



Mission Valley Retail and Restaurant Space

Leasing Opportunities 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 District, 4,600 residential units, up to a 400 room hotel and conference center, 95,000 SF of retail, and more than 80 acres of community parks and open space.



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Grocery and Retail Opportunity



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

11,550 SF ground floor retail and restaurant space within the same block as the grocer.

621 residential units consisting of apartments and townhomes.

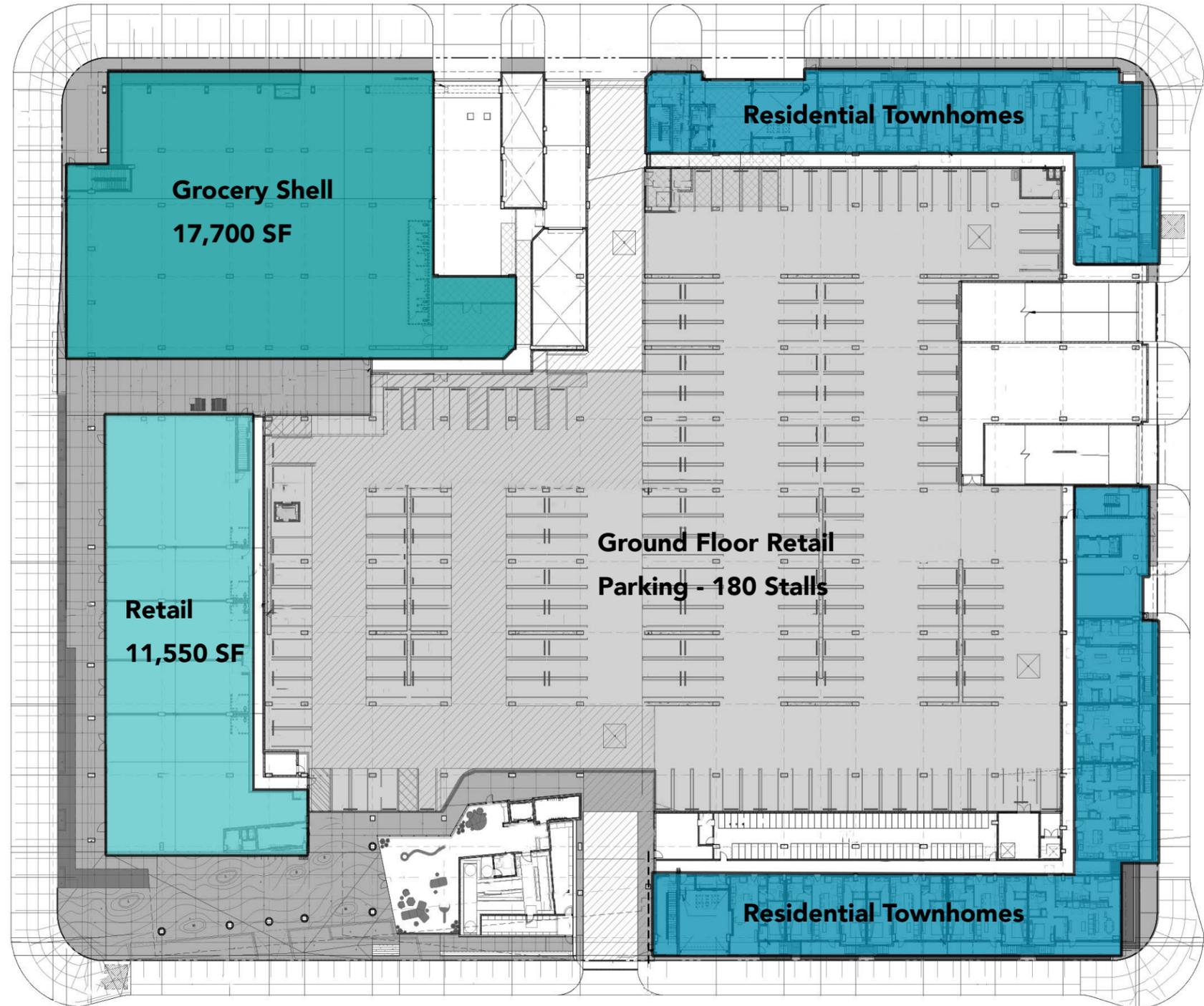
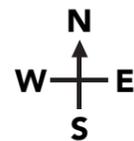
180 ground floor parking spaces dedicated for retail.

Dedicated loading dock and trash area.

Estimated grocery and retail shell delivery in April 2028.



