

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

UPG URBAN
PROPERTY
GROUP EST. 1989



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 Ioele
pasquale@upgsocal.com
Lic No 01488187



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.



CENTRALLY LOCATED
IN THE HEART OF
DOWNTOWN

NEIGHBORHOODS

- 1. Little Italy
- 2. Bankers 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. RaDD
- 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. Balboa Park
- 2. Waterfront Park
- 3. Lane Field Park
- 4. Freedom Park (in construction)
- 5. Pantoja Park
- 6. Ruocco 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
THE STEAKHOUSE

MORTON'S STEAKHOUSE
7,250 SF



SAN DIEGO
Wine & Culinary
EVENT CENTER

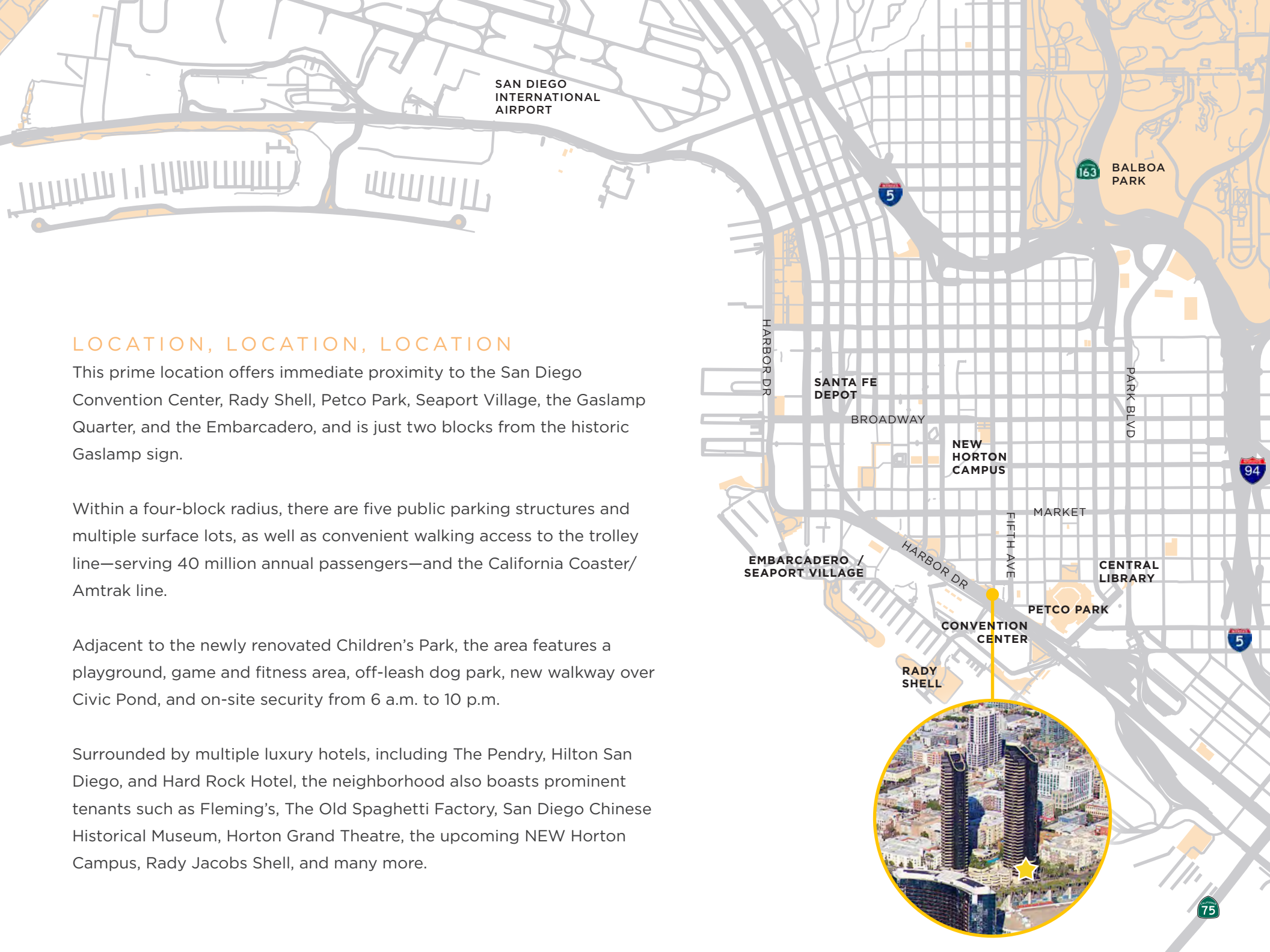
SAN DIEGO WINE & CULINARY
6,180 SF



Very Pretty Skin®

VERY PRETTY SKIN
500 SF

EXISTING
TENANTS



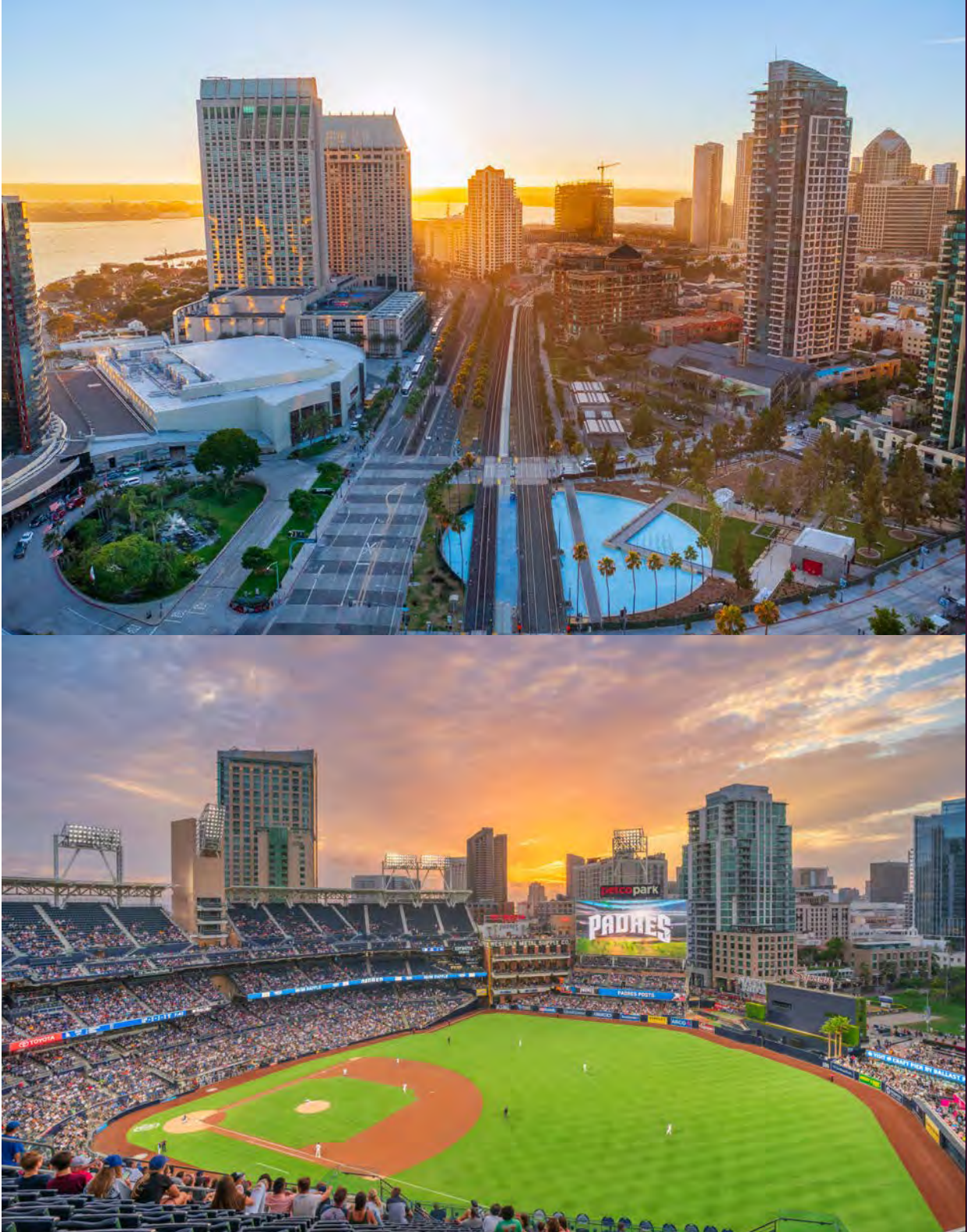
LOCATION, LOCATION, LOCATION

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.



