

# BROADWAY TOWERS

1150 E Street  
San Diego, CA 92101

**PREMIER RETAIL  
/ RESTAURANT  
SPACE FOR  
LEASE AT BASE  
OF NEW LUXURY  
RESIDENTIAL  
TOWERS**

*Join...*

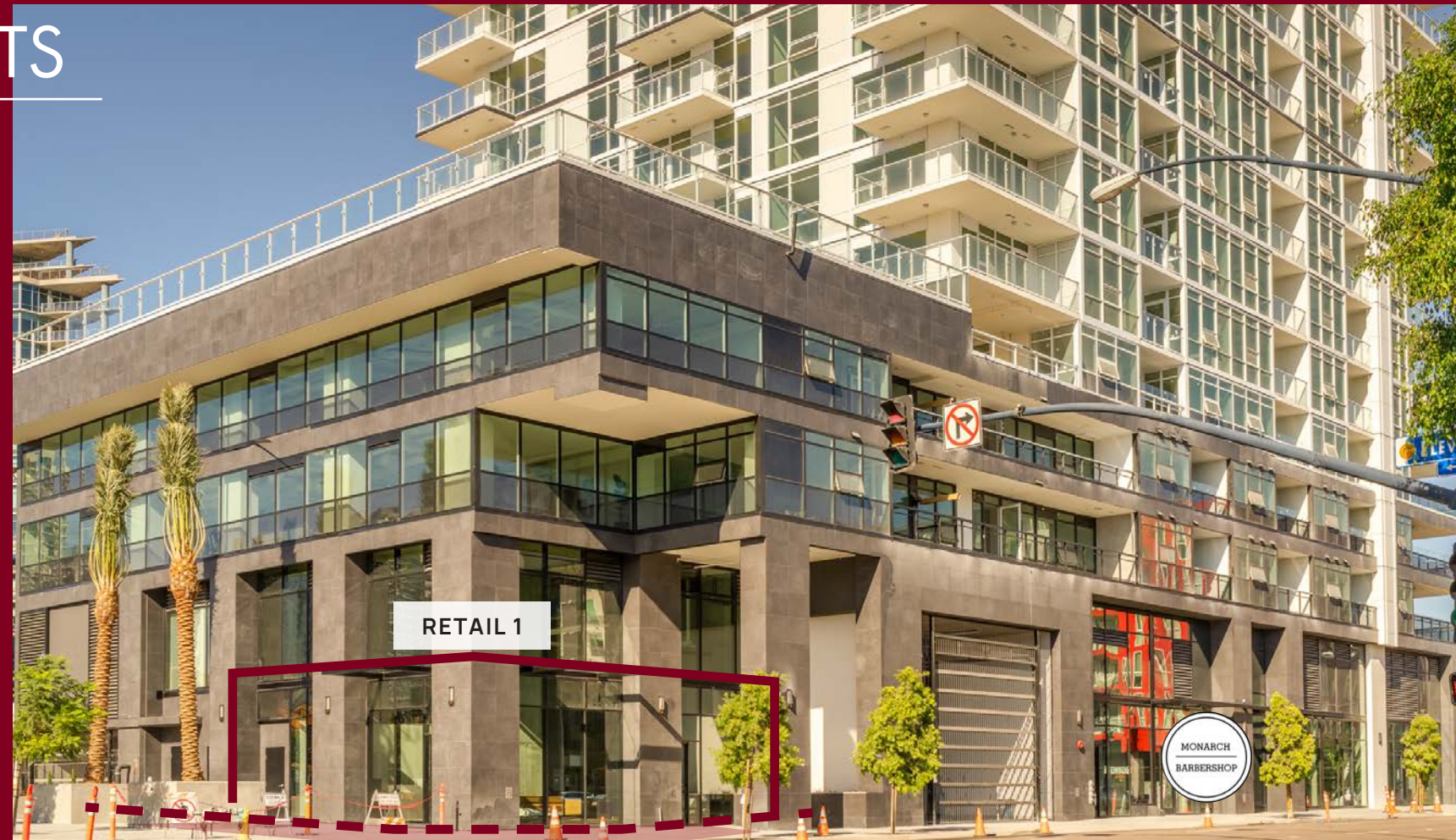
MONARCH  
BARBERSHOP

**UPG** **URBAN  
PROPERTY  
GROUP** est.  
1989



# PROPERTY HIGHLIGHTS

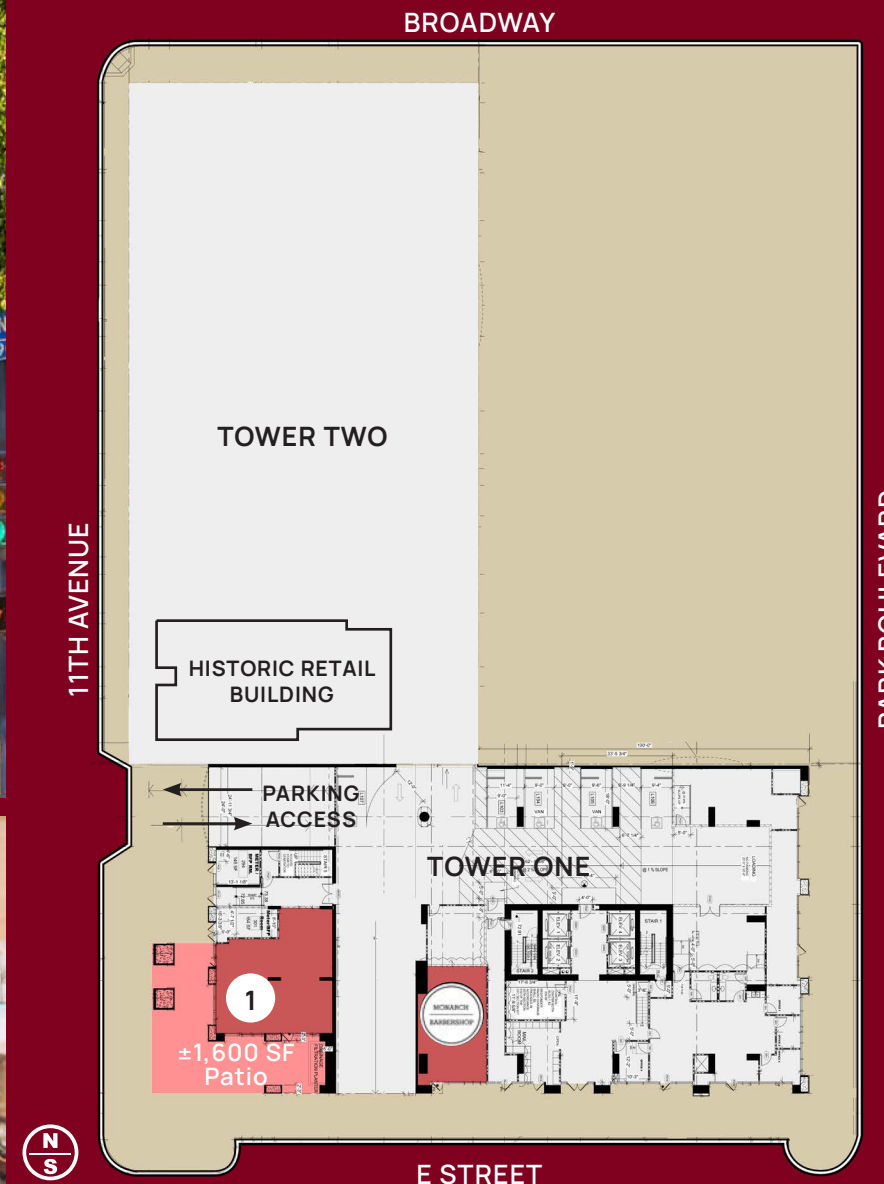
- Premier retail / restaurant opportunities at the base of new 31-story luxury residential project with 700 units across two towers
- Located on 11th Avenue (17,365 cars per day), a main thoroughfare to the 5 and 163 freeways & E Street, a connector to the 94 freeway
- On-site underground parking and several surface parking lots within 3 blocks
- Adjacent to San Diego Trolley lines, with construction currently underway on a coastal extension line to La Jolla
- Two blocks from San Diego City College, which serves 16,298 students yearly
- Area tenants include LOLA 55, Tajima Ramen, Rize Yoga, Young Hickory, Orangetheory Fitness, Hodad's, and Dog Haus
- Tower One is complete; Tower Two is currently under construction



