

2nd Gen. Fitness/Retail
For Lease ±10,637 SF (Divisible)



Creating a new
Shift

in the live/ /work/
play lifestyle.

Corner of 15th Street & Island Ave.
East Village, SD

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Shift

Property Highlights

Urban Property Group is pleased to represent a retail project in the booming East Village neighborhood of downtown San Diego. The Shift street-level retail accompanies 368 residential units in the latest Residences by LMC, an innovator in multifamily residential living, focusing on neighborhood, culture and community.

Anchored by the block bounded by 15th, 16th, J Street, and Island, the retail is positioned to benefit from the desirable J Street corridor of trendy restaurants, charming cafes, and thriving businesses in the immediate trade area.

Shift is located in one of San Diego County's fastest growing neighborhoods, including leading innovators and entrepreneurs such as:

- × PETCO Park
- × Thomas Jefferson School of Law
- × San Diego Main Library
- × E3 High School
- × Urban Discovery Charter School
- × Diamondview Tower
- × Sempra Energy Tower



Area Tenants (Partial List)

BASIC
BAR / PIZZA

NOBU

Callie

COWBOY STAR
RESTAURANT & BUTCHER SHOP

BLENDS

BUB'S
THE BELLPEPER

WATER GRILL

THE BLUE BIRD

THE VILLAINS
BREWING

PUNCH BOWL SOCIAL
EAT · DRINK · SOCIAL

MISSION
CONSCIOUS CUISINE

CHOI'S
KOREAN

WILD DOVE
boutique

relic
bageri

UNION
KITCHEN & TAP

LO LAS
TACOS · COCKTAILS

BREAKFAST REPUBLIC
CALIFORNIA

fit

QUARTYARD

Low & Mickey's
FAMOUS STEAKS · SEAFOOD

STORYHOUSE
SPIRITS

BESHOCK
— RAMEN & SAKE BAR —

café de la CEECA

TOM'S
WATCH BAR

ASA

THE BELLPEPER

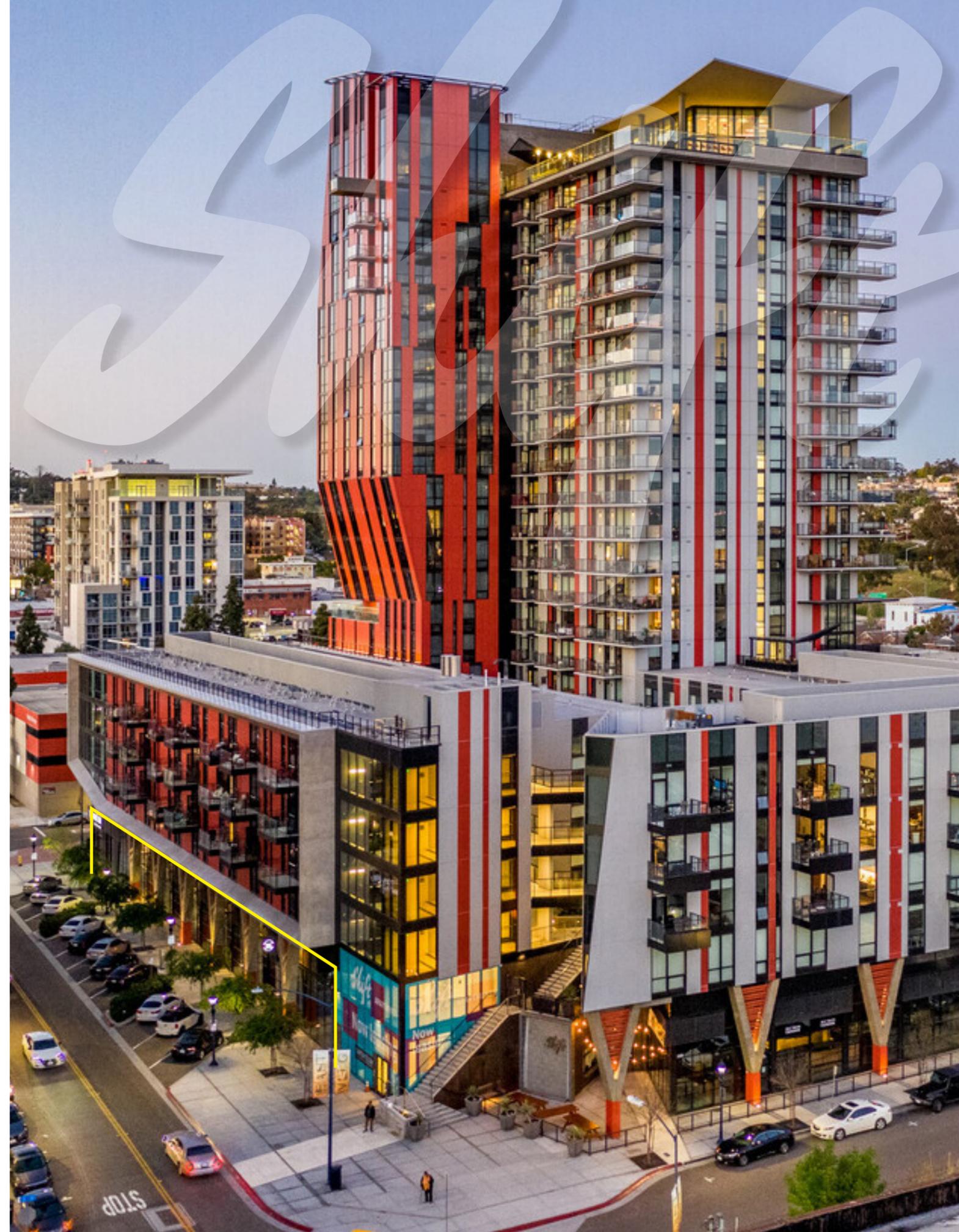
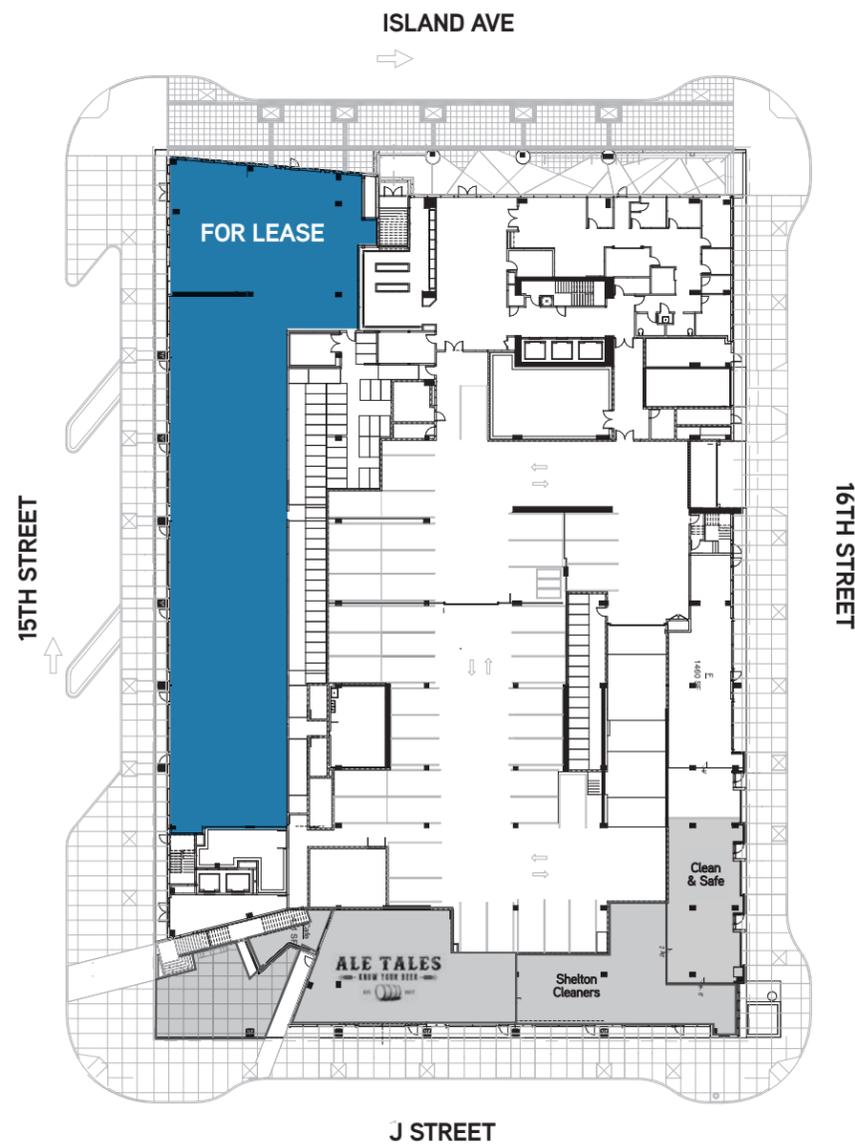
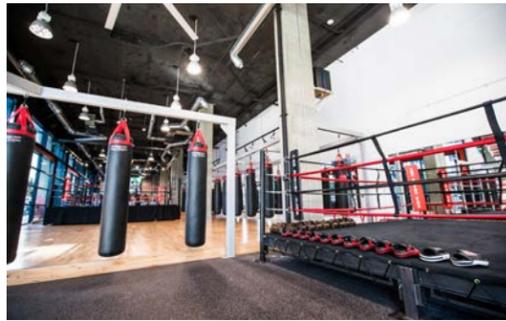
IZOLA



