



**URBANCALIFORNIA**  
Investment | Real Estate | Advisory

KRISTY'S  
MVP  
SPORTS BAR

East  
Drive









# Micro Market Overview







**SITE**

**Liberty Station**

- Amenities Within Walking Distance:**
1. Vons, Sprouts, Ralphs, 24 Hr Fitness
  2. Trolley Stop
  3. Liberty Station, Sports Arena
  4. Beaches, Marina, Schools, etc.



# *The Opportunity:*

Landmark property former home to some of San Diego's most popular bars & restaurants. Located in the affluent neighborhood of Point Loma less than 10 minutes from Downtown, La Jolla, Mission Valley, Beaches and home to a mix of local & national businesses. Close freeway access to 5 & 8 Freeways and major amenities such as the Pechanga Arena, Liberty Station, SD International Airport and over 1,700+ hotel rooms within a 1 mile radius. Location offers high Day time/Night time traffic year-round from tourists and locals alike.



Your Name  
Here













# Property Details:

- Building Area: ~4,800 SF
- Land Area: ~19,525 SF
- Ceiling Heights: ~12-13'
- Signage: Extremely Rare Massive Monument Sign
- On-Site Parking: +/- 30 spaces - Potential to increase.
- Patio: ~1,200-1,400 SF+ (no additional charge)
- Ingress/Egress: Two curb cuts for ingress/egress
- Zoning Permits Drive thru



# *Development Potential:*

- Land Area: ~19,525 SF
- Base Zoning: CC-1-3 (1 DU/1,500 SF)
- Complete Communities: CHOZ – 2.5 FAR
- Potential Project Size: ~48,812 SF
- Potential Unit Count: 50-70 units





Encinitas

Del Mar

Carmel Valley

Scripps Ranch

Sorrento Mesa

UTC

La Jolla

Kearny Mesa

Clairemont

Mission Valley

SDSU

North Park

Point Loma

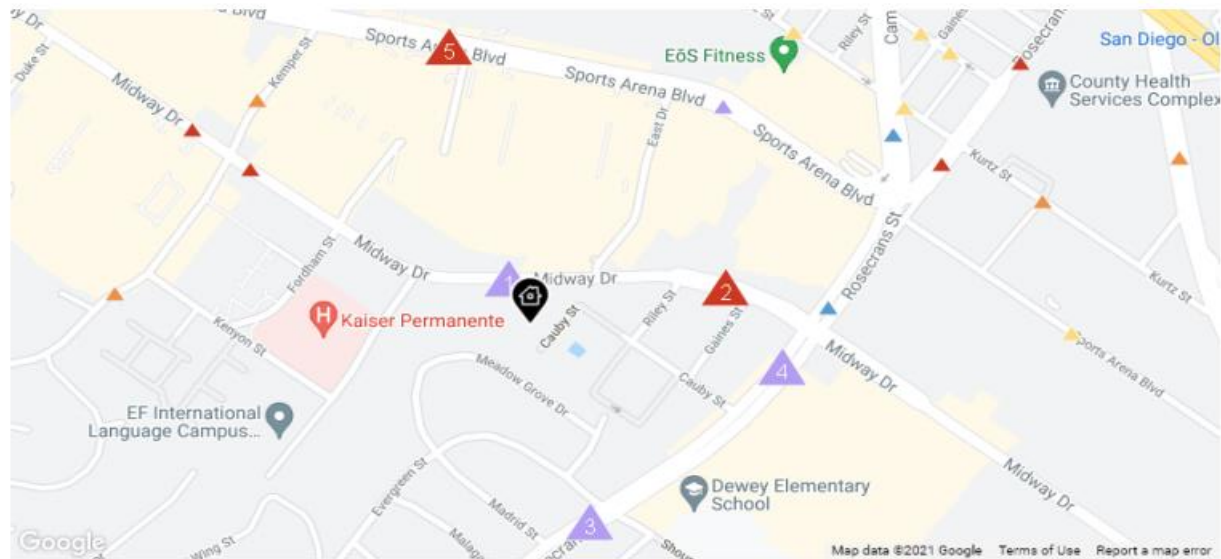
Bankers Hill

Downtown

Coronado



# Traffic Counts



Daily Traffic Counts: Up 6,000 / day, 6,001 – 15,000, 15,001 – 30,000, 30,001 – 50,000, 50,001 – 100,000, Over 100,000 / day

1	2	3	4	5										
<b>31,703</b>	<b>29,333</b>	<b>42,421</b>	<b>46,388</b>	<b>19,499</b>										
2018 Est. daily traffic counts	2018 Est. daily traffic counts	2018 Est. daily traffic counts	2015 Est. daily traffic counts	2014 Est. daily traffic counts										
Street: Midway Dr Cross: East Dr Cross Dir: E Dist: 0.08 miles	Street: Midway Dr Cross: Gaines St Cross Dir: SE Dist: 0.03 miles	Street: Rosecrans St Cross: N Evergreen St Cross Dir: NE Dist: 0.02 miles	Street: Rosecrans St Cross: Midway Dr Cross Dir: NE Dist: 0.04 miles	Street: Sports Arena Blvd Cross: Kemper St Cross Dir: W Dist: 0.12 miles										
Historical counts			Historical counts			Historical counts			Historical counts			Historical counts		
Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type
2013	▲ 29,200	ADT	2016	▲ 27,156	ADT	2013	▲ 44,700	ADT						
2012	▲ 29,233	AWDT	2015	▲ 28,959	AWDT	2012	▲ 45,000	ADT						
2011	▲ 27,380	AWDT	2014	▲ 29,770	AWDT	2011	▲ 40,670	AWDT						
2010	▲ 22,300	ADT				2010	▲ 36,200	ADT						
2009	▲ 27,600	ADT				2009	▲ 42,800	ADT						

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (\*)

# San Diego, CA 92110: Economic Comparison

## Average Household Income

This chart shows the average household income in an area, compared with other geographies.  
Data Source: U.S. Census American Community Survey via Esri, 2020  
Update Frequency: Annually



## Median Household Income

This chart shows the median household income in an area, compared with other geographies.  
Data Source: U.S. Census American Community Survey via Esri, 2020  
Update Frequency: Annually



## Per Capita Income

This chart shows per capita income in an area, compared with other geographies.  
Data Source: U.S. Census American Community Survey via Esri, 2020  
Update Frequency: Annually



## Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.  
Data Source: U.S. Census American Community Survey via Esri, 2020  
Update Frequency: Annually







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