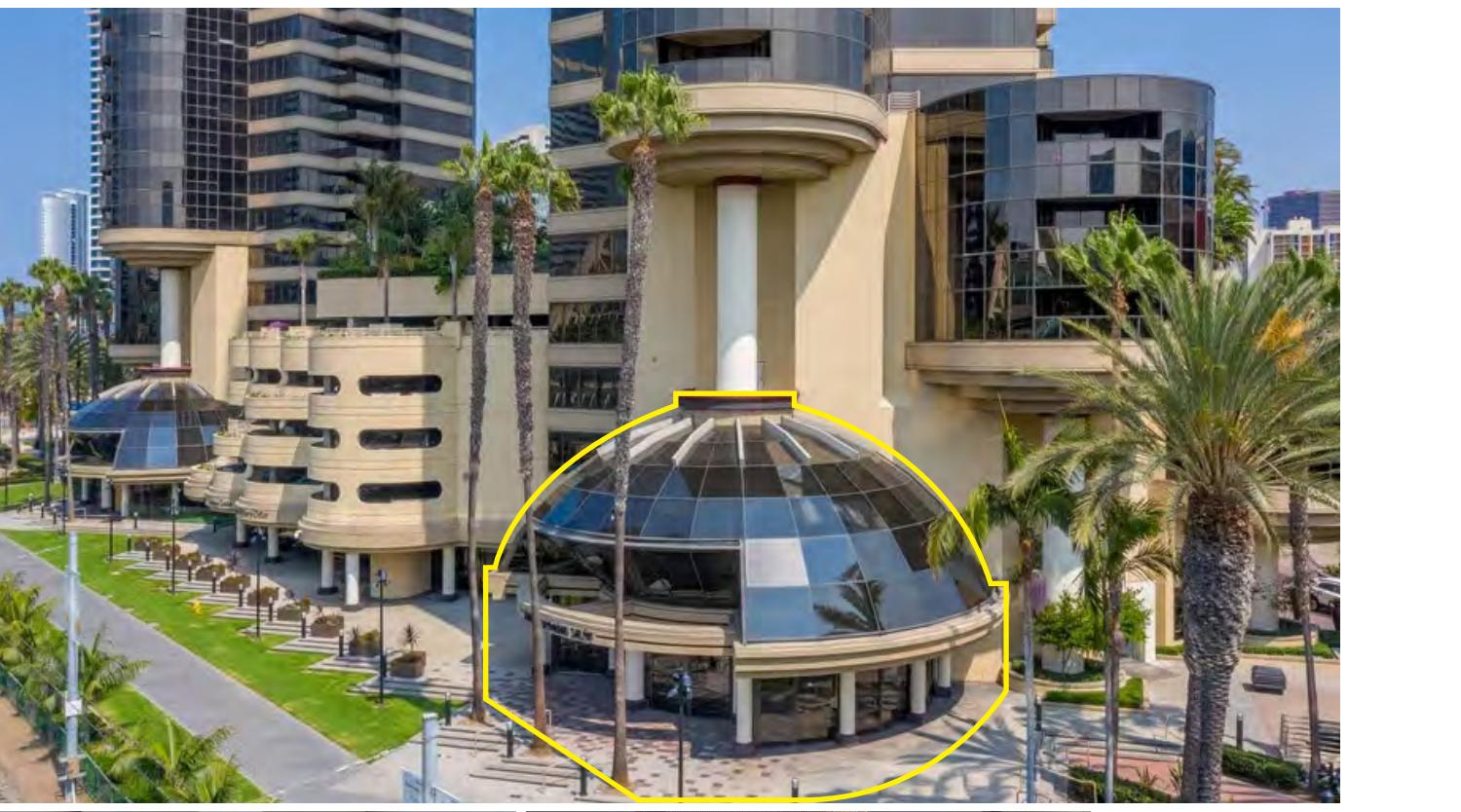
For Sale 2nd Gen.
Salon \pm 7,243 SF

LIGHT & BRIGHT

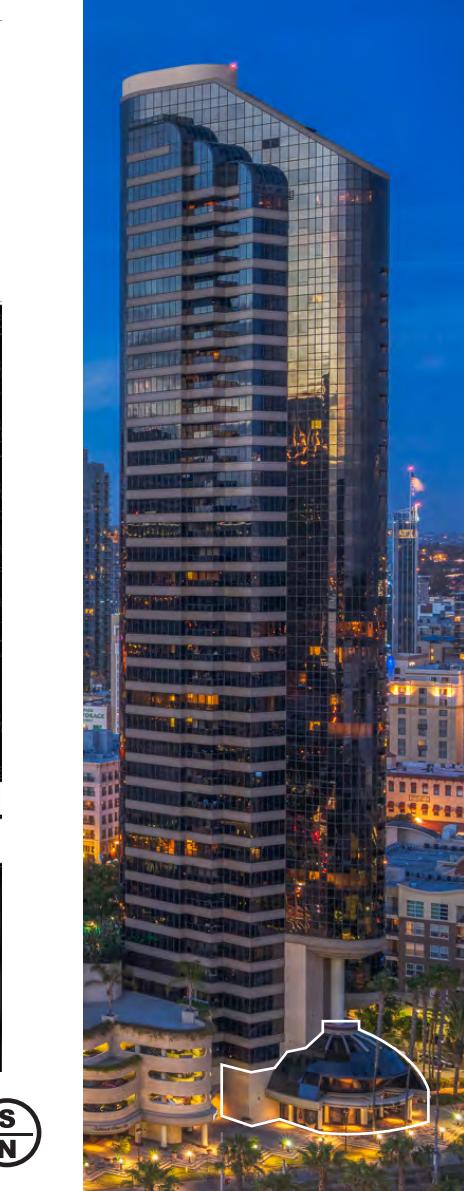
SUITE 2
First Floor
Seeking Salon / Retail / Office Tenant
 \pm 7,243 SF
Large Patio



SN



SITE
PLAN



SAN DIEGO VISITOR INDUSTRY STATISTICS CY 2023

Total Visitors	31.8 Million
Visitor Purpose	Typically 78% Leisure, 15% Business, 6% Other (all visitors)
Total Overnight Visitors	17.3 Million
Hotel or Motel	9.8 Million
Private Home Guests	6.4 Million
Total Day Visitors	14.5 Million
Day Visitors (Excl. Mex.)	10.6 Million
Mexican Day Visitors	3.9 Million
Total Direct Visitor Spending	\$14.3 Billion
Hotel Room Nights Available	23.4 Million
Hotel Room Nights Sold	17.2 Million
Average Hotel Occupancy	73.4%
Average Daily Rate	\$209.87
Total County Wide TOT	(FY23) \$418 Million
City of San Diego TOT	(FY23) \$304.2 Million

www.sandiego.org



SAN DIEGO INTL. AIRPORT
3.9 Miles Away

- 20.6M annual air passengers



LITTLE ITALY
1.8 Miles Away

- 10,000 daytime population
- Weekly Farmers' Market



USS MIDWAY
1.4 Miles Away

- Historic naval ship museum
- 1.5M+ annual visitors



SEAPORT VILLAGE
1 Mile Away

- 4M annual visitors



CONVENTION CENTER
0.9 Mile Away

- ±836,000 annual attendees
- 10M+ annual visitors
- Largest event: San Diego Comic-Con (135,000 attendees)



GASLAMP QUARTER
0.4 Mile Away

- 3.3M+ annual attendees
- Home of San Diego Padres
- Gate receipts of the San Diego Padres amounted to 123 million U.S. dollars. www.statista.com



PETCO PARK
0.6 Mile Away

- 3.3M+ annual attendees
- Home of San Diego Padres
- Gate receipts of the San Diego Padres amounted to 123 million U.S. dollars. www.statista.com