Offering Overview

INVESTMENT OR OWNER/ USER IN DOWNTOWN SAN DIEGO, MARINA DISTRICT

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

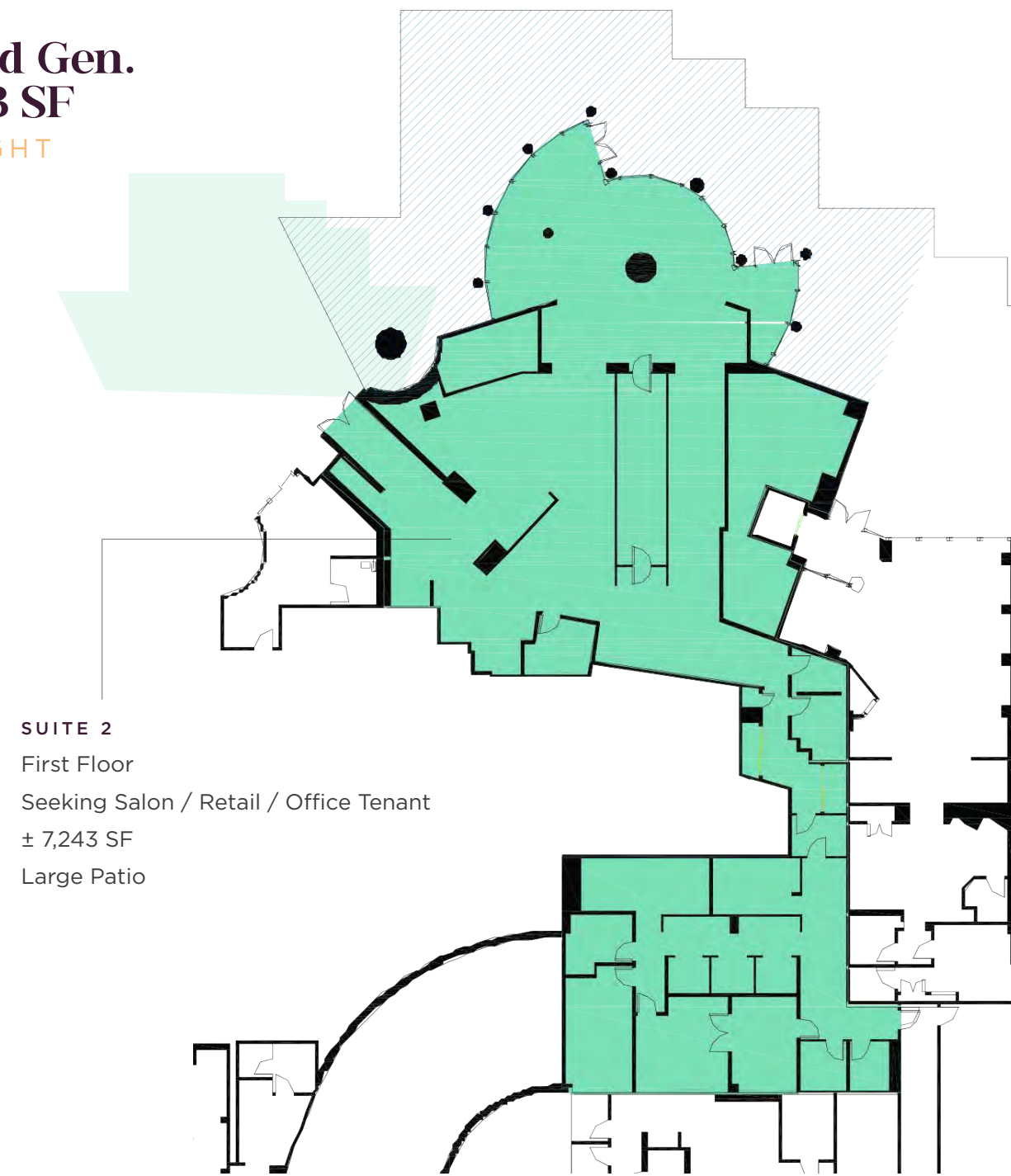
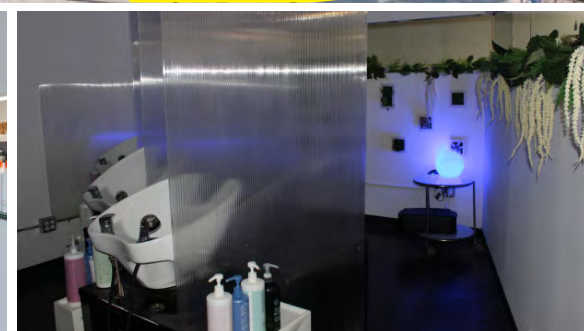
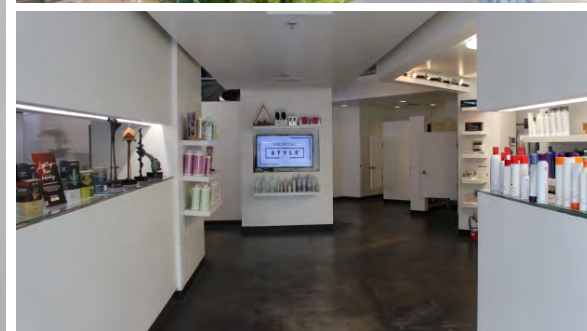