Grocery and Retail Site Plan

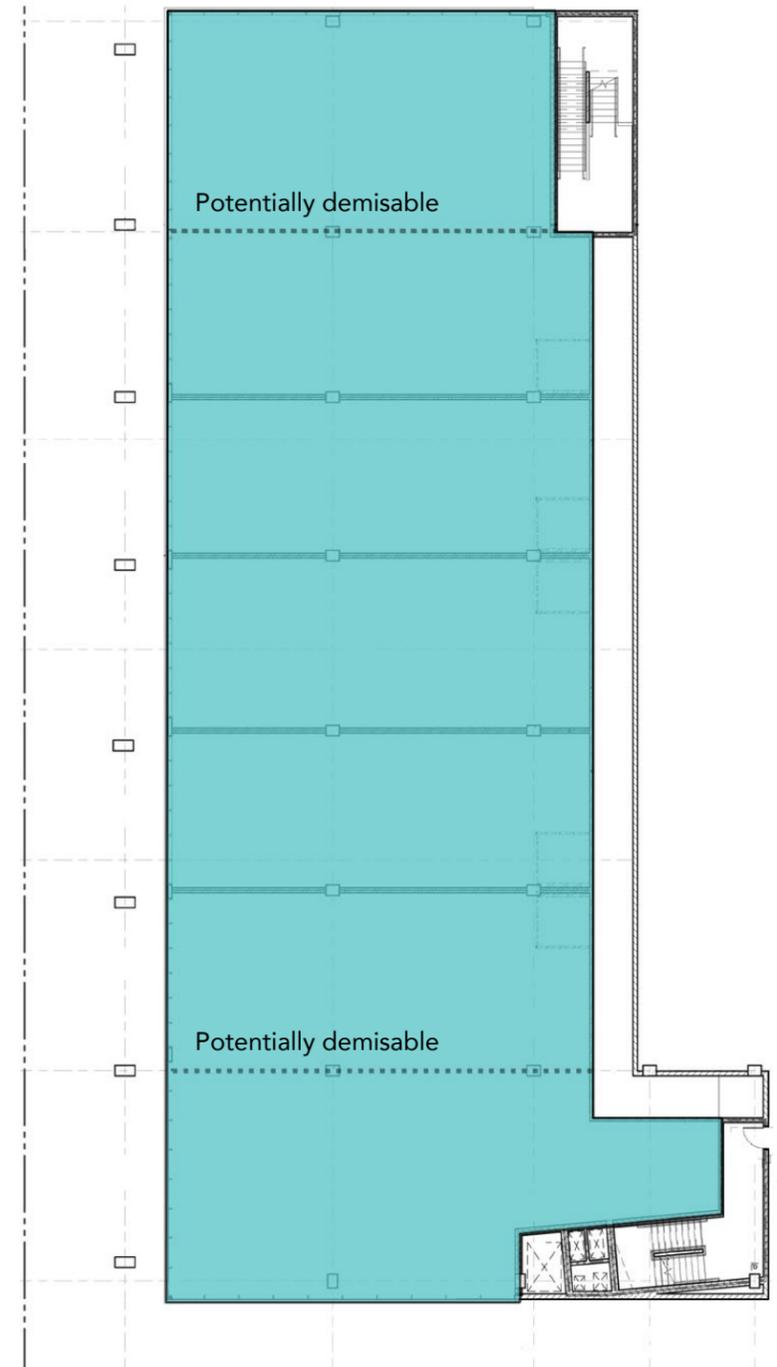


Retail Site Plan

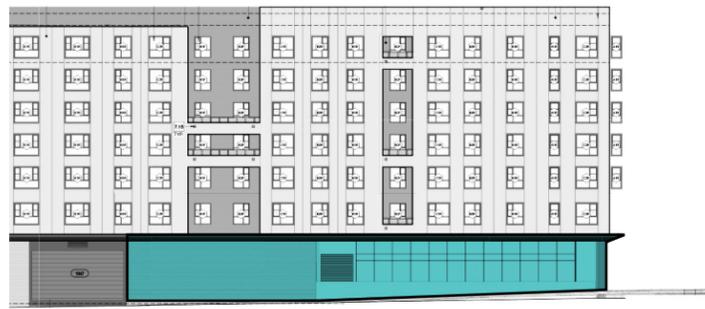
1,000 SF - 5,300 SF available with flexible demising options to increase/decrease suite sizes.