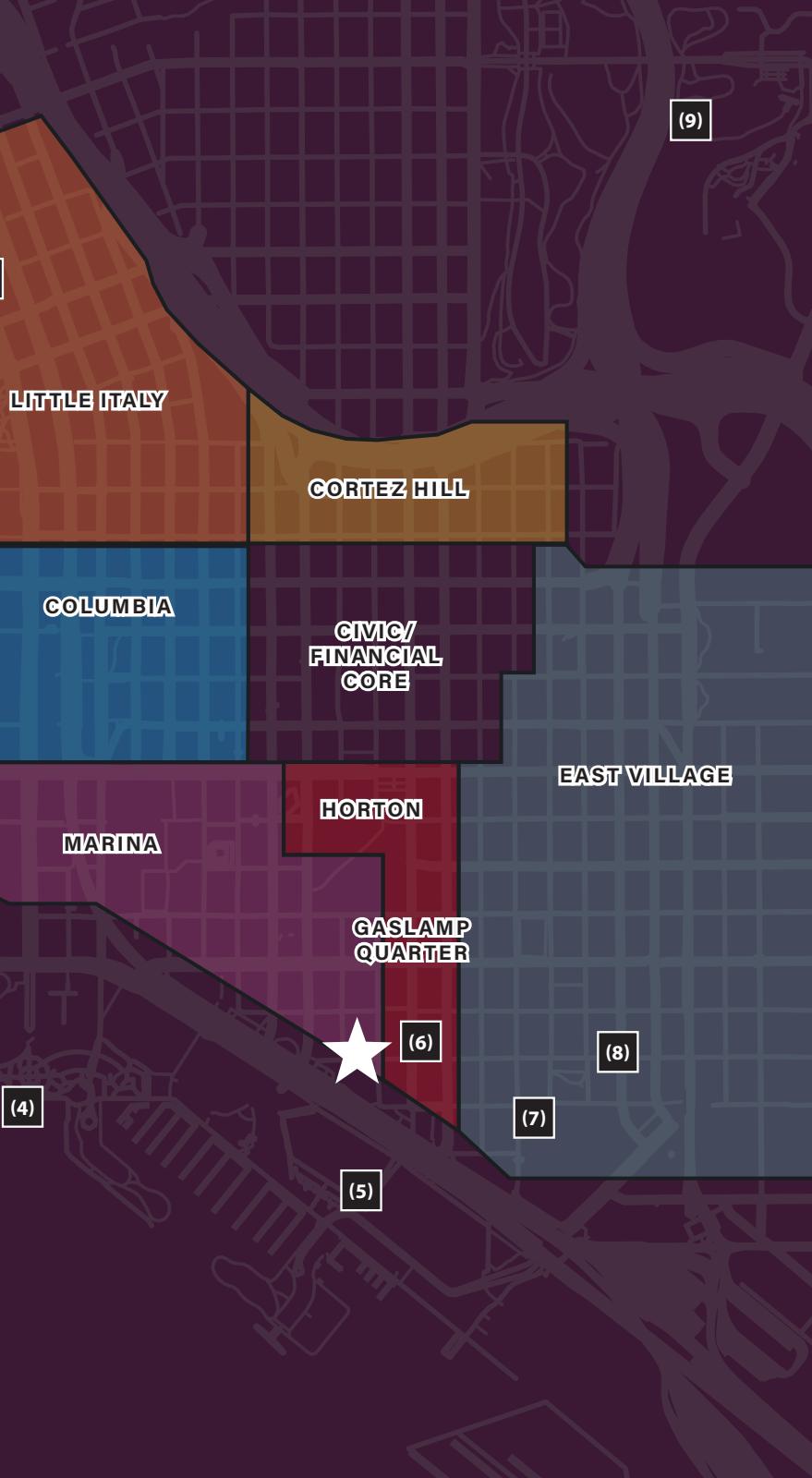
CENTRAL LIBRARY
0.3 Miles Away

- 1M annual visitors
- ±497,650 SF, nine stories
- 320-seat auditorium



SAN DIEGO ZOO / BALBOA PARK
2.5 Miles Away

- 12M annual visitors combined



BY THE NUMBERS

736,000+

SAN DIEGO CONVENTION
CENTER HAS OVER 736,000+
VISITORS FROM AROUND THE
WORLD
VISITSAN DIEGO.ORG

\$1.4 Billion

TOTAL VALUE OF THE
EVENT TO THE SAN DIEGO
ECONOMY, DIRECTLY AND
INDIRECTLY
VISITSAN DIEGO.ORG

\$164.1 Million

COMIC-CON
INTERNATIONAL REGIONAL
IMPACT GENERATED WITH
135,000 ATTENDEES
VISITSAN DIEGO.ORG

San Diego Convention Center

*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.



CONVENTION CENTER - HIGHLIGHTS...

Over 100 conventions, meetings and events at the