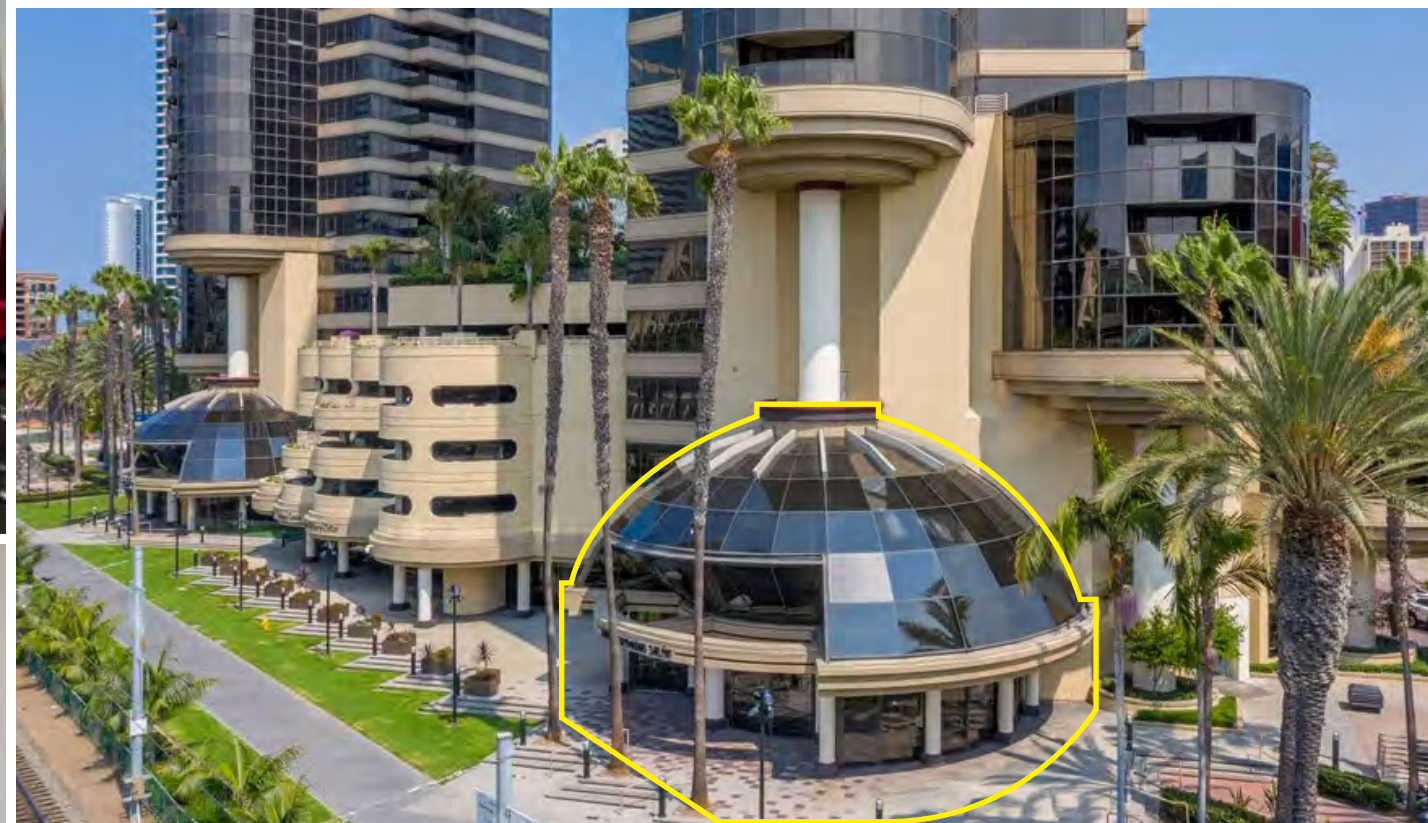
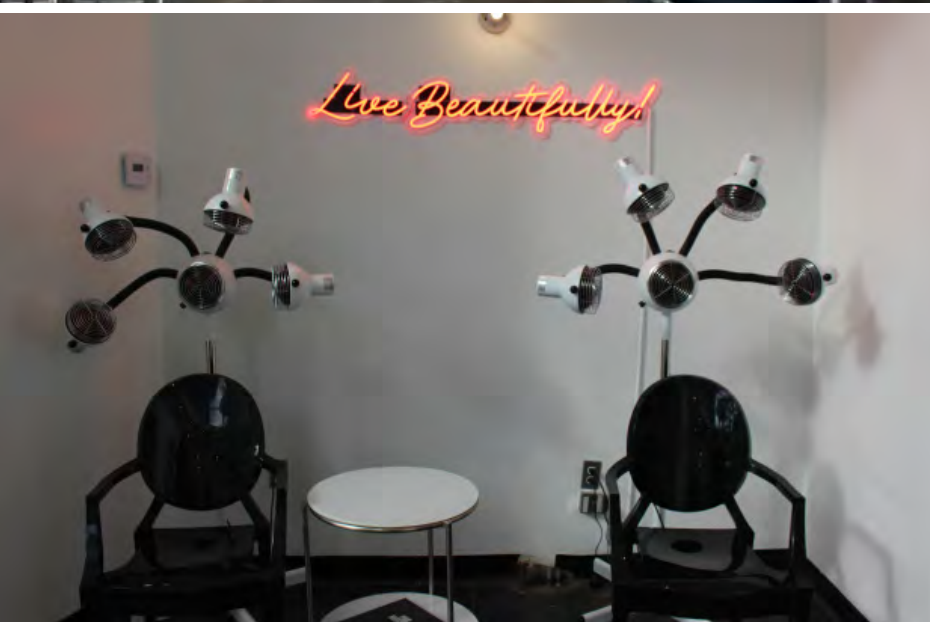
San Diego International Airport
13 MINUTES
Drive Time

