



Mission Valley Grocery Site

17,700 SF For Lease within the Largest Mixed Use Development in San Diego



SDSU MISSION VALLEY

The Opportunity

SDSU Mission Valley is taking shape as a vibrant, mixed-use community that will transform the City of San Diego. Snapdragon Stadium anchors the 166 acre development which includes plans for a 1.6M SF Innovation / Office District, 4,600 residential units, a 400 room hotel, 95,000 SF of retail, and more than 80 acres of community parks and open space.

Click Here To See The Vision!

<https://www.youtube.com/watch?v=Q5qLt4X5xbc&t=14s>



SDSU MISSION VALLEY

The Development

This document has been prepared by Next Wave Commercial Real Estate, Inc. for advertising and general information only. The information included has been obtained from sources believed to be reliable, and while we do not doubt its accuracy, we have not verified it and make no guarantees, representations or warranties of any kind, expressed or implied, regarding the information including, but not limited to, warranties of content, accuracy and reliability. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property. Any interested party with their advisor(s) should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for their needs.



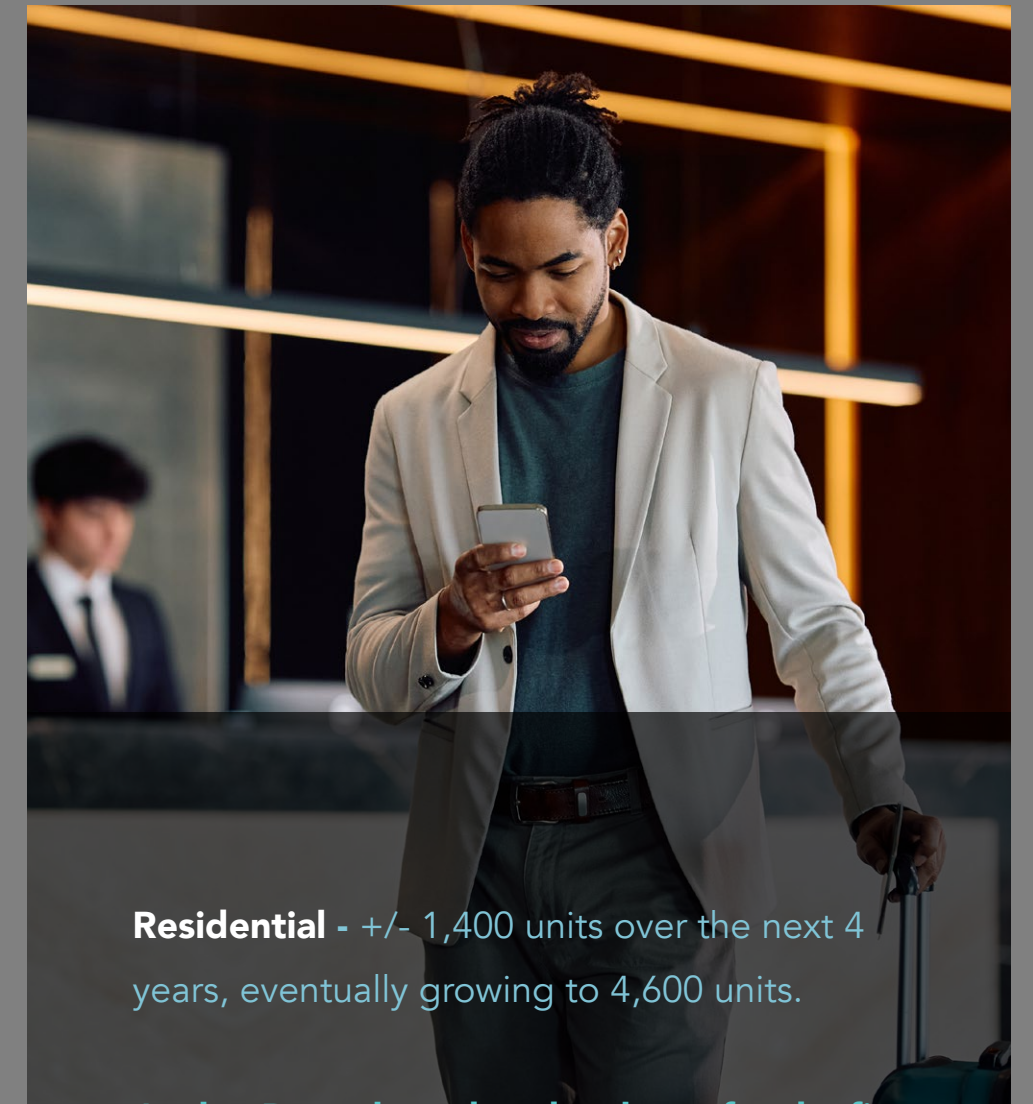
Grocer - 17,700 SF endcap located at the prime, signalized entrance to the project. A modern shell is designed to accommodate a mid-sized grocer looking to capitalize on the explosive growth of this trade area.

Retail - 95,000 SF of restaurant and shop space on 4 parcels facing Innovation Parkway.



SDSU MISSION VALLEY

The Development



Residential - +/- 1,400 units over the next 4 years, eventually growing to 4,600 units.

Avalon Bay selected as developer for the first phase of SDSU Mission Valley development.

Hotel - 400 rooms with 40,000 SF of conference space.

SDSU MISSION VALLEY

The Development

Entertainment - 35,000 person capacity venue with approximately 1.2M attendees at over 200 events per year.

Office - 1,565,000 SF of office, technology, lab, and innovation space.

SDSU selects LPC West to build first office lab buildings at Mission Valley Campus.

Parks - 80 acres of parks including the 36 acre River Park.



Learn/Live/Leisure

R9/R10 - 30,000 SF of retail + 600 residential units.
Estimated completion late 2027.

D1-D4 - 315,000 SF office/lab space + parking garage.
Estimated completion 2027.

R11/R12 - 20,000 SF of retail + 575 residential units.
Estimated completion 2029-2030.

400 Room Hotel/Parking Garage. Estimated completion years 2030-2033.

C1-C3 - 340,000 SF office/lab space. Estimated completion years 2031-2033.

R17/R18 - 416 residential units. Estimated completion years 2032-2034.

Remaining R block residential units. Estimated completion years 2034-2039.