West Elevation



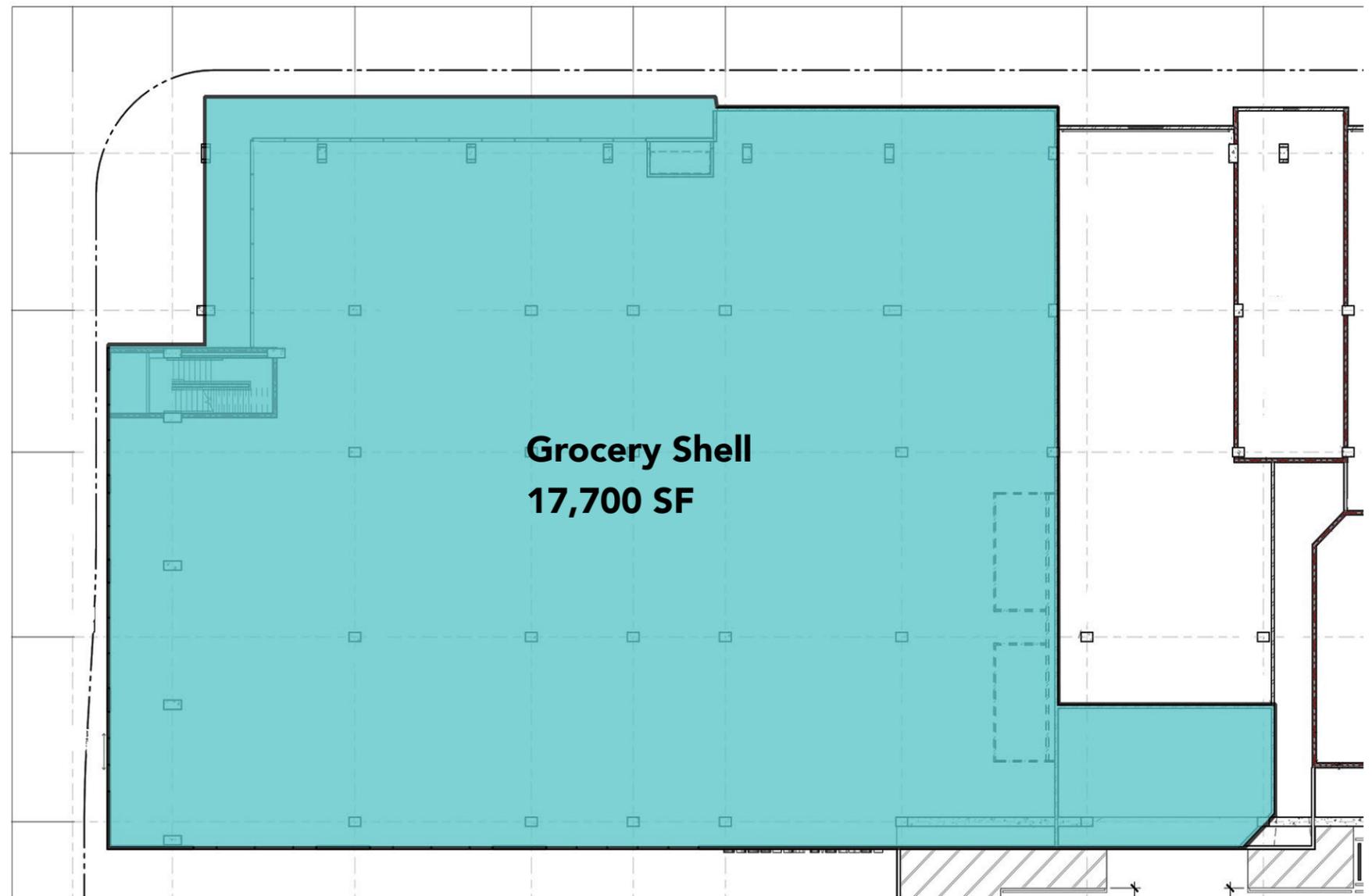
Grocery Site Plan



North Elevation



West Elevation



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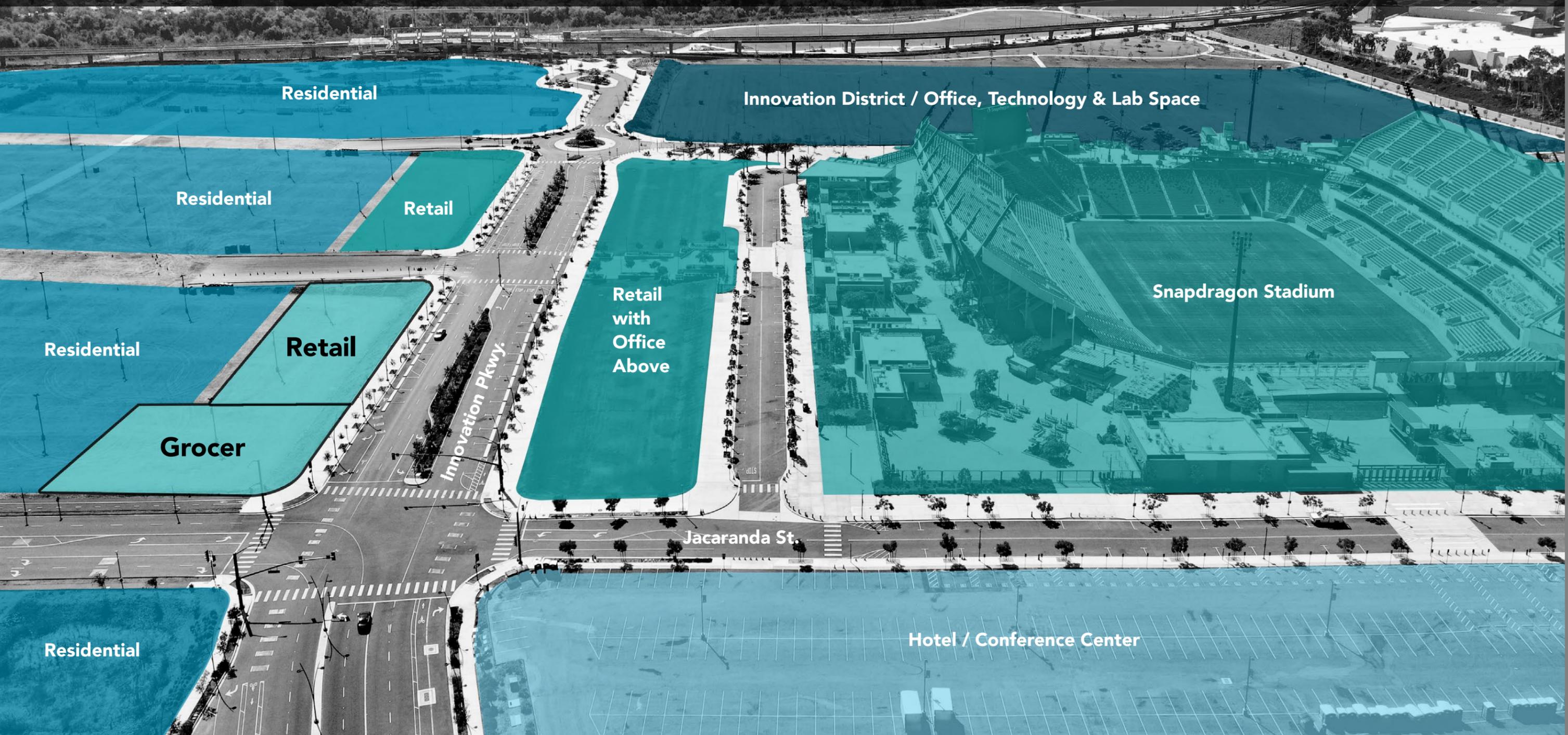
Learn/Live/Leisure

-  Snapdragon Stadium - 35,000 person capacity
-  Residential Units - 4,600
-  Retail - 95,000 SF
-  Innovation District / Office, Technology & Lab - 1,600,000 SF
-  Hotel / Conference Center - 400 Room Hotel & Parking Garage
-  Parks / Recreation / Open Space - 80 acres, including the 34 acre River Park



SDSU MISSION VALLEY

Learn/Live/Leisure



Residential

Innovation District / Office, Technology & Lab Space

Residential

Retail

Retail
with
Office
Above

Snapdragon Stadium

Residential

Retail

Grocer

Innovation Pkwy.