Convention Center

\$30+ Million Supporting core City services such as
road repair and public safety

\$800+ Million spending at restaurants, hotels, attractions, and more

\$74.2M - TwitchCon regional impact generated with
30,000 attendees

\$66.7M - Society for Neuroscience regional impact
generated with 24,327 attendees
Information sourced from visitsandiego.org

ADDITIONAL ATTRACTIONS

Historic Gaslamp Quarter

Horton

Balboa Theatre

House of Blues

San Diego Civic Center

Seaport Village

Waterfront Park

Embarcadero/Broadway Pier

USS Midway

Rady Shell

BY THE NUMBERS

3,314,593

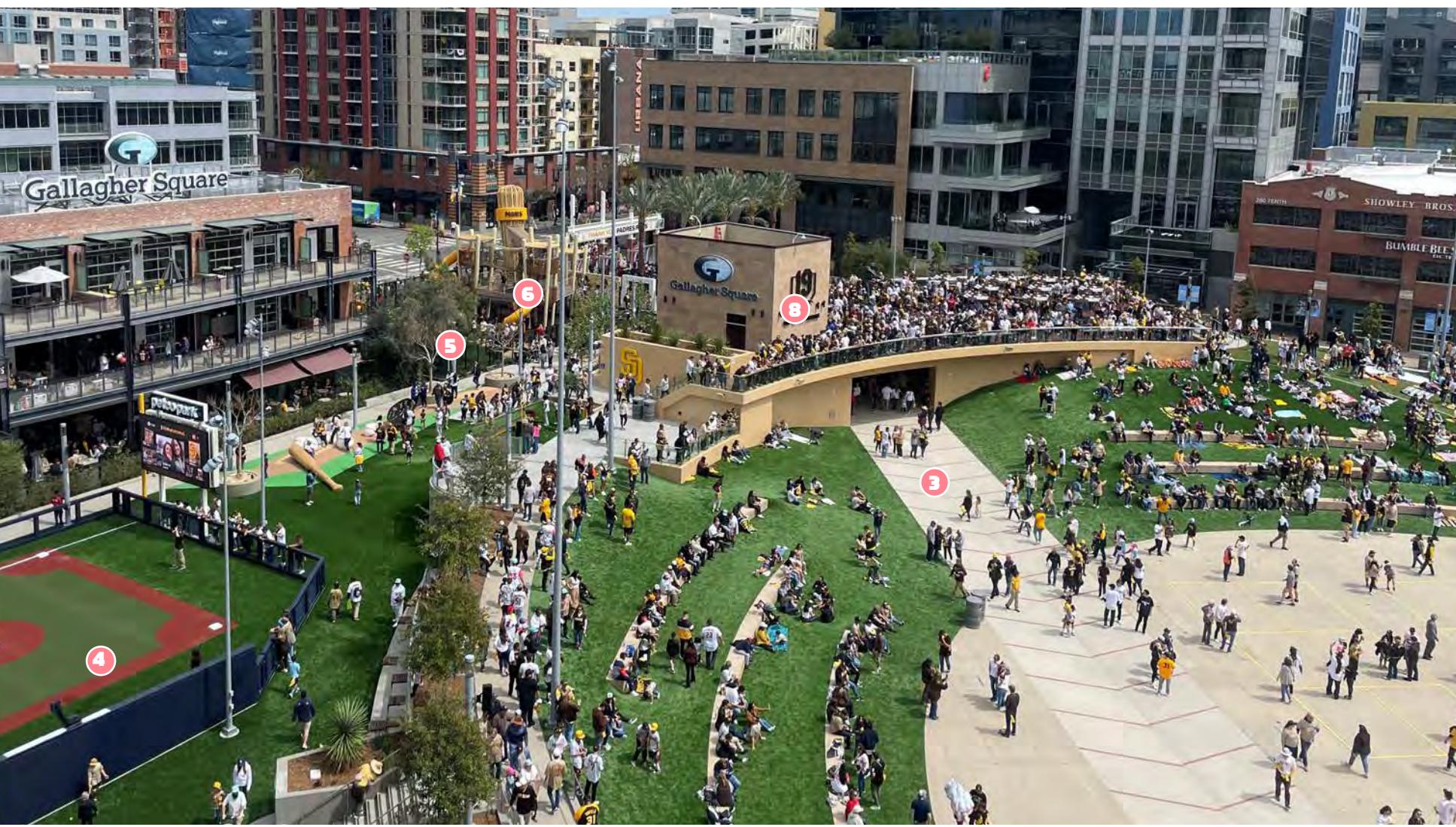
IN 2024, THE PADRES DREW 3,314,593 FANS AT PETCO PARK OVER 80 GAMES.
SPORTSBUSINESSJOURNAL.COM