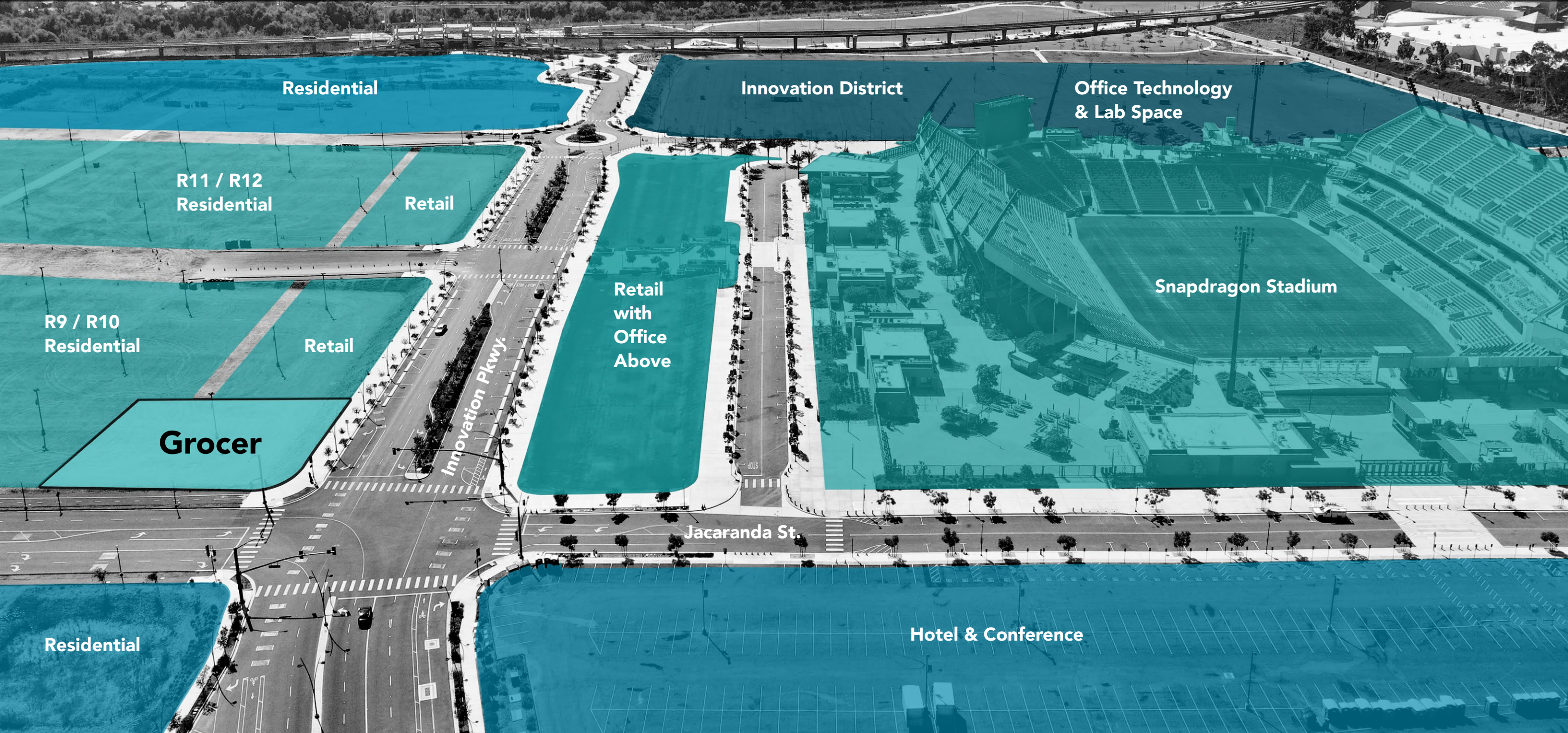
A1-A4/B1-B2 - office / lab space. Estimated completion years 2036-2039.

F1 - 100,000 SF office + 24,000 SF retail. Estimated completion years 2037-2039.



SDSU MISSION VALLEY

Learn/Live/Leisure



SDSU MISSION VALLEY

Snapdragon Stadium Stats & Use

35,000 capacity multi-purpose stadium.

Home to:

SDSU Aztec Football

San Diego FC of Major League Soccer
(inaugural season - 2025).

San Diego Wave FC of the National Women's
Soccer League.

San Diego Legion of Major League Rugby.

Concerts, festivals, dirt shows, international
sporting events, championships, community
events, and more!

Expected to host 200+ events per year.

Designed to be able to expand to
55,000 seats.



SDSU MISSION VALLEY

R9/R10 Block - Grocery Opportunity



End-cap 17,700 SF grocery opportunity amongst 8-story mixed-use project.

600 residential units consisting of apartments and townhomes, plus +/- 12,000 SF of retail built within this phase.

Four level parking garage with 180 ground floor spaces dedicated for retail.

Professionally managed parking with validation for grocery customers.

Dedicated loading dock and trash area.

Estimated grocery shell delivery in April 2028.

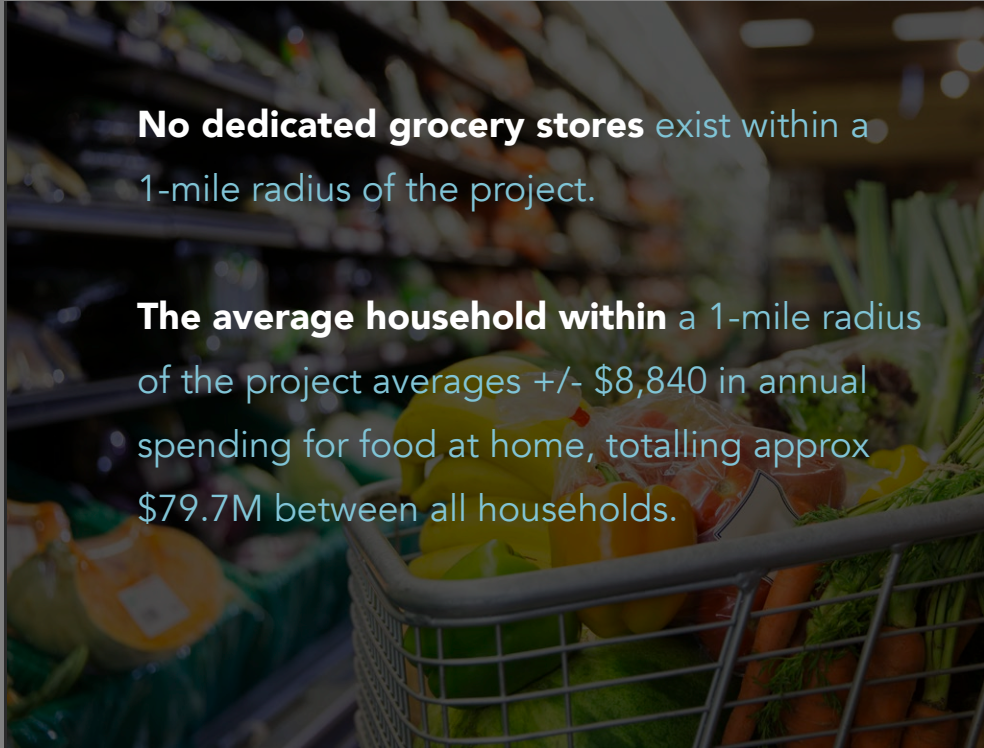




Grocery Analysis / Competition

No dedicated grocery stores exist within a 1-mile radius of the project.

The average household within a 1-mile radius of the project averages +/- \$8,840 in annual spending for food at home, totalling approx \$79.7M between all households.



Once fully completed, the project's 4,600 residential units will by itself create demand for approx. \$40.6M in grocery store sales.