Jacaranda St.

Residential

Hotel / Conference Center

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Snapdragon Stadium

35,000 capacity multi-purpose stadium.

Home to:

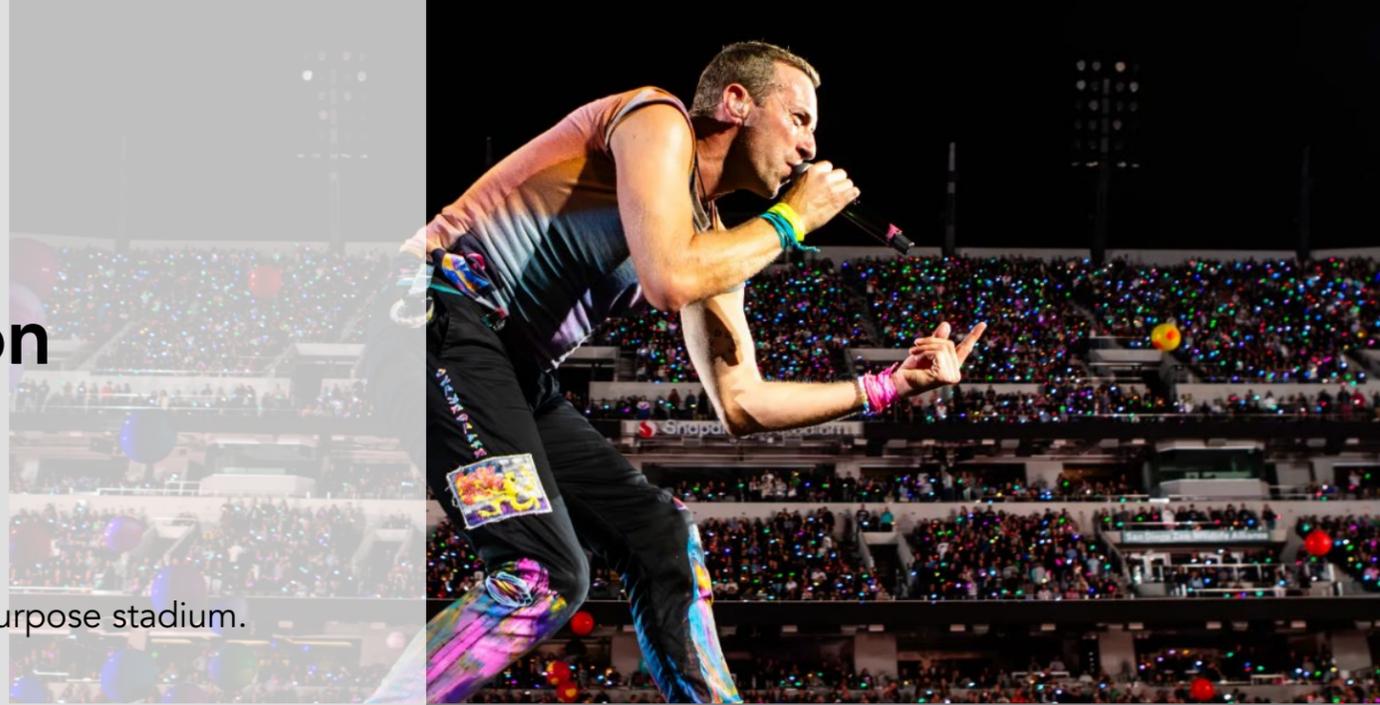
SDSU Aztec Football

San Diego FC of Major League Soccer.

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

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

Hosts 200+ events per year.



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The Development

Retail - 11,550 SF of restaurant and shop space available within the first phase of development.

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.

Residential - +/- 1,400 units over the next 5 years, eventually growing to 4,600 units.

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



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The Development

Innovation District / Office - 1,565,000 SF of research, office, technology, lab, and innovation space.

Parks - 80 acres of parks including the 34 acre River Park. More than 250 events hosted in the first full year of operations, and over 400,000 visitors in 2025.

Hotel / Conference Center - Up to 400 rooms with 40,000 SF of conference space.



