

350 11th Ave #134



Offering Memorandum



Ballpark Storefront Apartment

One of only six work/live units in the coveted ICON building next door to Petco Park, SD Harbor, Gaslamp District, and Convention Center. Its dedicated entry from 11th Ave is ideal for capturing downtown commerce, while extra soundproofing and security makes it an oasis of peace when work is done. Vaulted ceilings, California King bed, and custom furniture convey with property. Building amenities include one of only two Skybox lounges in the downtown skyline, with views from couches directly into the ballpark.



Text or call for pricing and photos:
Steve Marshall (760) 520-5067
CA Lic# 02203422

1,379 sqft

900 retail downstairs
479 residential loft

1 bed / 1.5 bath

Foot traffic

800-1,000/day
3500-5k/game days

Amenities: Skybox
on 26th floor, security,
gym, private theater

Estimated Foot Traffic

11th Ave near Petco Park, Downtown San Diego

Metric	Estimate
Average monthly visits (baseline, non-event days)	~25,000 – 30,000 visits/month ¹
Average visits per day (baseline)	~800 – 1,000 visits/day
Event-day spike (game night / concert)	~3,500 – 5,000 visits on a single game- or event-night
Visitor origin ratio (locals vs. visitors)	Approx. 60% local residents/ workers, 40% visitors/tourists
Downtown recovery vs pre-pandemic	~95% of 2019 foot-traffic levels as of June 30 2025 ²

[Estimates derived from location-analytics data and modelling; actual results vary by event schedule, visibility, tenant activity and signage.]

¹ Based on city-wide average of 14,506 visits/month per venue. [Unacast](#)

² As reported by the Downtown San Diego Partnership citing Placer.ai data.
[Times of San Diego](#)

Perfect For...

- Sports Memorabilia Shop
High margins, location synergy
- Boutique Gym/Studio
Recurring memberships
- Beauty/Grooming Services
Local repeat customers
- Tech Repair/Accessories
Impulse visits on game days
- Pet Services/Grooming
Limited local competition
- Any business serving young
urbanite or tourist/event
customer profiles...

By the Numbers

Many income options exist for this versatile property.

For business owners: combine your commercial and residential rent into one property and live up the urban life while benefitting from unparalleled foot traffic location.

For landlords: rent out the full unit at \$4,500/month (HOA requires 30 day minimum), OR live upstairs and rent out downstairs for \$4-5/sqft (= \$3,600-4,500/month), OR run your business downstairs, rent out the upstairs as a “studio” for \$3,000/mo, OR rent out both spaces for a combined \$6,600-7,500/mo.

For the future, the \$1.5 billion East Village Quarter Redevelopment plans to put 1,800 new housing units and 1,200 public parking spaces just 500’ from this storefront. Get in before their ground floor starts!