41,066

PADRES HAVE HAD 56 SELLOUTS IN 2024 AND RANKS FOURTH IN AVERAGE ATTENDANCE (41,066).
SPORTSBUSINESSJOURNAL.COM



Padres complete a \$20M Makeover of Petco Park's Gallagher Square*



CONCERT LINE UP & EVENTS AT PETCO PARK 2024 PARTIAL LIST...

Chris Stapleton
Padres FanFest
Hot Chocolate 15k Race
KSON CountryFest

Exhibition Series vs Mariners
Petco Park Home Opener
Padres Pedal The Cause
Concert: Billy Joel & Sting
Out At The Park
Mon Laferte Concert
Padres Blood Drive
Mother Mother
Postgame Fireworks

Blink 182
Star Wars Weekend
Comic Con Events
Foo Fighters
Harry Potter Night
Pink
Hispanic Heritage Weekend
Green Day & Smashing Pumpkins & Rancid

5th Annual Dia De Los Delfines
Holiday Bowl 2024

2025 PARTIAL LIST...

Proper Music Festival
San Diego Rodeo After Party
Country Fest
The Driver Era
Teddy Swims

DOWNTOWN BY THE NUMBERS AND FACTS

Easy access to public transportation.

Located in an urban core.

Large employers have offices in Downtown allowing employees to walk, bike, take public transportation, or drive only a few minutes to work.

Hotel and sales tax revenues from the San Diego Convention Center - +\$30 Million, which support the core City services such as road repair and public safety.

Direct attendee spending as a result from the San Diego Convention Center at restaurants, hotels, attractions and more - +\$800 Million