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Mission Valley Community Plan

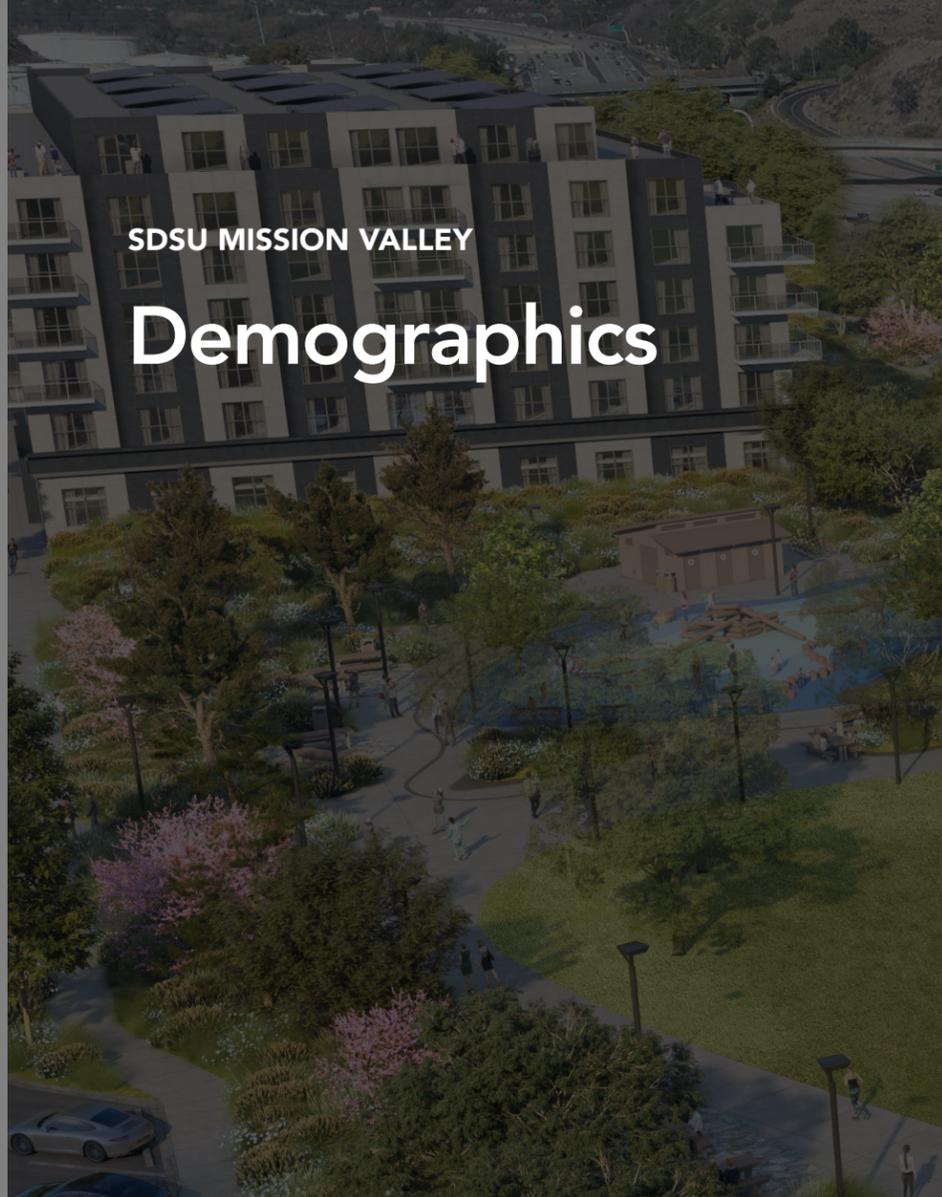
The Mission Valley Community plan will add medium density housing to accommodate 50,000 more residents. There will also be 7 million more square feet of commercial development.

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 is expected to propel residential density to grow faster here than anywhere else in San Diego County. Mission Valley will soon become a truly Live-Work-Play community 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 housing units 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.

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 Mile 2 Mile 3 Mile

2024 Population

18,550 228,218 507,746

2024 Households

9,039 97,060 210,595

Avg. Household Income

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

EMPLOYEES & BUSINESSES

1 Mile 3 Mile 5 Mile

Employees

17,923 162,862 332,014

Businesses

1,666 19,931 210,236

HOUSING

1 Mile 3 Mile 5 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

*Sources: CoStar/ESRI

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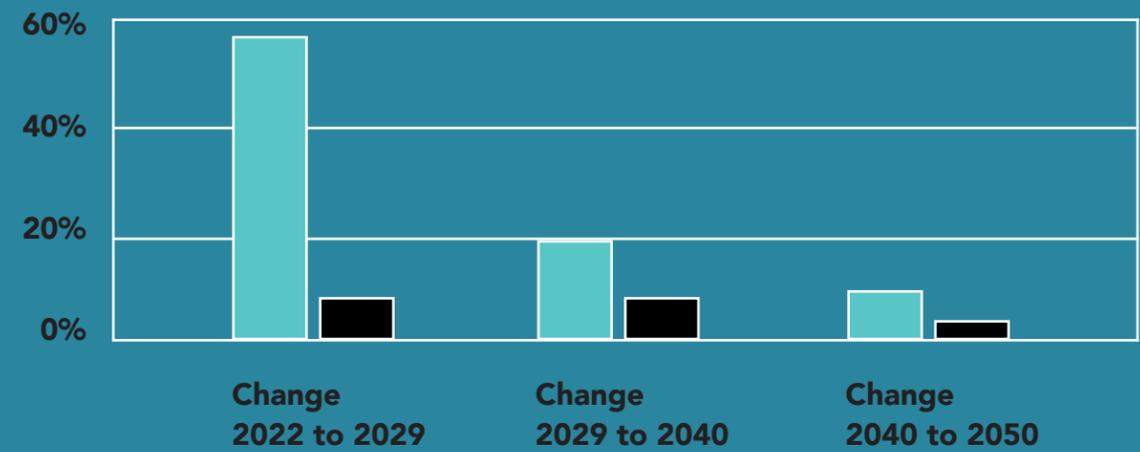
Explosive Residential Growth