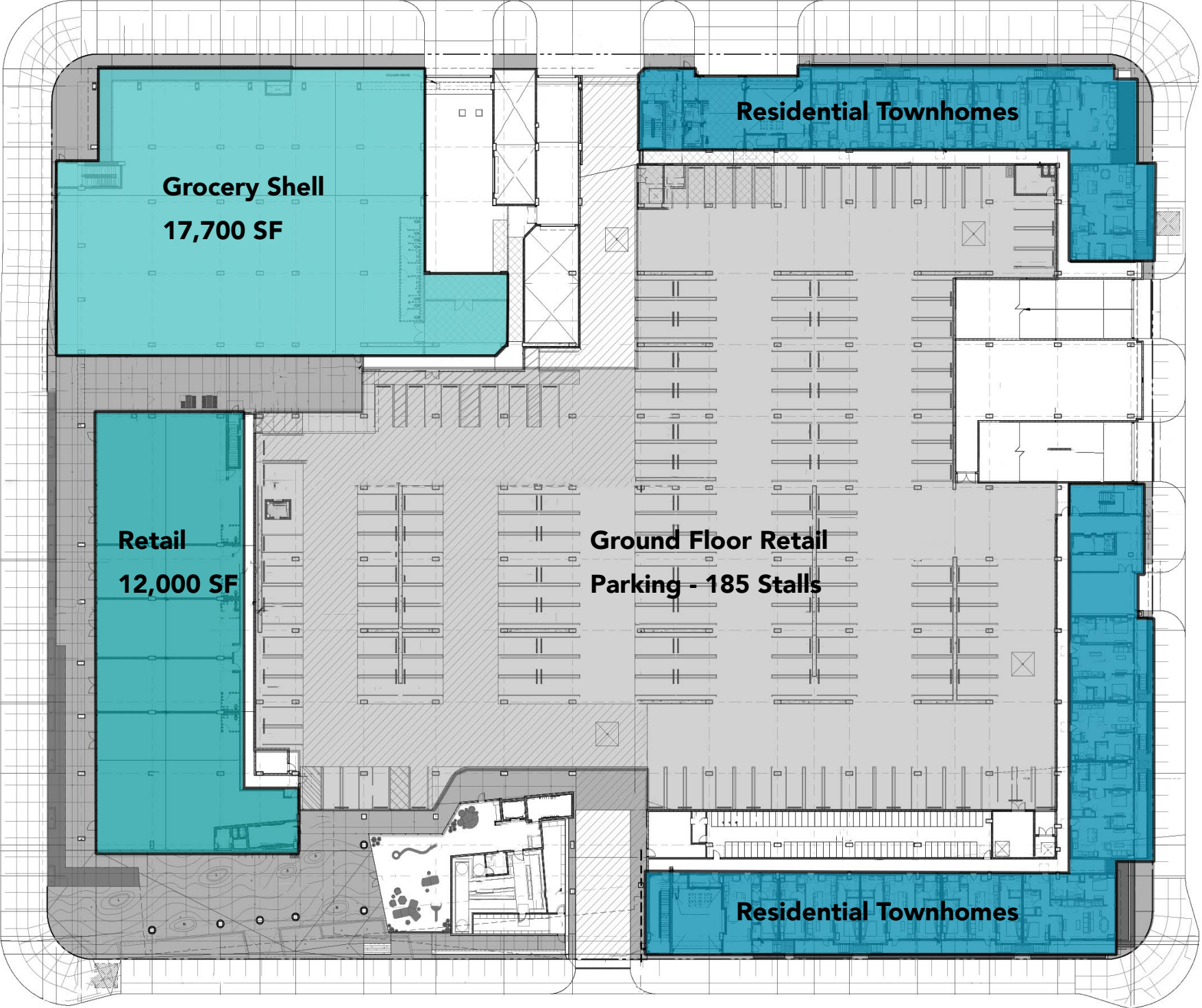
Existing grocery stores are underprovided to service the 228,000 residents and 162,000 employees within a 3-mile radius (early 2027).



Grocery Site Plan



NW Corner Block Location



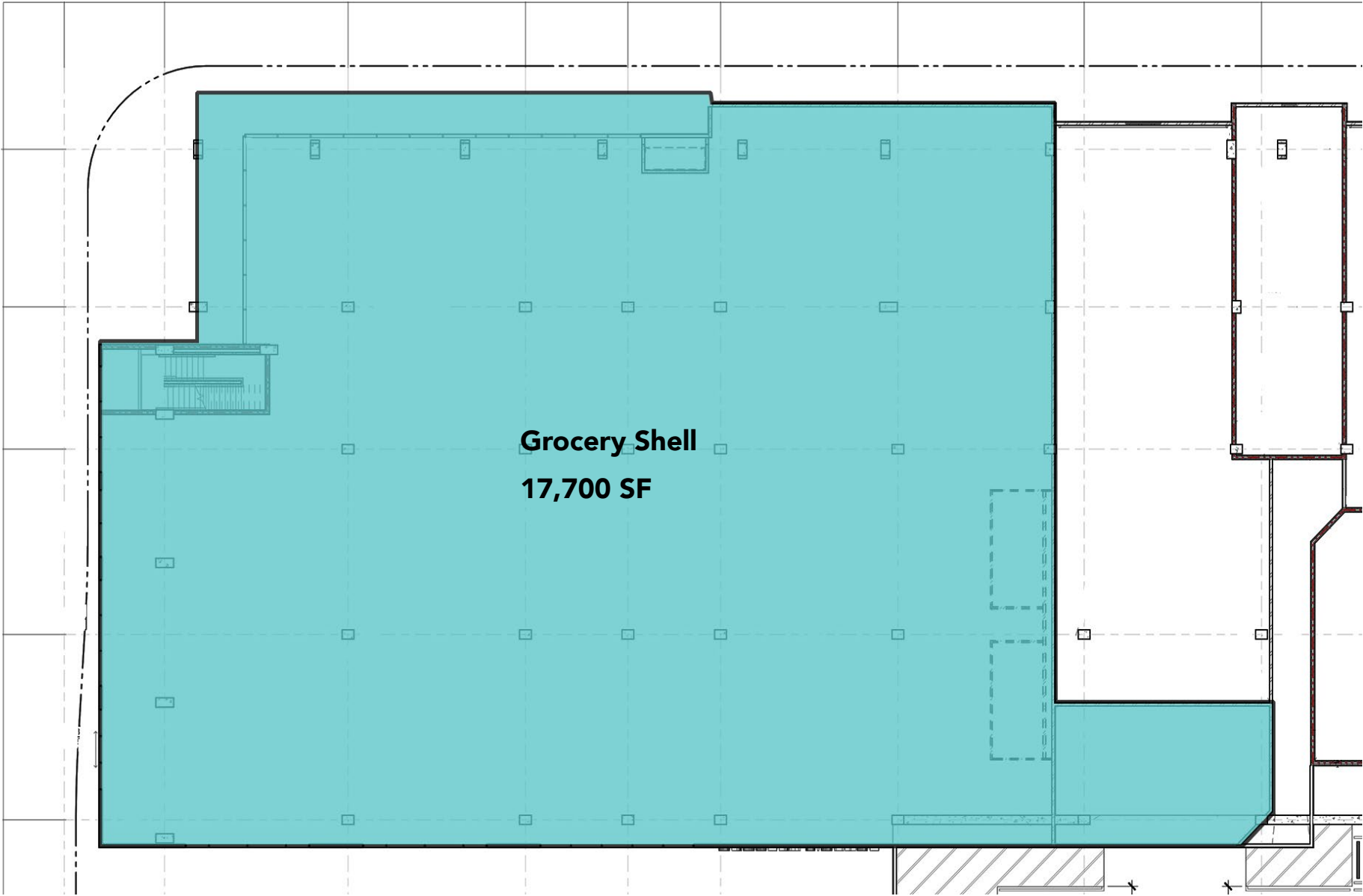
Grocery Floor Plan



North Elevation



West Elevation



SDSU MISSION VALLEY

Grocery Void Opportunity



SDSU MISSION VALLEY

Mission Valley Community Plan

The plan will add high density housing to accommodate 50,000 more residents. There will also be 7 million more square feet of commercial development.