Office

363,700 SF
Under Review
1.8M SF
Under Construction



Retail

80,150 SF
Under Review
562,600 SF
Under Construction



Housing

+31,689¹
Existing
+3,044² SF
Under Construction



Residents in
Downtown
37,000



Population of
San Diego County
3.3 M



Convention
Center Economic
Impact 2023
\$1.4 B



San Diego
Padre's
Attendance 2024
+3.3 M FANS



Hotel
Rooms
15,894

EMPLOYERS IN DOWNTOWN



Qualcomm

Procore
Technologies

Mitek Systems



SHARP

Classy
GoFormz

Flowmon Networks



Scripps

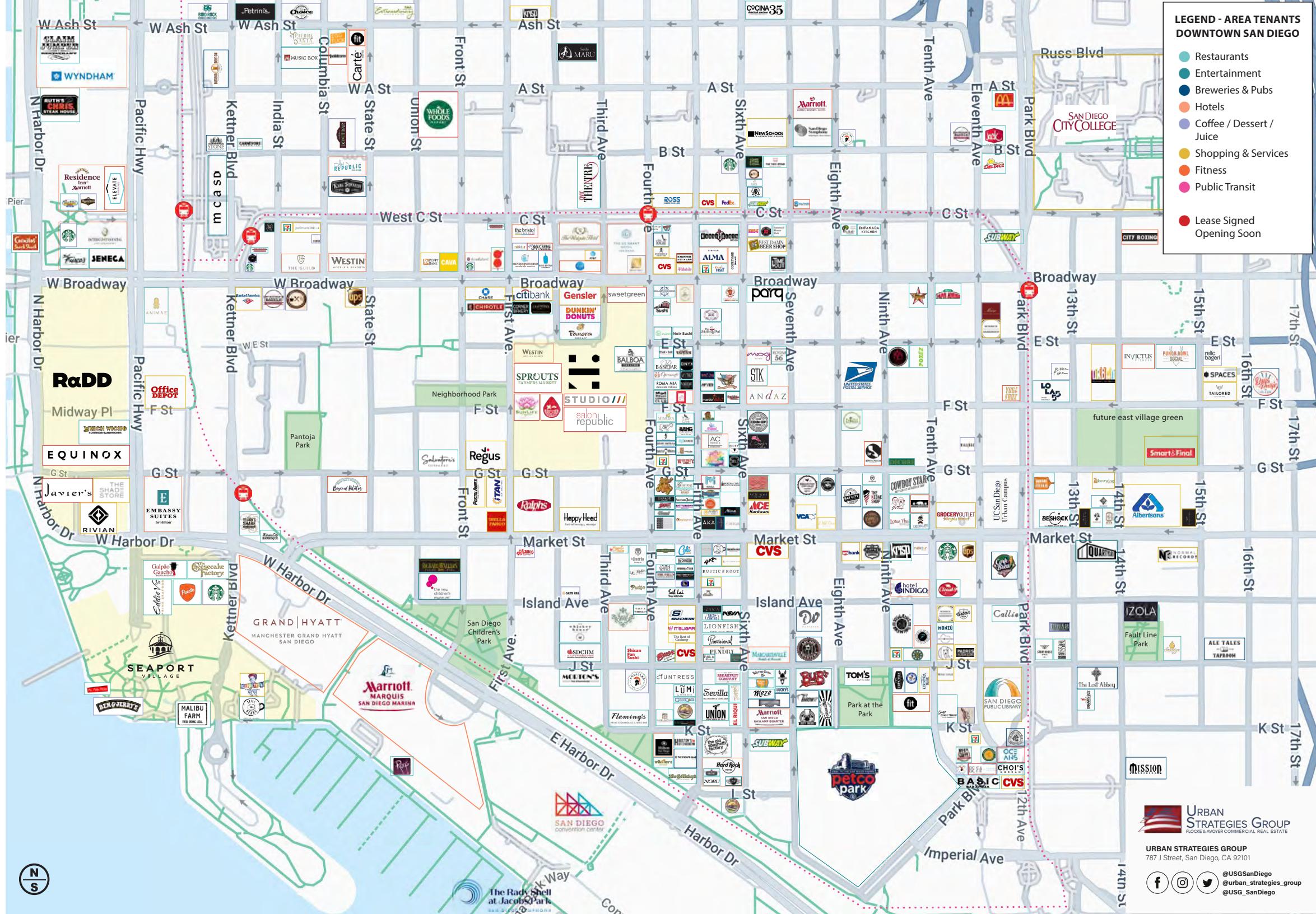
Jungo
Certify

Reflexion Health

¹ Based on 2021 SANDAG population and housing estimates + recently completed projects.

² Based on permit applications submitted on or before 6/30/2023

*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.