Shift

Property Details

- × Large retail floorplate to create synergy & flexible retail, fitness and lease spaces
- × Attractive storefronts & aesthetics
- × Expansive window lines
- × Located in East Village, Downtown's fastest growing neighborhood
- × Flexibility for office uses
- × Total Available SF: ±10,637 SF (Divisible)
- × Dedicated commercial parking spaces

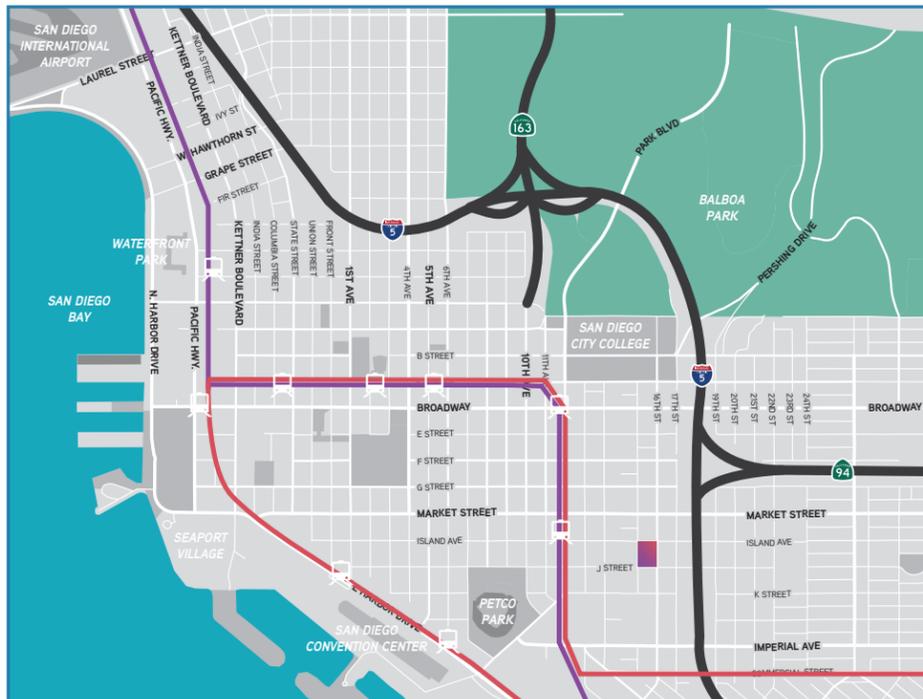
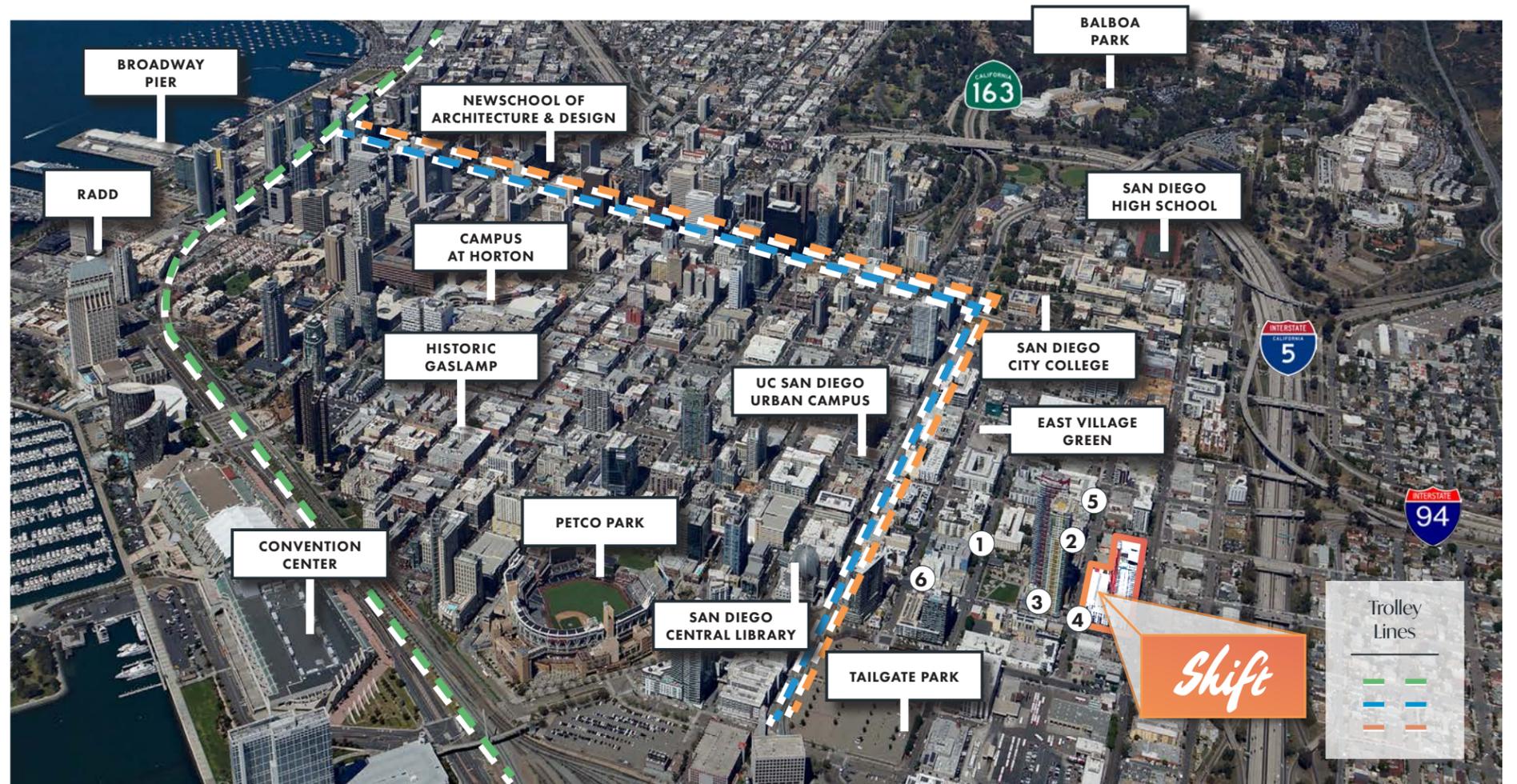


Know your Neighbors

- Grocery Store — 0.2 mi / 5 min walk
- Cafe — 270 ft / 1 min walk
- Gaslamp — 0.7mi / 15 min walk
- Coronado — 2.9 mi / 9 min drive
- Broadway Pier — 1.7 mi / 9 min drive
- East Village Green — 0.3 mi / 7 min walk
- Petco Park — 0.4 mi / 9 min walk

Meet the Players

- × The Hangouts - restaurants, brewers, & bars
- × The Innovators - ClickUp, Houzz, Measurable
- × The Future – UCSD, City College, charter schools



1. IZOLA

Making croissants and sourdough with love from real ingredients – butter from Normandy, organic milk, free-range eggs .