## FOR LEASE

- **Retail 1:** ±1,413 SF  
plus ±1,600 SF Patio

# PROJECT SITE PLAN



## FOR RETAIL LEASING

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# THE PROJECT



## Mixed-Use Towers

31-STORY TOWER ONE &  
32-STORY TOWER TWO WITH  
700 RESIDENTIAL UNITS TOTAL  
PLUS STREET-LEVEL RETAIL SPACE

## Plazas

SEVERAL OUTDOOR PLAZAS ARE  
LOCATED THROUGHOUT THE  
PROJECT

## Parking

SEVEN LEVELS OF  
UNDERGROUND PARKING



### RETAIL INFO

±1,413 SF

OF STREET-LEVEL RETAIL IN  
TOWER ONE

## Outdoor Seating

PLAZA AREAS & PRIVATE PATIOS  
PROVIDE POTENTIAL FOR URBAN  
OPEN-AIR DINING OPPORTUNITIES

## Historical Building

FUTURE RETAIL OPPORTUNITY:  
RENOVATED HISTORICAL BUILDING  
TO BE RELOCATED WITHIN PROJECT





# SITE PLAN

TOWER ONE: ±2,108 SF TOTAL GROUND-LEVEL RETAIL





# LOCATION HIGHLIGHTS

THE EAST VILLAGE:  
DOWNTOWN’S FASTEST  
GROWING COMMUNITY

WITHIN FOUR BLOCKS...

6,994

Residential Units  
with ±6,061 units  
under construction /  
in planning

1.7M

SF of Office  
with ±1.3M SF  
under construction /  
in planning

910

Hotel Rooms  
with ±153 rooms  
under construction /  
in planning





# AREA TENANTS

RESTAURANTS & BARS

1

LOLA 55

2

Punch Bowl Social

3

Wicked Chicken

4

Tired Eyes Coffee, California

Falafal, Bud & Rob's

New Orleans Bistro

5

Pokez, Tajima Ramen

6

Hodad's

7

Yalla Habibi

8

Melting Pot

9

Hive Sushi

10

Bruegger's Bagels, Burger King

11

Little Owl on 9th

12

Achilles Coffee

13

Donut Bar, The Taco Stand, City Pizzeria, Valentine's Mexican Food, Thotsakan, Ramaki

14

Empanada Kitchen, Roxy's Tacos, Famoso, Pure Lounge & Grill

15

Parq Restaurant & Nightclub

16

Istanbul Doner Kebob

17

STK Steakhouse

18

Gyu-Kaku, Double Deuce, De Medici

19

Coin-Op Game Room

20

Fogo de Chao, Le Parfait Paris

21

Fig Tree Cafe

22

Breakfast Republic, Eggies

23

The Kebab Shop, Knotty Barrel, Bootlegger, Bay City Brewing

24

Cowboy Star, Modern Times, J & Tony's, Lotus Thai, Tavern+Bowl

25

BESHOCK Ramen

26

You & Yours Distilling Co.

27

Quartyard

28

Little Miss Brewing

29

Duck Foot Brewing

30

Baked Cafe, Starbucks

31

RoVino The Foodery, Nekter

32

Rustic Root, Jonny Wahoos, Saltwater, The Smoking Gun, Spill the Beans, Gaslamp BBQ, Taka