DEMO- GRAPHICS

POPULATION

1 MILE	3 MILES	5 MILES
53,056	175,060	464,222

DAYTIME DEMOGRAPHICS

1 MILE	3 MILES	5 MILES
83,461	171,828	371,262

AVERAGE HHI*

1 MILE	3 MILES	5 MILES
\$133,799	\$139,195	\$129,078

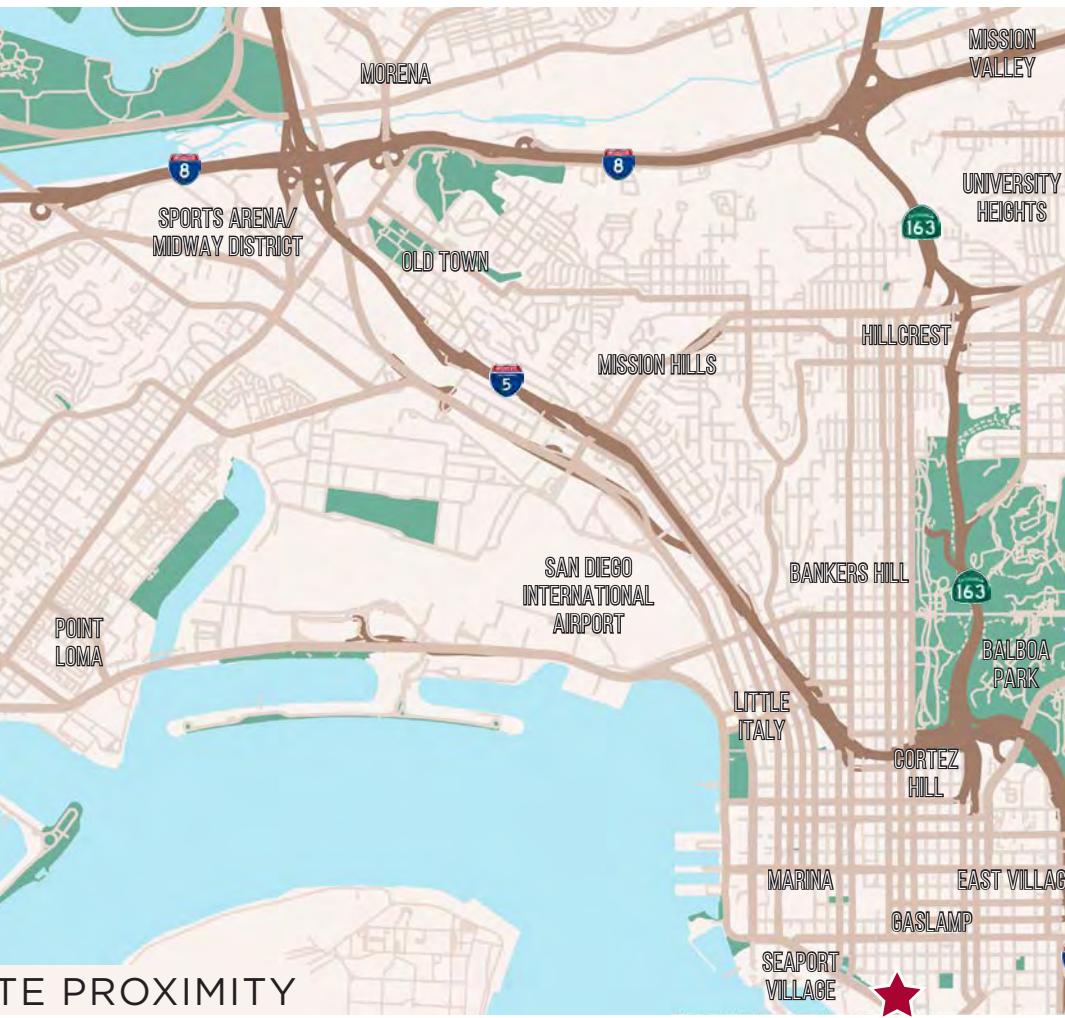
MEDIAN AGE

1 MILE	3 MILES	5 MILES
40	37.6	35.5

*Disclaimer on last page



SURROUNDING COMMUNITIES



SITE PROXIMITY

MISSION HILLS

Upscale neighborhood, with a growing culinary scene.