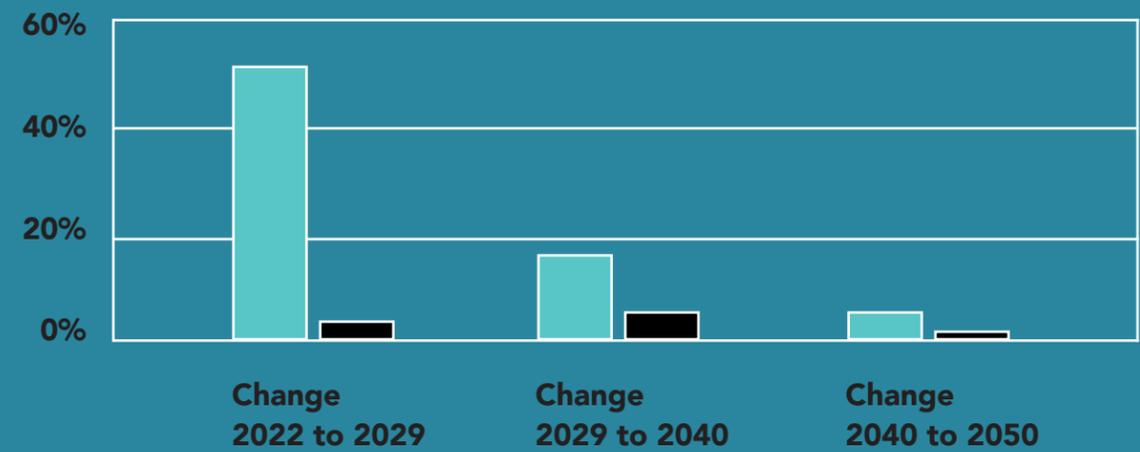
FORECAST FOR ZIP CODE 92108 / 2022 TO 2050

	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

*Sources: CoStar/ESRI

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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



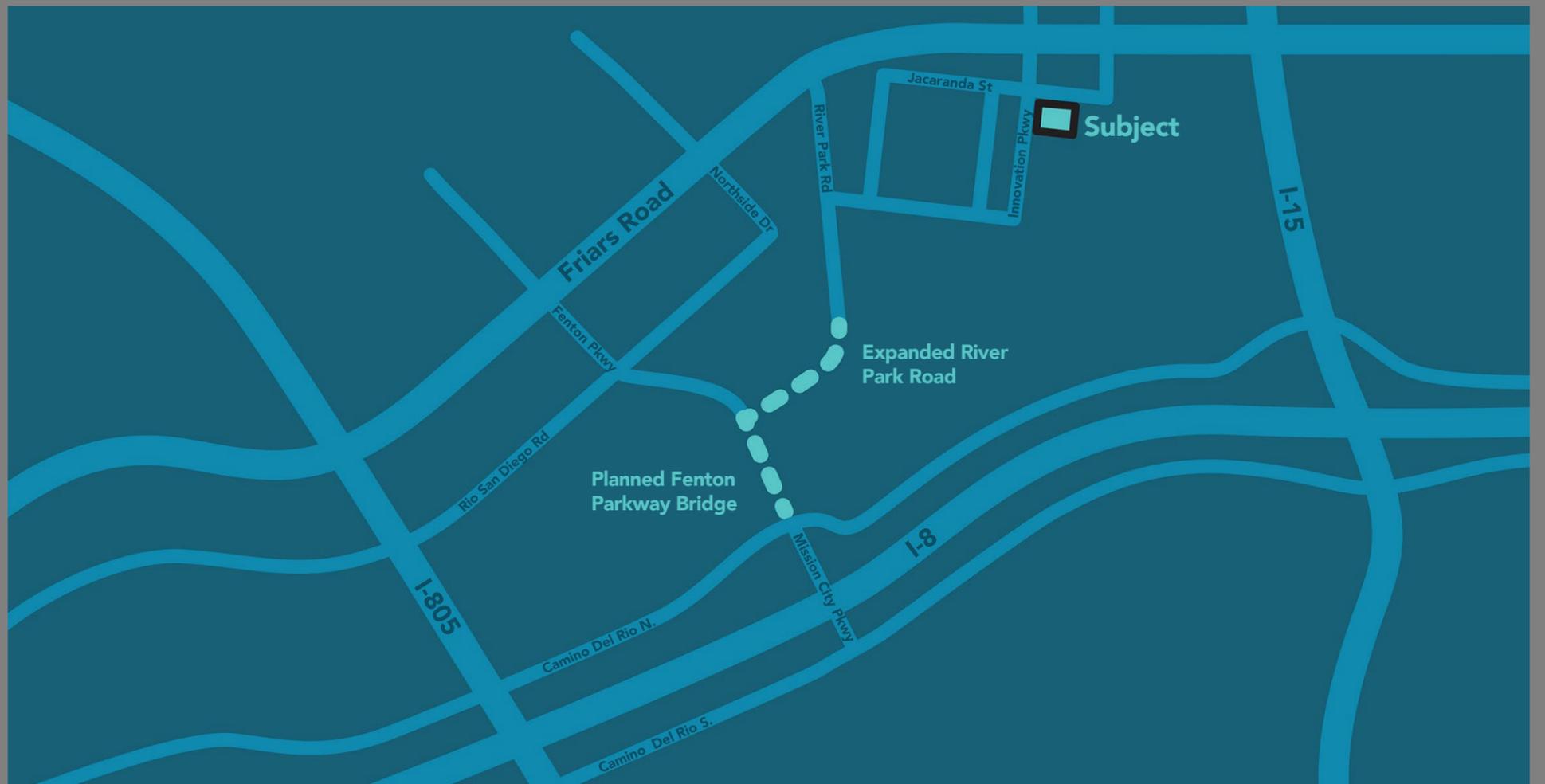
Park Valley Center - Best Buy, PetSmart, Mattress Firm / 198,000 SF retail