MTS
1 BLOCK
from the Trolley

Walkability
97%
Daily errands do not require a car



For Sale 2nd Gen.
Salon ±7,243 SF
LIGHT & BRIGHT

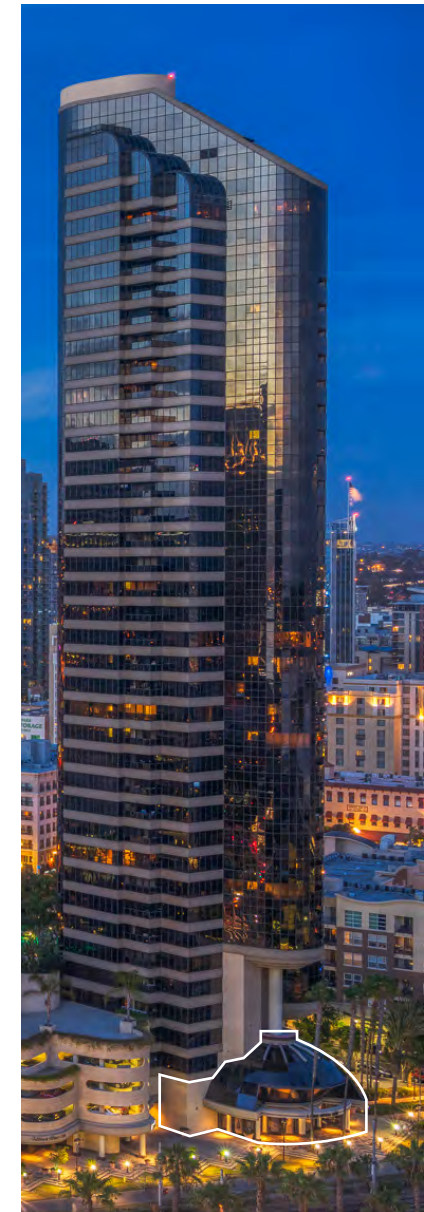


SUITE 2
First Floor
Seeking Salon / Retail / Office Tenant
± 7,243 SF
Large Patio



*This site plan is not a representation, warranty or guarantee as to size, location, or identity of any tenant, and the improvements are subject to such changes, additions, and deletions as the architect, landlord, or any governmental agency may direct.