CULTURE

33

Mr Tempo

34

UCSD Extension Campus

35

New School of Architecture

36

Urban Discovery Academy

37

San Diego City College

38

San Diego Symphony

39

House of Blues

RETAIL & SERVICES

40

Krisp, San Diego Bike Shop

41

F45 Training

42

City Boxing

43

Invictus Fitness

44

Tailored Hair For Men

45

Albertsons

46

Sleep 365

47

Orangetheory Fitness, Cobblestone Deli

48

Now or Never Comics

49

Grocery Outlet

50

Floyd's Barbershop

51

Bear Republic

52

CVS

53

Ace Hardware

54

Vans

HOTELS

55

Hotel Z

56

Hotel Indigo

57

Comfort Inn Gaslamp

58

Andaz San Diego

59

Moxy Downtown/Gaslamp

60

Ramada Inn Gaslamp

61

Club Wyndham

62

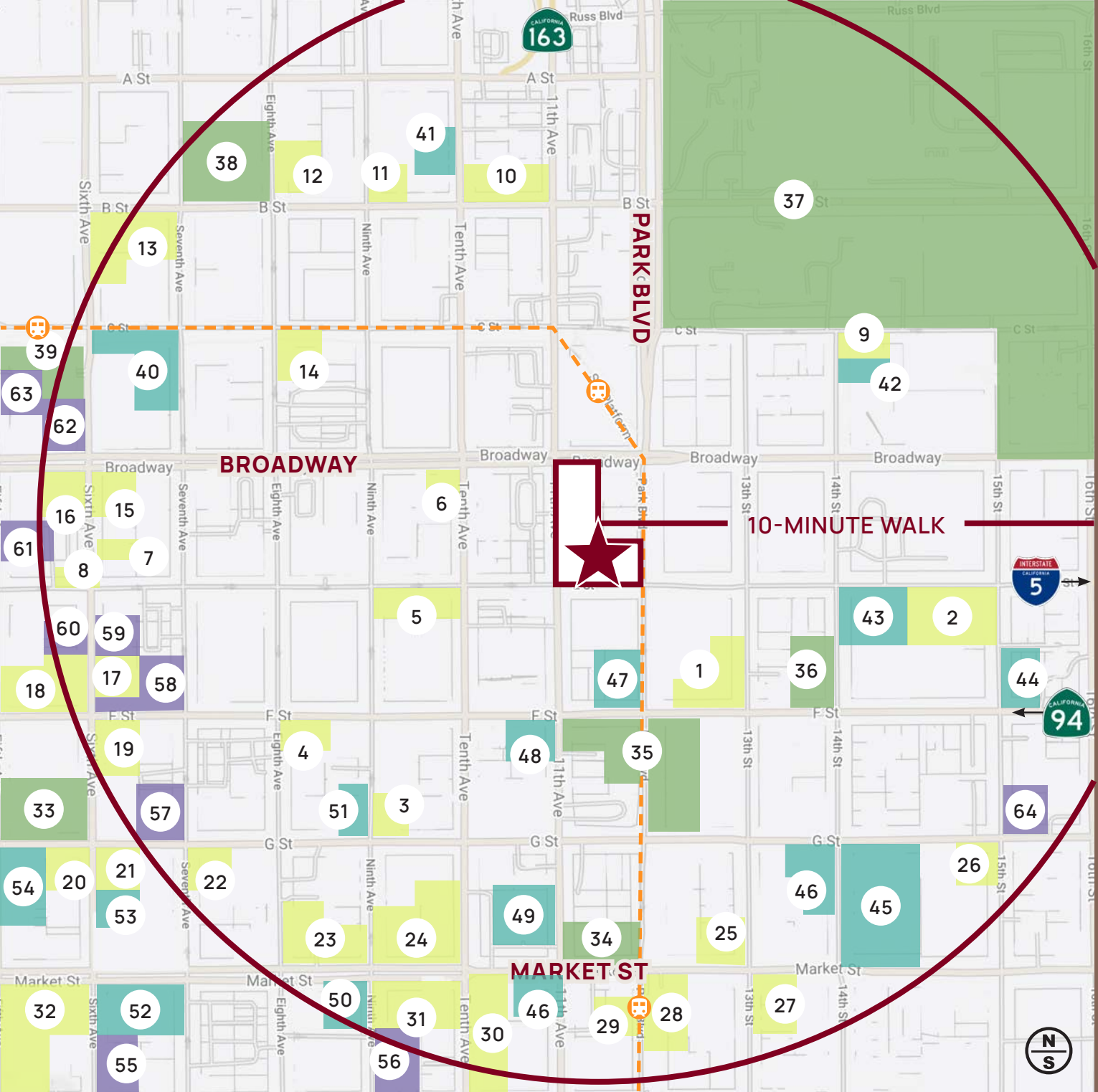
Courtyard by Marriott Downtown

63

Kimpton Hotel Palomar

64

The Leo



\$

AVERAGE HHI\*

1 MILE

\$99,153

3 MILES

\$102,510

5 MILES

\$94,259

POPULATION

1 MILE

52,857

3 MILES

212,614

5 MILES

526,771

DAYTIME POPULATION

1 MILE

90,878

3 MILES

206,905

5 MILES

436,594

MEDIAN AGE

1 MILE

36.0

3 MILES

35.6

5 MILES

34.3

\*Demographics produced using private and government sources deemed to be reliable. The information herein is provided without representation or warranty. Additional information available upon request.