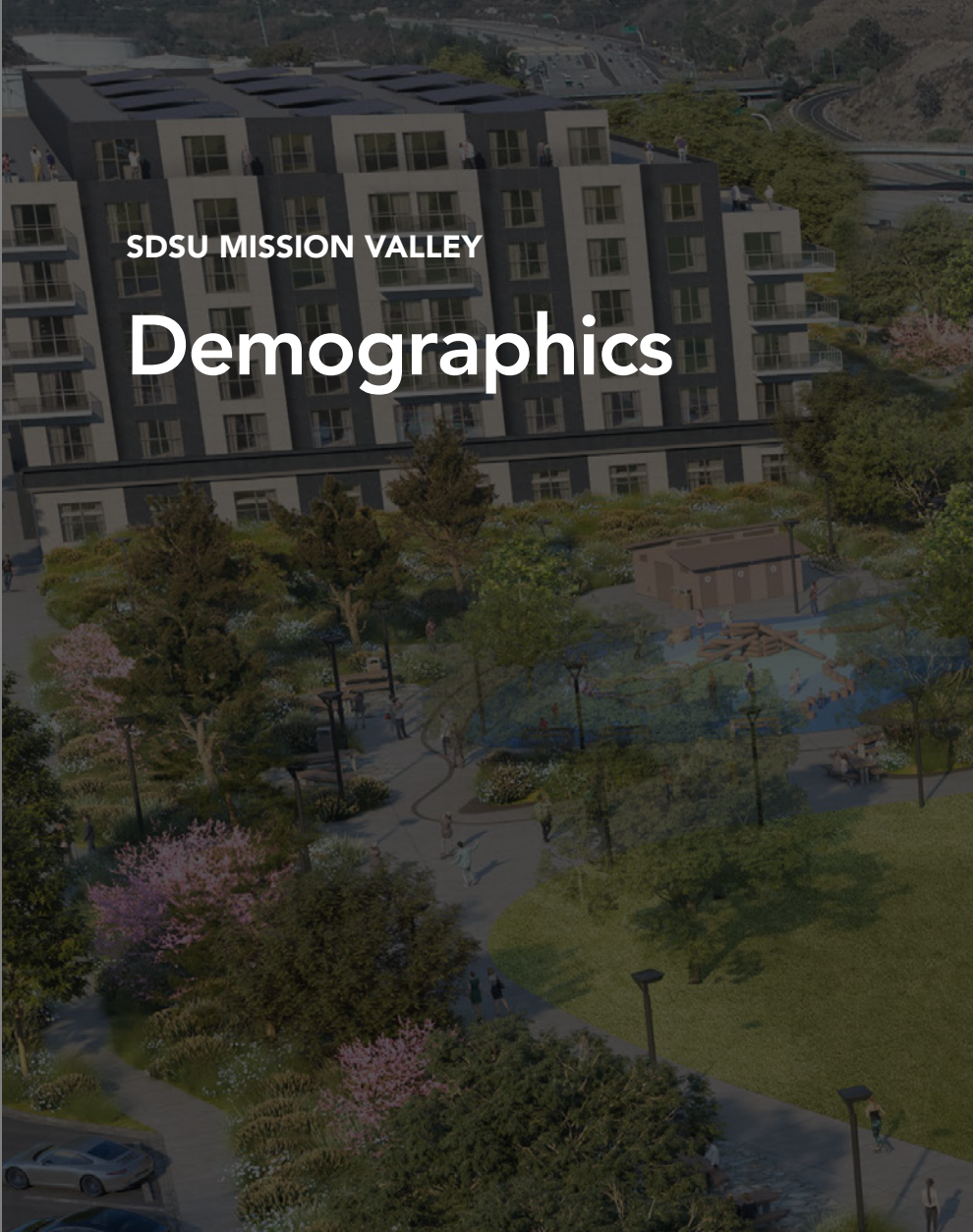
Mission Valley has been known for its abundant office clusters (approximately 50,000 incoming commuters), hotels (over 3,300 rooms) and the two malls, Westfield & Fashion Valley. The updated community plan will likely propel residential density to grow faster here than anywhere else in San Diego County. Mission Valley will soon become a truly Live-Work-Play neighborhood where you can do it all.

The 2019 update replaces outdated zoning ordinances with land use designations that will allow for the development of some 28,000 additional homes in the area, according to the city. The update also includes plans to add bicycle and pedestrian infrastructure to make Mission Valley more connected and easier to traverse without a car.

“The Mission Valley Community Plan Update is a no-brainer that will increase desperately needed housing stock, improve amenities for residents and will help the city meet its climate action goals,” - City Councilman Scott Sherman

Mission Valley is envisioned as an urban village nestled along the San Diego River with something to offer everyone: innovative workplaces, housing that meets varied lifestyle needs, ample parklands, unique shopping and dining options, and enhanced pedestrian, bicycle, and transit access.





SDSU MISSION VALLEY

Demographics



POPULATION & HOUSEHOLDS

1 Mile2 Mile3 Mile

2024 Population

18,550228,218507,746

2024 Households

9,03997,060210,595

Avg. Household Income

\$115,613\$99,862\$105,481

EMPLOYEES & BUSINESSES

1 Mile3 Mile5 Mile

Employees

17,923162,862332,014

Businesses

1,66619,931210,236

HOUSING

1 Mile3 Mile5 Mile

Average Home Value

\$861,652\$949,317\$970,874

HOUSEHOLD SPENDING

3 Mile Total

Food & Alcohol

\$864,559,421

Entertainment, Hobbies & Pets

\$430,341,327

TRAFFIC COUNT

Cars Per Day

I-15 at San Diego Mission Rd.

265,184

San Diego Stadium at
Rancho Mission Rd. S.