IZOLA

2. SOVEREIGN

Bringing the love for Isaan cuisine from Thailand to San Diego, using produce and meat from local farms and seafood from the fishermen just a few blocks away.



CAFE ALESSIE



SOVEREIGN

3. CAFE ALESSIE

A family-owned and operated café, we pride ourselves on building a relaxed, comfortable vibe, making every visit feel like coming home.



ALE TALES TAPROOM

4. ALE TALES TAPROOM

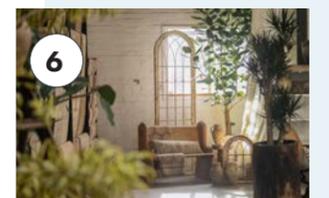
Beer, wine and cider taproom with boasting a retail selection.



NORMAL RECORDS

5. NORMAL RECORDS

Normal Records is a community-focused used vinyl record store.



COMMON GOODS

6. COMMON GOODS

A collective retail experience and event venue space.

East Village Development

East Village, at 325 acres, is downtown's largest neighborhood and will experience the greatest growth in coming years.



The project consists of constructing a **new park** on a full 60,000 square foot block in the **East Village neighborhood**. The project includes a 2-story community center, children's playground with a water feature, multi-purpose lawn area, performance pavilion, food and beverage vendor building, games area, and public restrooms built over an underground 2-level, **185 space parking garage**. Additionally, two historic homes will be relocated to accommodate an off leash dog park and another food and beverage vendor building on a 20,000 square foot site across 14th Street.



SF.FT. BLOCK	PARKING GARAGE	OFF-LEASE DOG PARK	COMMUNITY CENTER
60,000	185	1	14,200 SF

- Two-story, 14,200 SF community center
- Central lawn area - Children's playground with an interactive water feature
- Performance pavilion
- Game/reading area - Public art element
- Public restrooms with attendant booth

A Shift to Urban Living

SAN DIEGO CONVENTION CENTER ANNUAL ATTENDEES

±862,408

- × ±724.1M in direct attendee spending
- × ±108 annual events
- × Largest event: Comic-Con (135,000 attendees)

SAN DIEGO TROLLEY LINES ANNUAL PASSENGERS

±40 Million

- × 12th & Imperial Station is Top 3 busiest stations in San Diego
- × Extension line to La Jolla now open

SAN DIEGO CENTRAL LIBRARY ANNUAL VISITORS

±1 Million

- × ±497,650 SF, Nine stories
- × 320-seat auditorium
- × e3 Civic High-Charter High School w/ 460 students

PETCO PARK ANNUAL ATTENDEES

±2.4 Million

- × Home of the San Diego Padres
- × \$70M spent annually in the stadium
- × 300 private & public events annually



San Diego Convention Center

- × 663,000+ visitors at 801+ events at the Convention Center
- × \$855 million direct spending
- × \$1.5 billion economic impact
- × San Diego's highest volume restaurants are downtown
- × Comic-Con International has roughly 135,000 attendees with \$161.1 million Regional Impact

San Diego Tourism

- × 32.3 million visited San Diego and spent over \$14.8 billion
- × 10 million visited the Gaslamp Quarter
- × 4 million visited Seaport Village
- × 5 million visited the San Diego Zoo
- × 2.9 million attendees at PETCO Park
- × 1.05 million visited the USS Midway Museum
- × 600,000 Ferry passengers across the bay to Coronado
- × 192,165 cruise passengers annually
- × \$90 million economic impact from home-ported ships

Attractions

- × Historic Gaslamp Quarter
- × Balboa Theatre
- × House of Blues
- × Horton Grand Theater
- × San Diego Civic Center
- × Seaport Village
- × Waterfront Park
- × Embarcadero/Broadway Pier
- × USS Midway
- × San Diego Zoo

Downtown at a Glance (3 mi. radius)



DAYTIME POPULATION

198,388



BUSINESSES

19,456



TOTAL OFFICE SF

10,997,805



RESIDENTIAL POPULATION

197,210



VISITORS TO SAN DIEGO

32.3M



HOTELS ROOMS

15,894



AVERAGE HHI

\$106,845

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