Q3 2023 UPDATE

RECENTLY COMPLETED (Partial list)



**Park & Market**  
426 units; 7,600 sf retail;  
66,000 sf UCSD extension



**Park 12**  
718 units; 45,000 sf retail



**K1**  
222 units; 7,000 sf retail



**Diega**  
617 units; 18,908 sf retail



**Modera**  
383 units



**Pinnacle on the Park**  
960 units; 8,100 sf retail



**Alexan ALX**  
313 units; 5,000 sf retail



**Shift**  
368 units; 18,500 sf retail



**Block D**  
44,000 sf office; 8,000 sf retail



**F11**  
99 units; 5,800 sf retail



**I.D.E.A 1**  
295 units; 7,000 sf retail  
7,000 sf office



**The Link**  
88 units



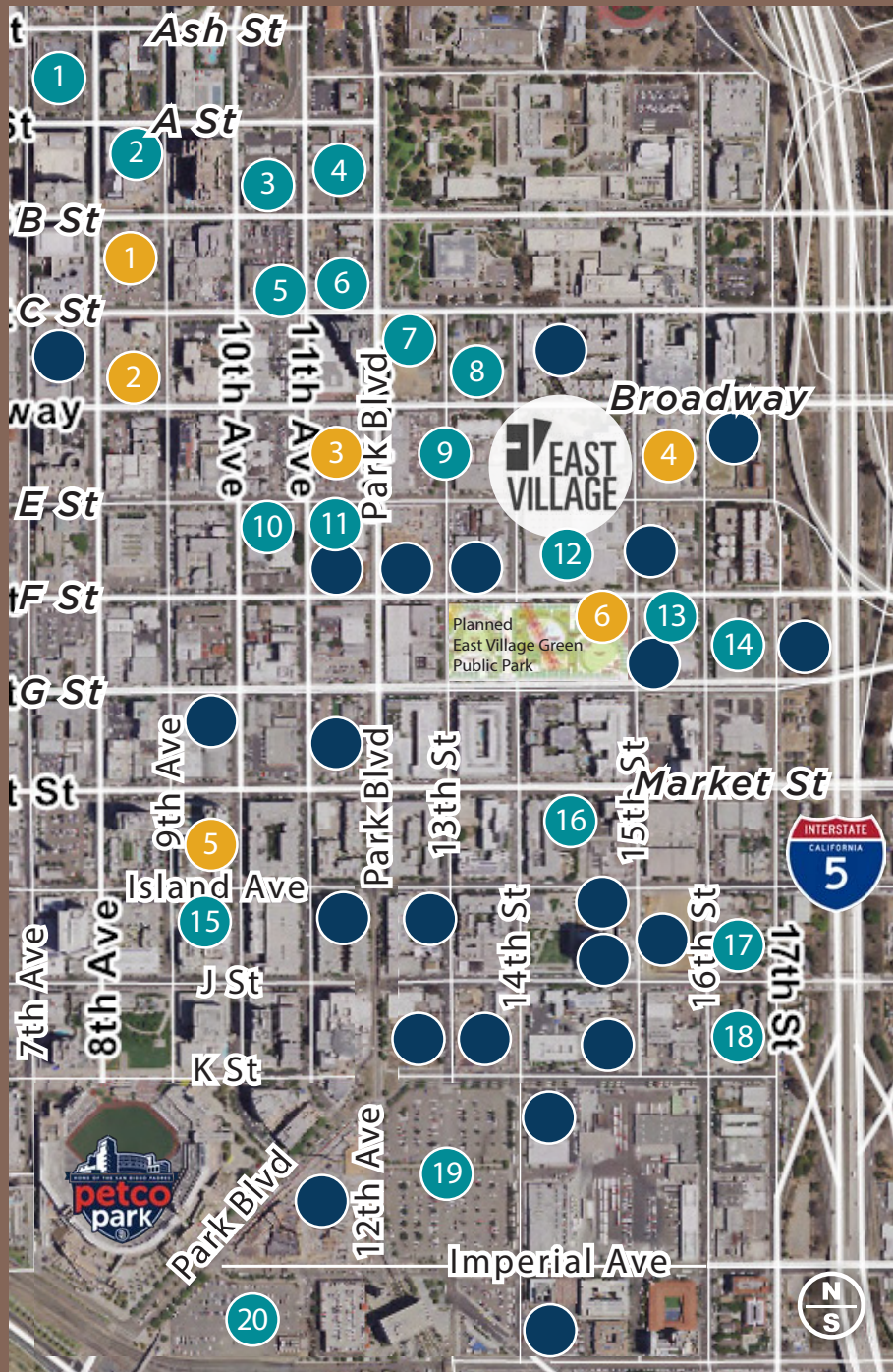
**Broadstone**  
269 units; 4,900 sf retail