47,694

Friars Road

40,141

SDSU MISSION VALLEY

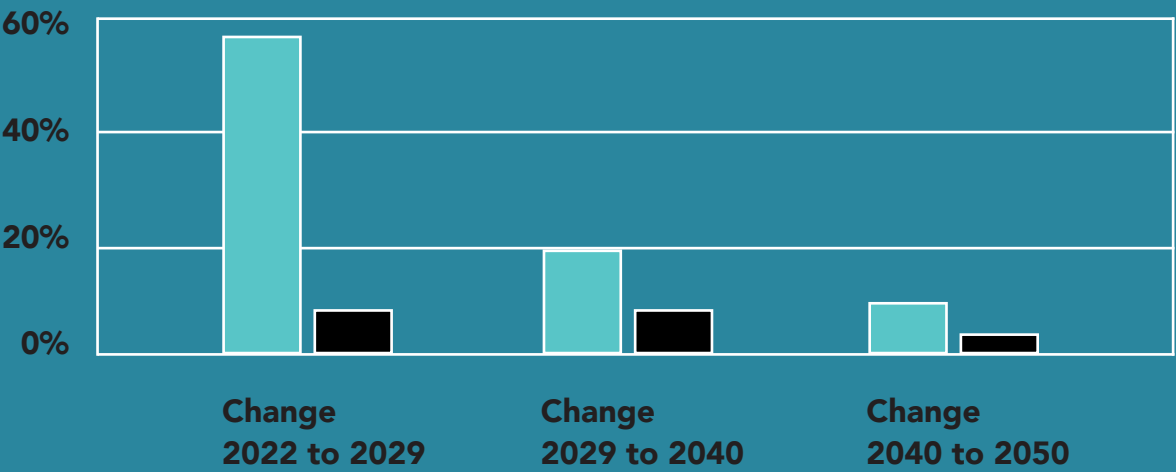
Explosive Residential Growth



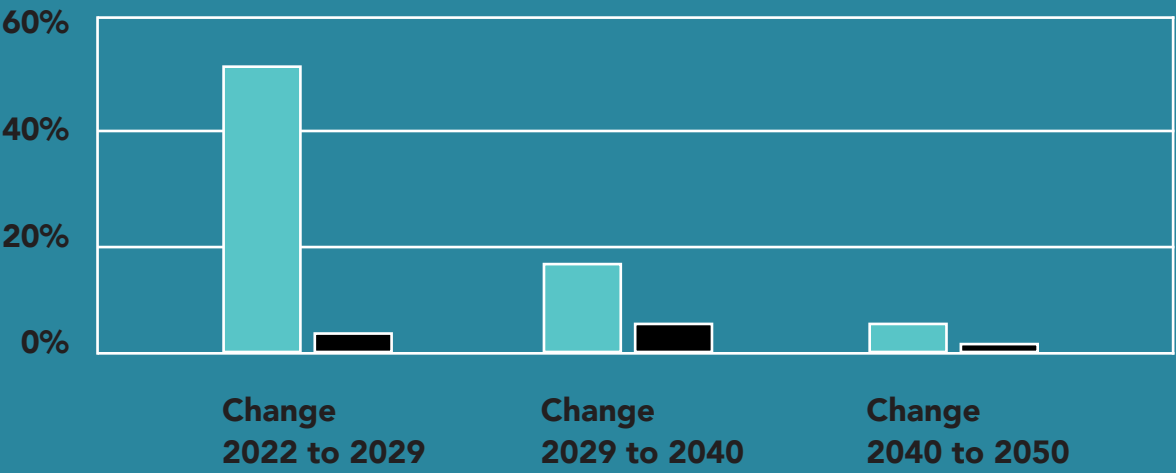
FORECAST FOR ZIP CODE 92108 / 2022 TO 2050

	2022	2029	2040	2050	Numeric	Percent
Total Population	25,340	38,164	43,951	45,446	20,106	79.3%
Housing Units	14,147	22,204	26,210	27,682	13,535	95.7%

TOTAL HOUSING STRUCTURES



TOTAL POPULATION



ZIP CODE 92108

SAN DIEGO COUNTY

SDSU MISSION VALLEY

Mission Valley Retail Highlights



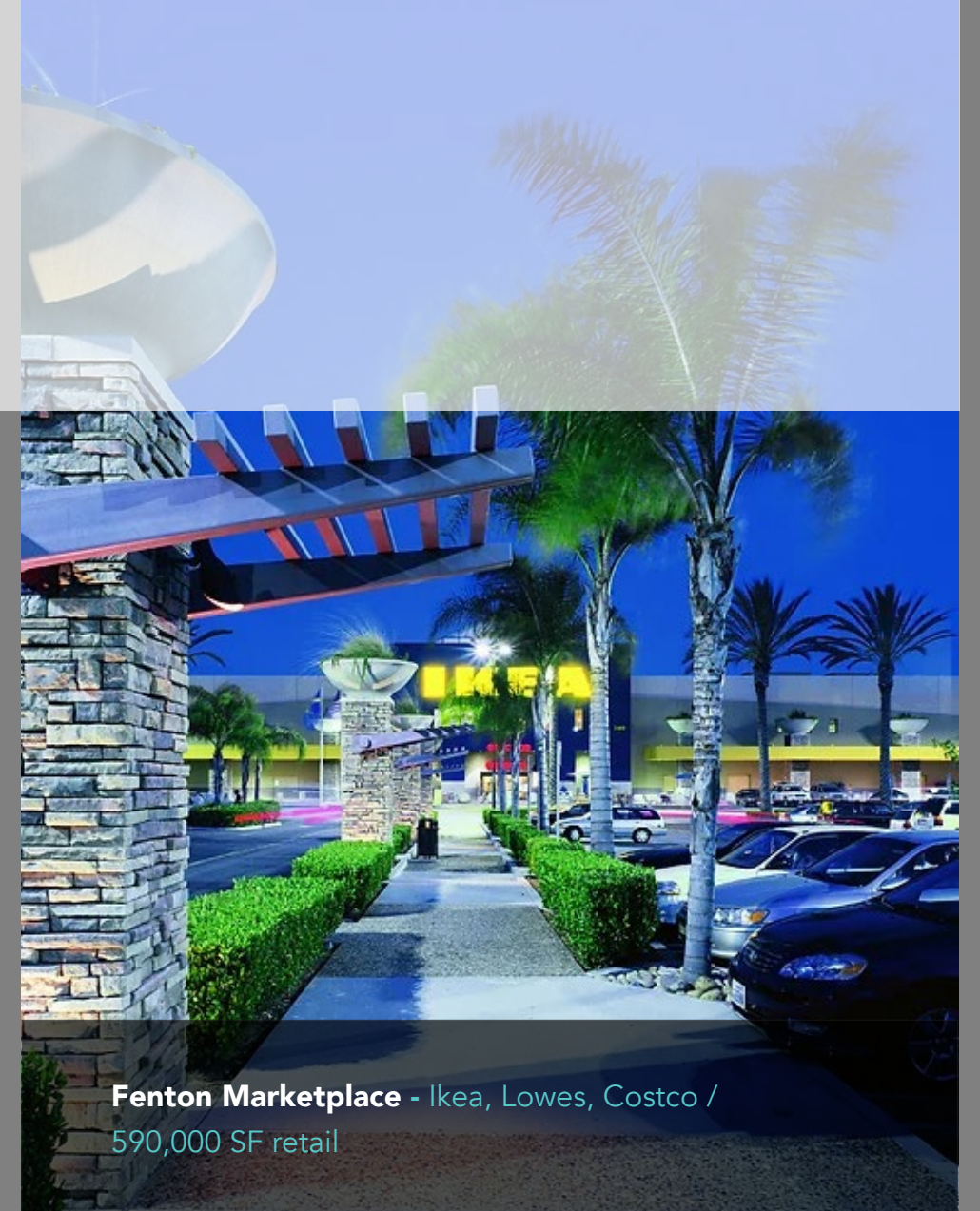
Fashion Valley - Macy's, Bloomingdales, Neiman Marcus, Nordstrom / 1,720,500 SF retail / 200 stores



Westfield Mission Valley - Target (#2 in Nation*), Marshalls, DSW, Nordstrom Rack (#2 in Nation*), Old Navy / 1,500,000 SF retail *according to Placer AI 2022



Rio Vista Shopping Center - Living Spaces, Homegoods, Ross / 251,277 SF retail / 21 stores