Close proximity to Little Italy, South Park, Hillcrest & Bankers Hill

Easy access to interstate 5, 8 and 163.

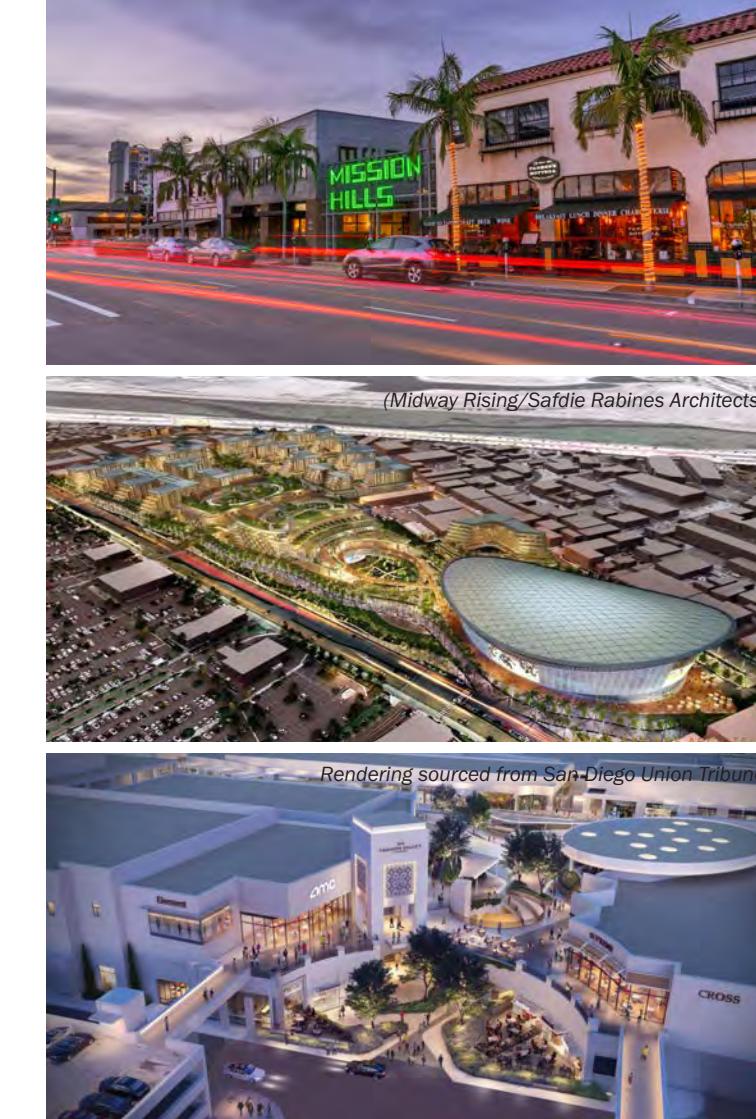
Has a population of $\pm 9,139$ per square mile.

SPORTS ARENA

Plan to revamp about 50 acres in the Midway district, and the Sports Arena area.

Midway Rising is proposing 4,250 new homes – 2,000 affordable, 250 middle-income, and 2,000 market rate; a 450,000-square-foot arena with capacity for 14,500-16,500 people; a 200-room hotel and 250,000 square feet of retail and more than 11 acres of park and open space along with a 9.4-acre public plaza.

www.costar.com



MISSION VALLEY

± 7 million SF of office space
 $\pm 5,600$ hotel rooms
 ± 1.3 million people within a 10-mile radius
 ± 35.8 million tourists in 2018 (up 2.2% over 2017) spending an estimated \$1.5 billion (up 6.1% over 2017)

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www.kpbs.org



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