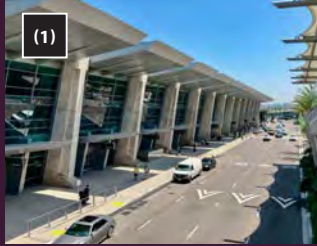
SITE
PLAN



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



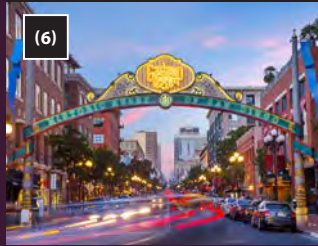
SEAPORT VILLAGE
1 Mile Away

- 4M annual visitors



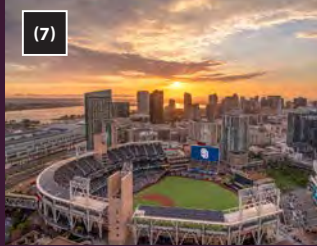
CONVENTION CENTER
0.9 Mile Away

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



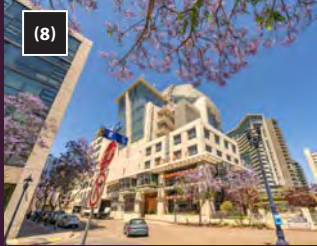
GASLAMP QUARTER
0.4 Mile Away

- 10M+ annual visitors



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



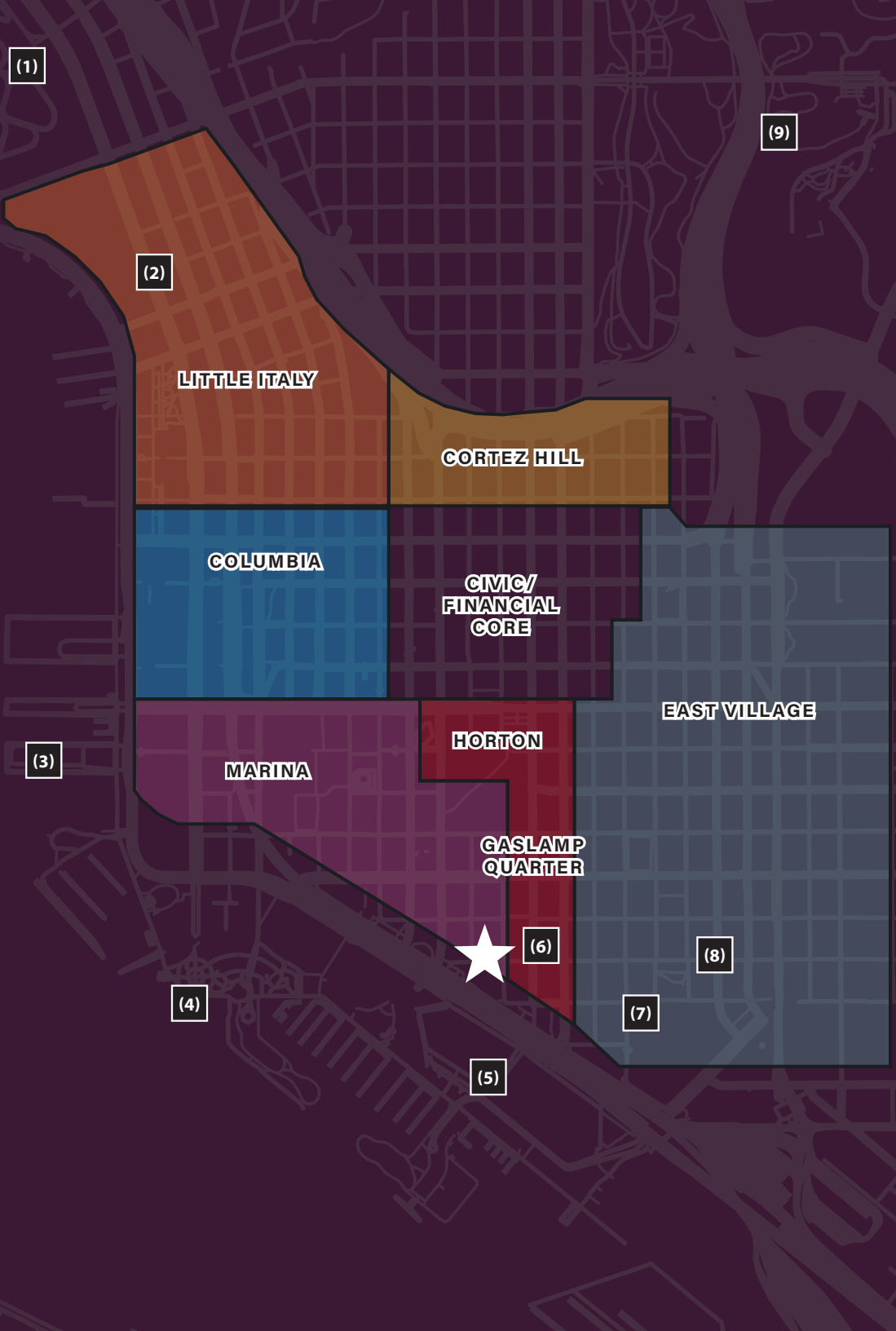
CENTRAL LIBRARY
0.3 Mils Away

- 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
VISITSANDIEGO.ORG

\$1.4 Billion

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

\$164.1 Million

COMIC-CON
INTERNATIONAL REGIONAL
IMPACT GENERATED WITH
135,000 ATTENDEES
VISITSANDIEGO.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, meeting 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, attrac-
tions, 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



- 1 Petco Park 2 Sycuan Concert Stage 3 Gallagher Square 4 Baseball Diamond 5 Dog Park 6 Children's Playground 7 Pickle Ball 8 Concession

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 Deftones

Holiday Bowl 2024

2025 PARTIAL LIST...

Proper Music Festival

San Diego Rodeo After Party

Country Fest

The Driver Era

Teddy Swims

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

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	Retail	Housing
363,700 SF Under Review	80,150 SF Under Review	+31,689 ¹ Existing
1.8M SF Under Construction	562,600 SF Under Construction	+3,044 ² SF Under Construction

		
Residents in Downtown	Population of San Diego County	Annual Visitors to San Diego
37,000	3.3 M	35.1 M

		
Convention Center Economic Impact 2023	San Diego Padre's Attendance 2024	Hotel Rooms
\$1.4 B	+3.3 M FANS	15,894

EMPLOYERS IN DOWNTOWN





Procore

Technologies

Mitek Systems

Classy

GoFormz

Flowmon Networks

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

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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*