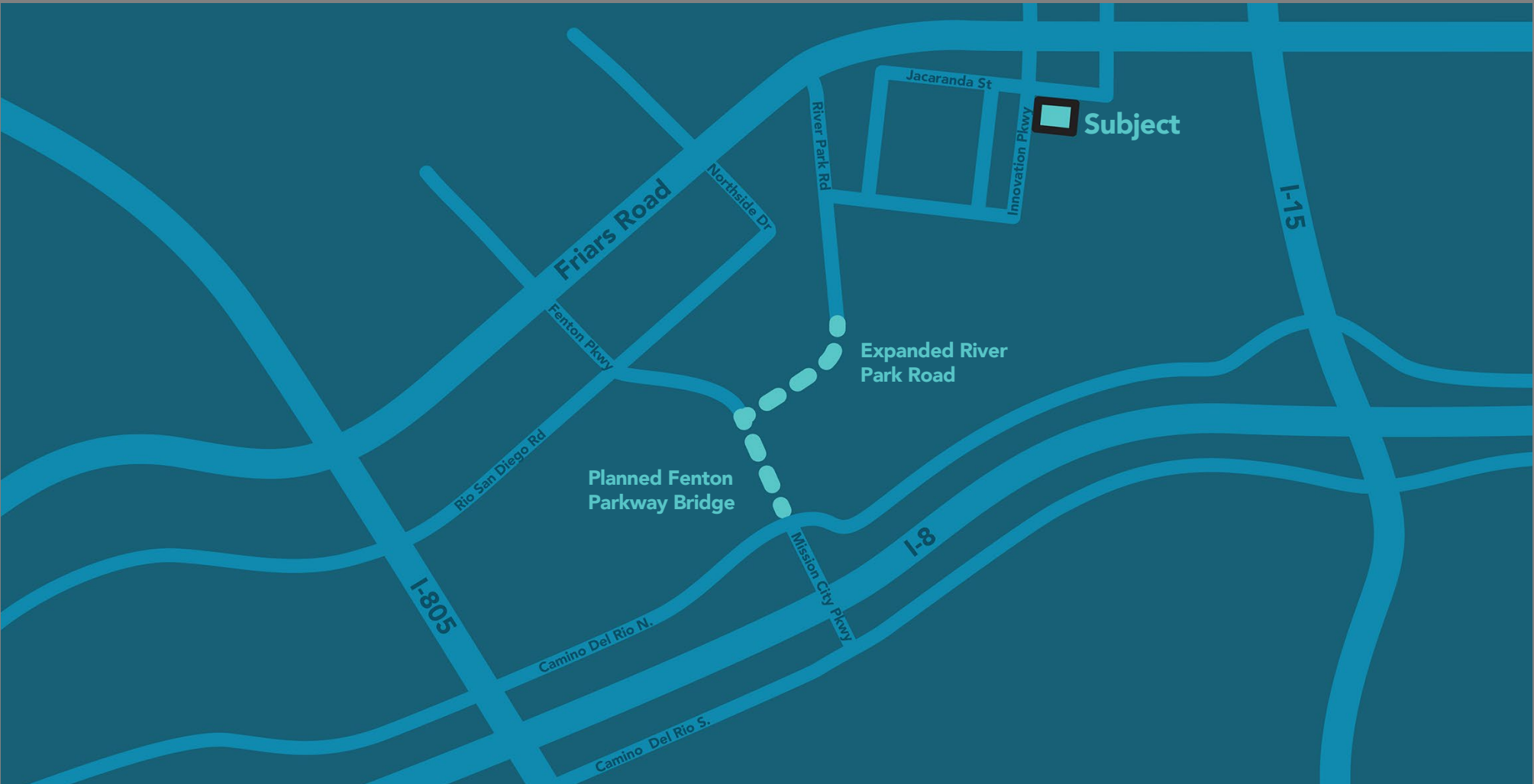
Fenton Marketplace - Ikea, Lowes, Costco / 590,000 SF retail

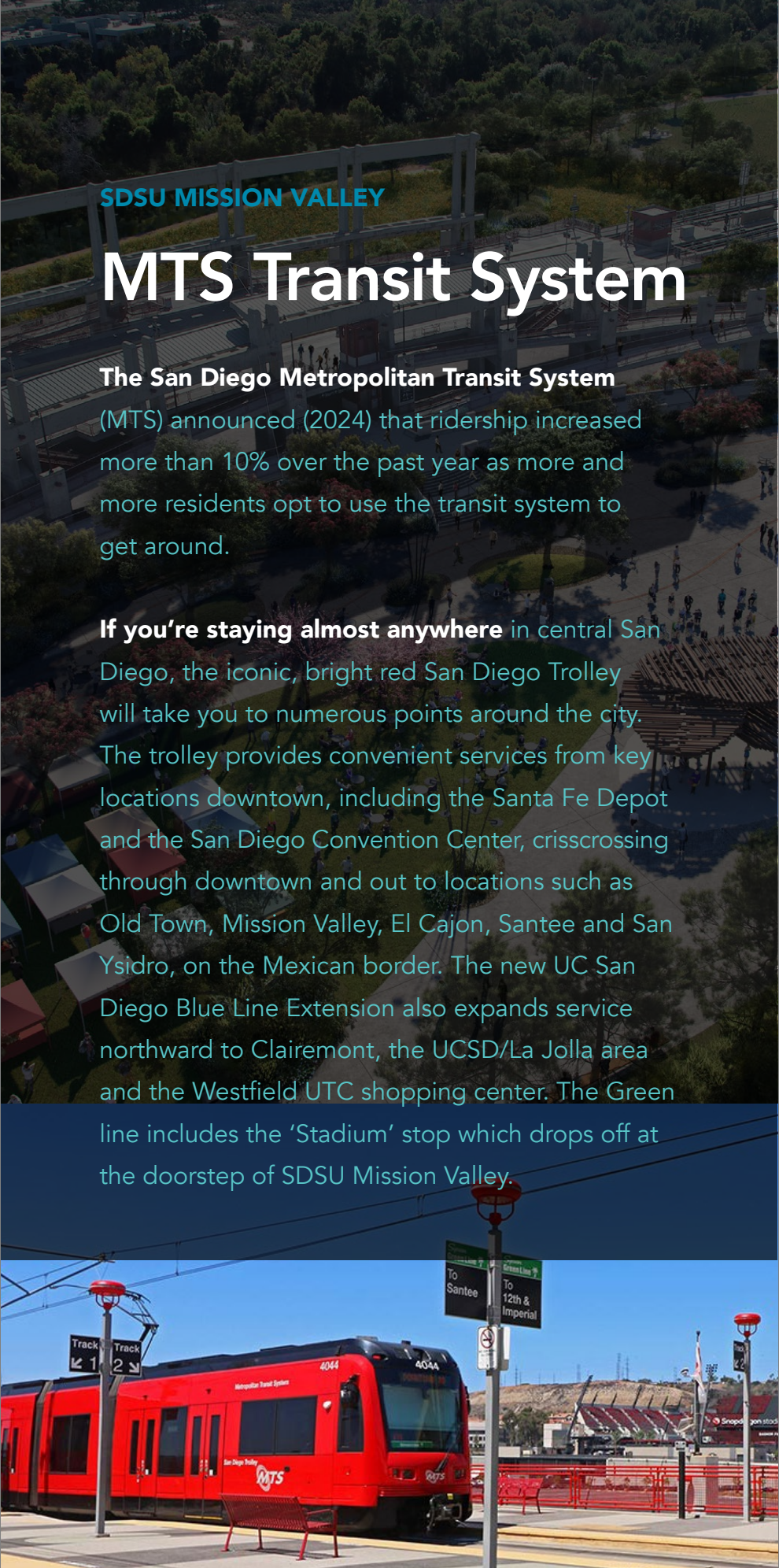


Park Valley Center - Best Buy, PetSmart, Mattress Firm / 198,000 SF retail

SDSU MISSION VALLEY

North-South Access Via Planned Fenton Parkway Bridge and Expanded River Park Road





SDSU MISSION VALLEY

MTS Transit System

The San Diego Metropolitan Transit System

(MTS) announced (2024) that ridership increased more than 10% over the past year as more and more residents opt to use the transit system to get around.