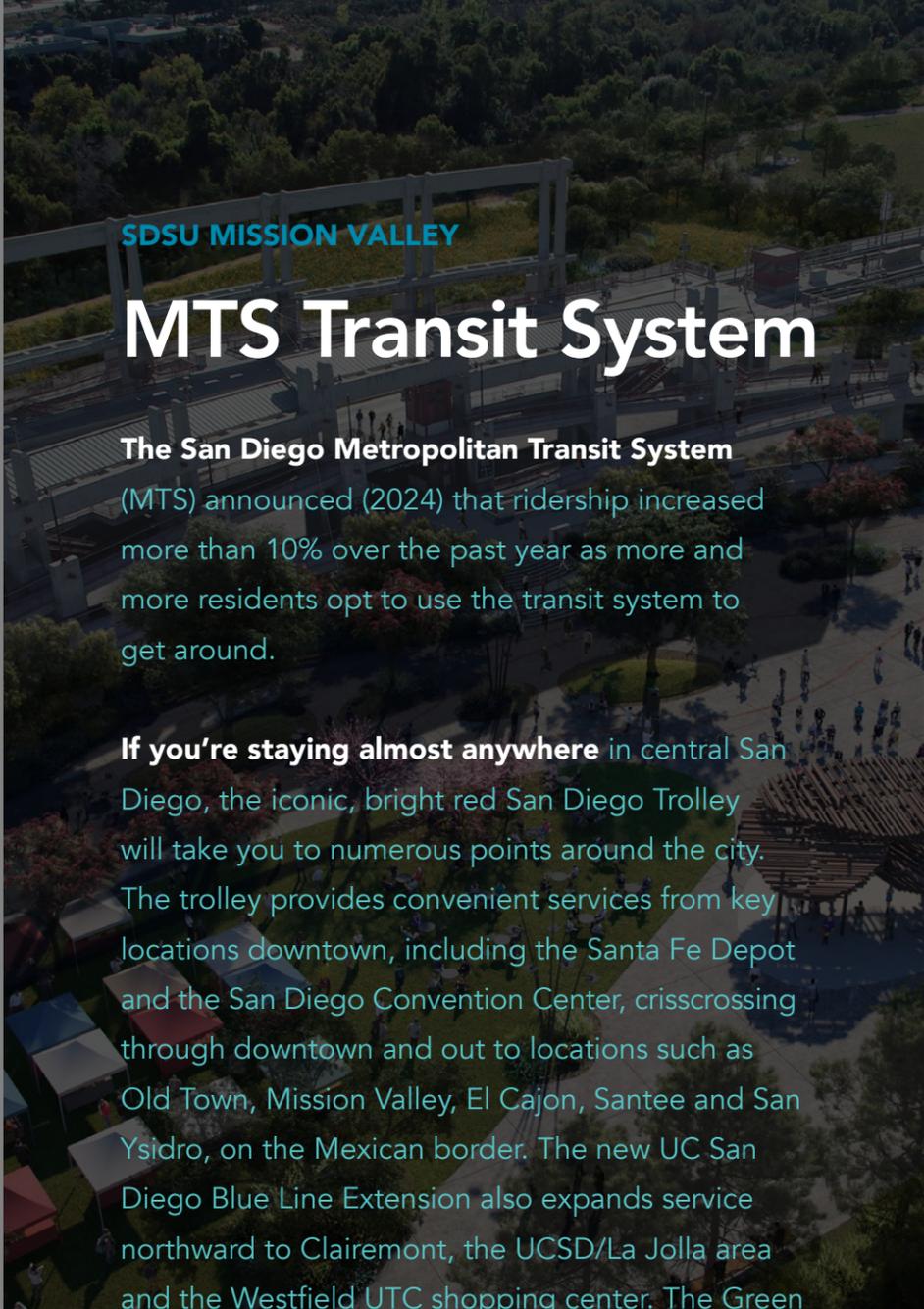
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North-South Access Via Planned Fenton Parkway Bridge



Construction is anticipated to be completed by
the end of 2027.





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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.