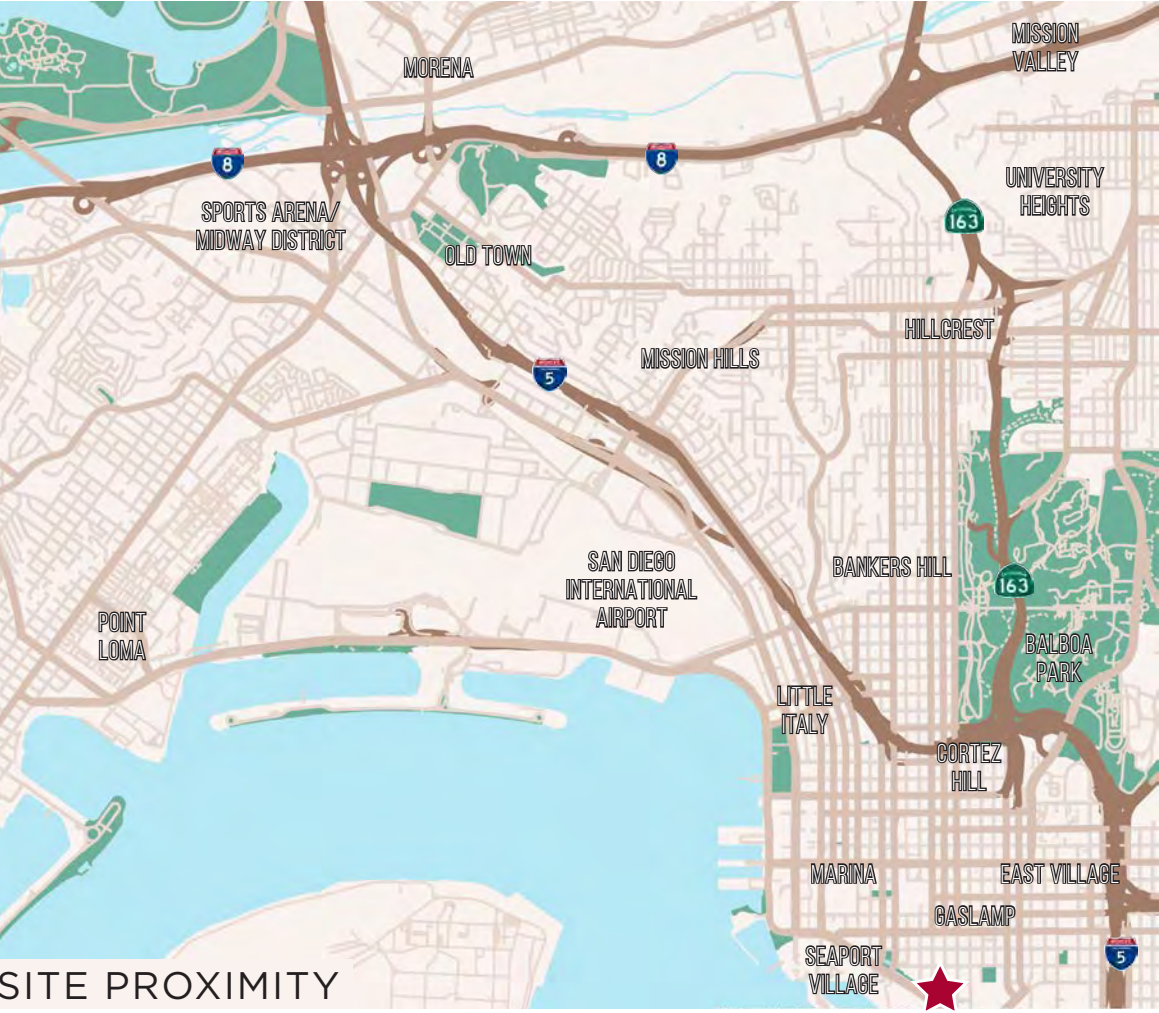
1 MILE	3 MILES	5 MILES
\$133,799	\$139,195	\$129,078

MEDIAN AGE

1 MILE	3 MILES	5 MILES
40	37.6	35.5



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 ± 9,139 per square mile.

www.kpbs.org

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

±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 \$11.5 billion (up 6.1% over 2017)

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