If you're staying almost anywhere in central San Diego, the iconic, bright red San Diego Trolley will take you to numerous points around the city. The trolley provides convenient services from key locations downtown, including the Santa Fe Depot and the San Diego Convention Center, crisscrossing through downtown and out to locations such as Old Town, Mission Valley, El Cajon, Santee and San Ysidro, on the Mexican border. The new UC San Diego Blue Line Extension also expands service northward to Clairemont, the UCSD/La Jolla area and the Westfield UTC shopping center. The Green line includes the 'Stadium' stop which drops off at the doorstep of SDSU Mission Valley.



UC San Diego
Health La Jolla
Executive Drive
UTC

Blue Line

Copper Line

Green Line

Silver Line

Orange Line

Subject

Downtown

UC San Diego
Central Campus
VA Medical Center
Nobel Drive
Balboa Avenue
Clairemont Drive
Tecolote Road
Old Town
Washington
Street
Middletown
County Center/
Little Italy
Santa Fe Depot

Morena/Linda Vista
Fashion Valley
Hazard Center
Mission Valley Center
Rio Vista
Fenton Parkway
Stadium
Mission San Diego
Grantville
SDSU
UC San Diego
Health East
70th Street

America Plaza
Courthouse
Civic Center
Fifth Avenue
City College
Park & Market
25th & Commercial
32nd & Commercial
47th Street
Euclid Avenue
Encanto/62nd Street

Santee
Gillespie Field
Arnele Avenue
El Cajon
Amaya Drive
Grossmont
La Mesa Blvd.
Spring Street
Lemon Grove
Depot
Massachusetts
Avenue

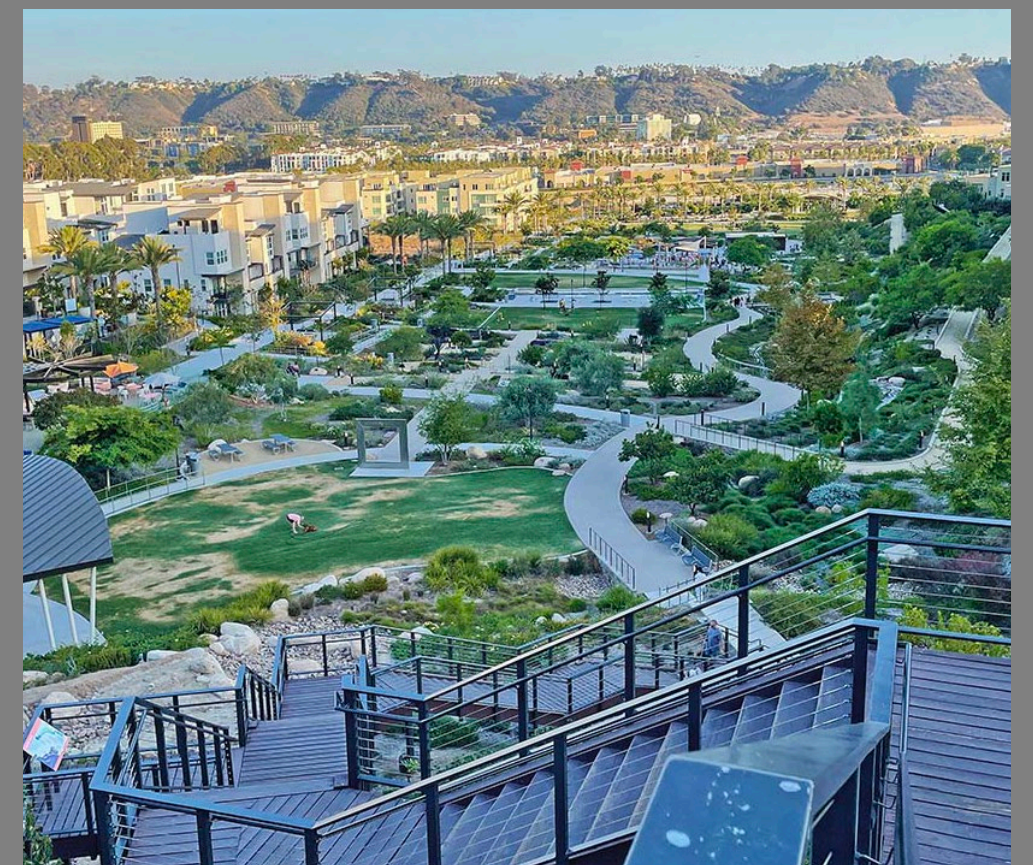
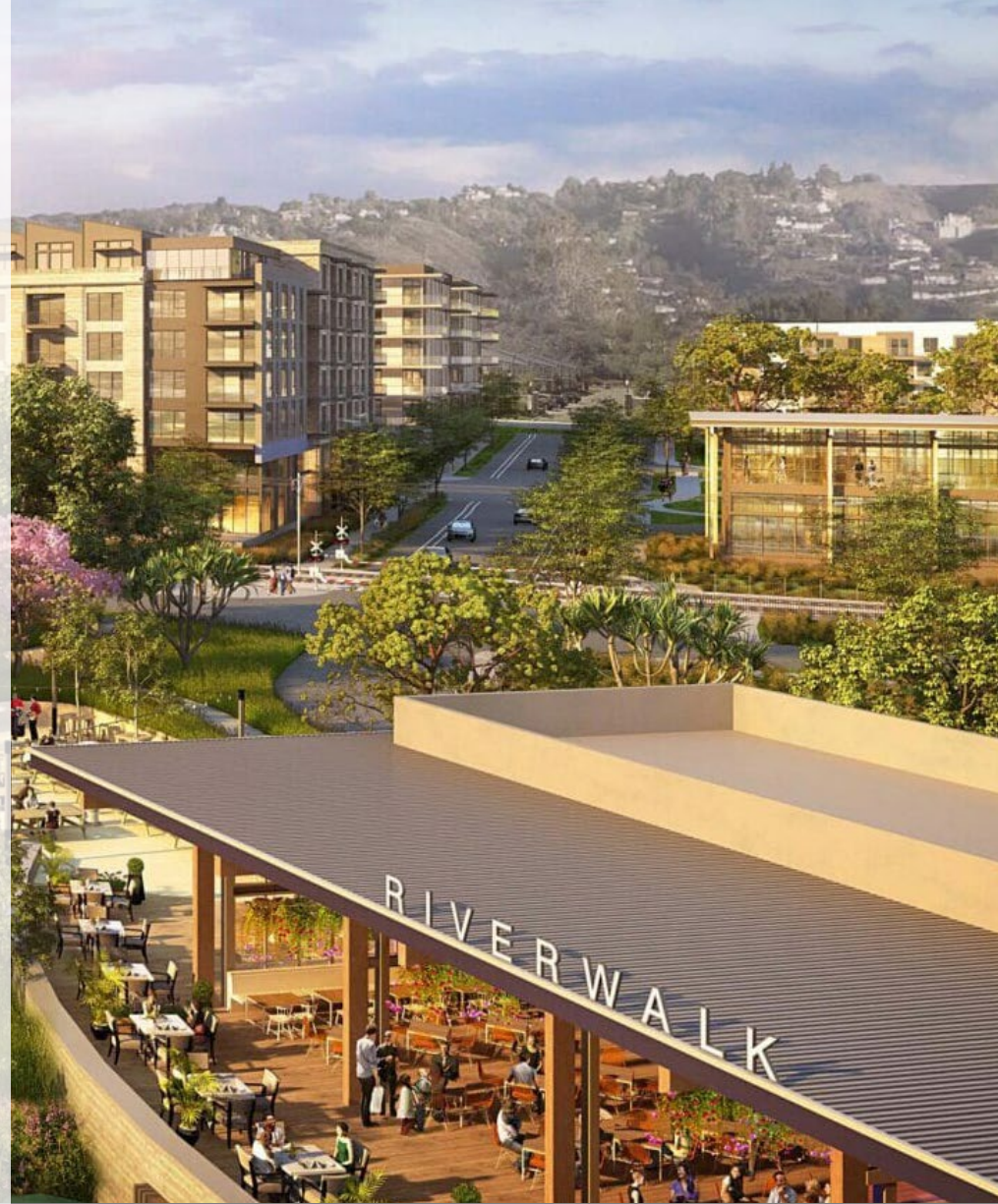
Seaport Village
Convention Center
Gaslamp Quarter
12th & Imperial
Barrio Logan
Harborside
Pacific Fleet
8th Street
24th Street
E Street
H Street
Palomar Street
Palm Street
Iris Avenue
Beyer Blvd.