**The Leo**  
28 rooms



**Pendry Hotel by Montage**  
317 rooms; 5,000 sf retail



PIPELINE

1



**XJD; 7th & A**  
281 units; 9,000 sf retail

2



**Wood Partners;  
The Rey Phase II**  
459 units

3



**Liberty National;  
11th & B**  
415 units; 8,000 sf retail

4



**Pinnacle International;  
Pacific Heights**  
279 units; 2,000 sf retail

5



**LIBERTY NATIONAL;  
1060 C STREET**  
72 UNITS; 1,150 SF RETAIL

6



**PINNACLE INTERNATIONAL;  
PARK & C**  
444 UNITS; 10,933 SF RETAIL

7



**LIBERTY NATIONAL;  
PARK AND BROADWAY**  
613 UNITS; 18,850 SF RETAIL

8



**CHELSEA INVESTMENT CO.;  
13TH & BROADWAY**  
273 UNITS; 3,200 SF RETAIL

9



**KILROY REALTY;  
KILROY EAST VILLAGE**  
840,000 SF OFFICE WITH  
RETAIL

10



**Capexco Funds;  
10th & E**  
365 units; 2,600 sf retail

11



**Pinnacle International;  
11th & E**  
462 units; 6,000 sf retail

12



**Navarra Properties;  
SuperBlock**  
4,905 sf retail;  
550,000 sf office

13



**Foulger-Pratt;  
Block F**  
405 units; 19,000 sf retail;  
48,518 sf office

14



**SD Mega Block LLC;  
Lucia nel Cielo**  
424 units; 3,000 sf retail

15



**J Street Hospitality;  
Hampton Inn by Hilton**  
132 rooms

16



**Bahia View Condos;  
Bahia View**  
95 units; 6,600 sf retail

17



**Cast Development;  
The Fellow**  
129 units; 1,000 sf retail

18



**Fabric Investments; Creativo**  
13 units; 1,000 sf retail;  
2,000 sf office

19



**Tishman Speyer & Padres;  
East Village Quarter**  
1,800 units;  
50,000 sf retail

20



**JMI; The Landing**  
793 units; 120,000 sf retail;  
683,000 sf office

UNDER CONSTRUCTION

1



**Bosa; 8th & B**  
514 units; 9,000 sf retail;  
.5-acre public park  
Est. Completion: TBD

2



**Ghods Builders;  
800 Broadway**  
384 units; 22,000 sf retail  
Est. Completion: Oct. 2023

3



**Pinnacle International;  
Broadway Tower 2**  
344 units; 7,871 sf retail  
Est. Completion: Dec. 2024

4



**R&V Management; Block A**  
368 units; 11,000 sf retail  
Est. Completion: Q4 2022

5



**K Elevate 10th Street  
Property, LLC; Elevate Hotel**  
135 rooms

6



**East Village Green Public Park**  
4.1-acre public park including: a children's playground; dog park;  
community center; public green space; 180-space underground  
parking Est. Completion: Spring 2025



# AREA USE MAP

## LEGEND

-  HOTELS
-  NOTABLE OFFICE BUILDINGS
-  MULTI-FAMILY RESIDENTIAL
-  SCHOOL / NONPROFIT / GOVERNMENT
-  UNDER CONSTRUCTION / IN PLANNING



# DEMOGRAPHICS



**41K**  
POPULATION  
OF DOWNTOWN  
SAN DIEGO

**87,655**  
TOTAL JOBS  
LOCATED  
DOWNTOWN

**3.3M**  
POPULATION  
OF SAN DIEGO  
COUNTY

## SAN DIEGO TOURISM

**35.1M**  
ANNUAL VISITORS  
TO SAN DIEGO

**\$11.6B**  
VISITOR SPENDING  
IN SAN DIEGO

**20.6M**  
ANNUAL AIR PASSENGERS  
AT SAN DIEGO  
INTERNATIONAL AIRPORT

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## PETCO PARK

**2.4M**  
ANNUAL ATTENDEES

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

## GASLAMP QUARTER

**10M**  
ANNUAL VISITORS

## SAN DIEGO CONVENTION CENTER

**862,408**  
ANNUAL ATTENDEES

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

## SAN DIEGO TROLLEY LINES

**40M**  
ANNUAL PASSENGERS

- + Extension line to La Jolla is currently under construction





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