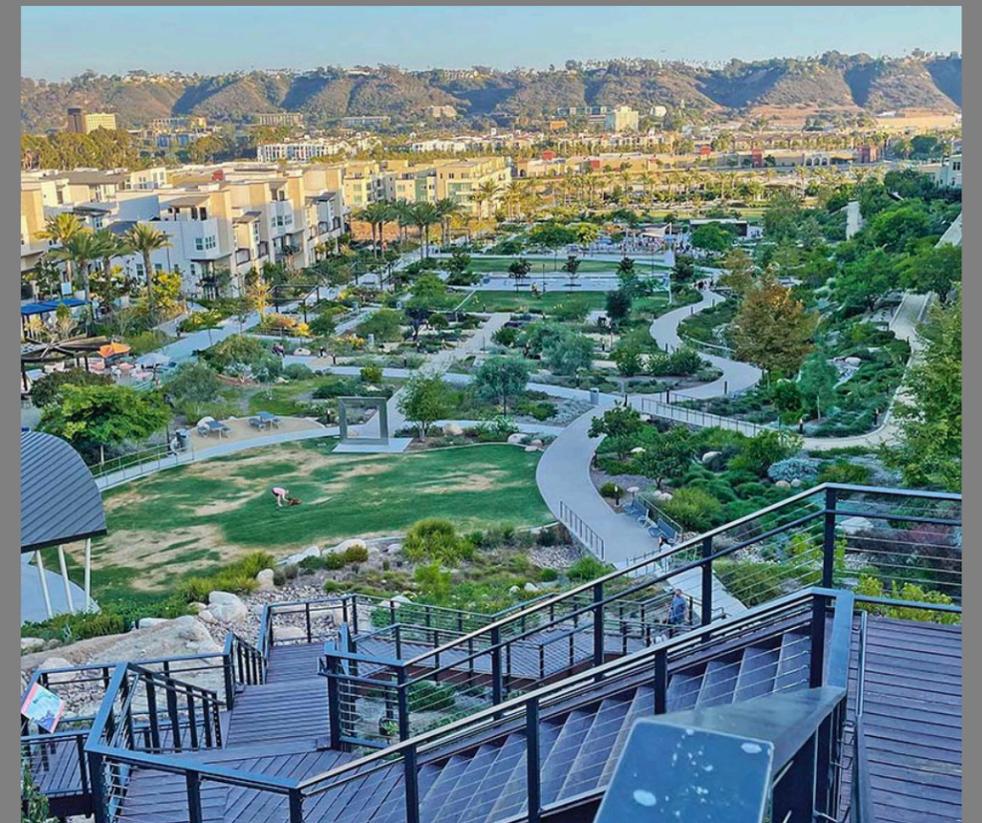
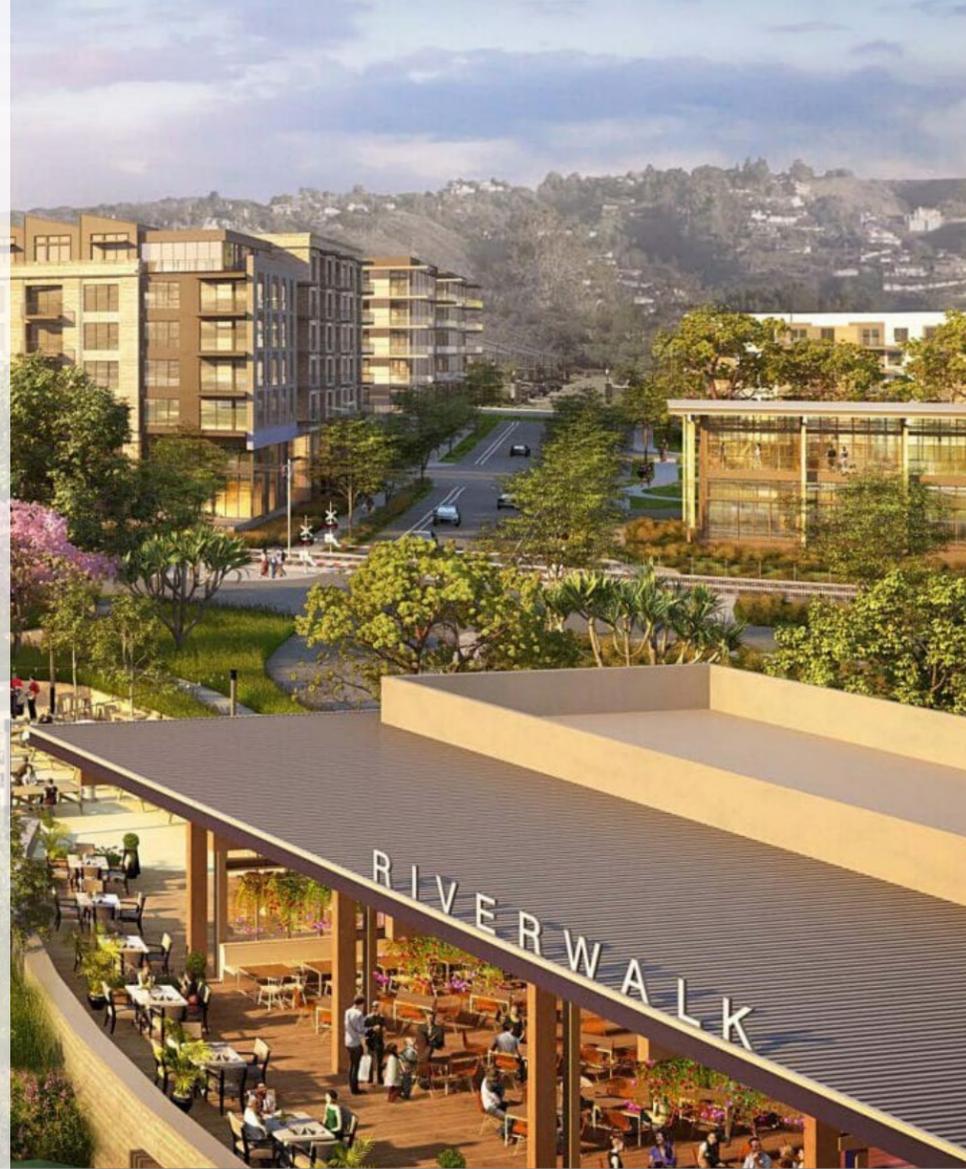


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Traffic, Access, Regional highlights

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. In addition to SDSU Mission Valley, several 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.

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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 Salvo

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