SDSU MISSION VALLEY

Traffic, Access, Regional highlights

Mission Valley is strategically situated

in the heart of San Diego, boasting a retail and attractions hub that outshines any other area in the county. Major mixed-use developments are underway, including Sudberry Properties massive Civita project and Hines' redevelopment of the Riverwalk Golf Course. The multifamily sector is bursting with new planned units, between Lowe Enterprises and Simon's planned residential projects at both Westfield and Fashion Valley respectively. The demand for multifamily housing in Mission Valley remains exceptionally high, thanks to its unique attractions, excellent transportation links, and close proximity to beaches, the airport, downtown San Diego, and key employment centers.



SDSU MISSION VALLEY

Mission Valley Growth / Development / Density Highlights



Fashion Valley / Simon (JC Penney redevelopment)

850 units, development projected to start in late '25 and finish by end of '26.

The Valley / Westfield Mall Redevelopment

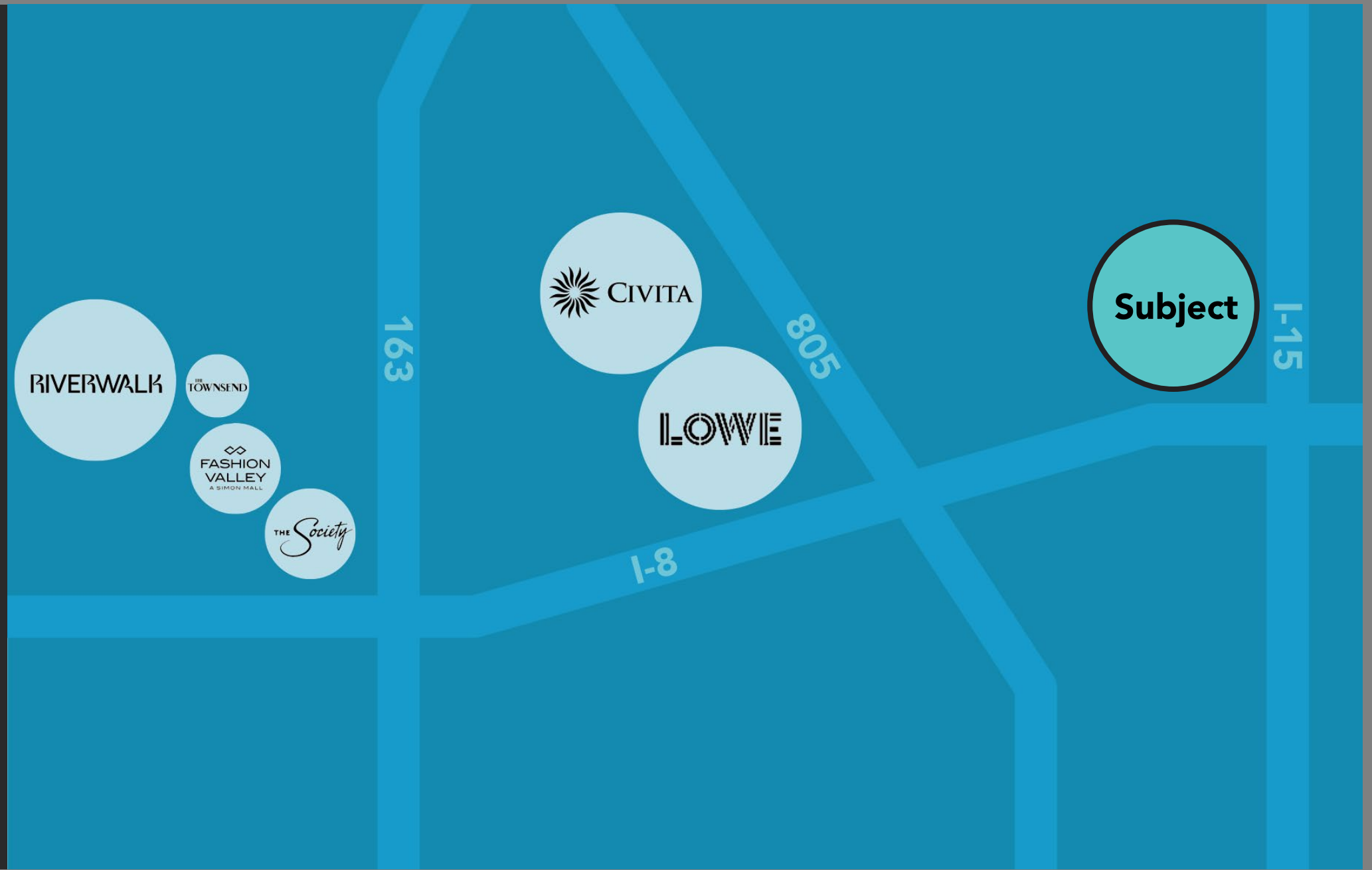
650 Units & revamped retail - Timing TBD.
Lowe acquired the center 2023.

The Society - 600 units, project began 2020 with the fourth and final tower completed 2023.

The Townsend - 277 units, project began in 2020 and completed 2023.

Civita - 4,800 units. Project began in 2010, first homes completed in 2021, retail and office scheduled to be completed in 2025 / 480,000 SF retail / 420,000 SF office.

Riverwalk - 4,300 units. Project began in 2022, TBD expected completion. 152,000 SF retail / 1,000,000 SF office.





Contact

Nate Benedetto

nate@nextwavecommercial.com
CA Lic. #01436440

Paul Ahern

paul@nextwavecommercial.com
CA Lic. #01874163

Dino De Salvio

dino@nextwavecommercial.com
CA Lic. #02035557

<http://nextwavecommercial.com/contact>

Next Wave Commercial 6830 La Jolla Blvd. # 201, La Jolla, CA 92037 CA Lic. #02010077

619.326.4400

