

# ASANO

**BANKER'S HILL**  
2100 4TH AVE



**Bankers Hill New Development | ± 1,487 - 3,124 SF**  
GROUND FLOOR RETAIL/CAFE/OFFICE



**ASANO** focuses on creating a landmark development in Bankers Hill that combines a mix of residential and commercial components.

The project was designed to integrate seamlessly into the urban fabric of the city and to enhance the pedestrian and residential experience as well as the visual experience from the ballpark. As planned, the project will be a landmark vertically integrated mixed-use development, worthy of the most discriminating tenants and residents.

**ASANO** is a true mixed-use project and will be an iconic building for Bankers Hill San Diego.

**±1,487 - 3,124 SF**  
Available Space

**Q1 2025**  
Delivery

**Retail/Cafe/Office**  
Space Use

**2100 Fourth Ave**  
Address

**On-Site**  
Parking Potential



## Highlights

01. Prominent corner cafe/retail/office opportunity in Bankers Hill new development with limited vacancy in the neighborhood
02. Prime visibility and signage opportunity
03. Ample night and weekend parking
04. Outdoor sidewalk seating potential and up to 19' ceiling heights
05. Situated below 43 residential units
06. Modern, urban building design
07. Located on main thoroughfare between Balboa Park to I-5
08. Exposure to approx. 125,000 daytime workers and over 92,000 residents within a two mile radius
09. One of San Diego's most desired walkable neighborhoods with a dense population
10. Exposure to adjacent neighborhoods including Little Italy, Balboa Park, Hillcrest, Mission Hills, and Downtown



Half city block development bounded by Fourth Ave, Third Ave, & Hawthorn

150,000 SF project including luxury residences, offices, and commercial

Premier mixed-use development in San Diego, with a influx of young professionals and emerging businesses

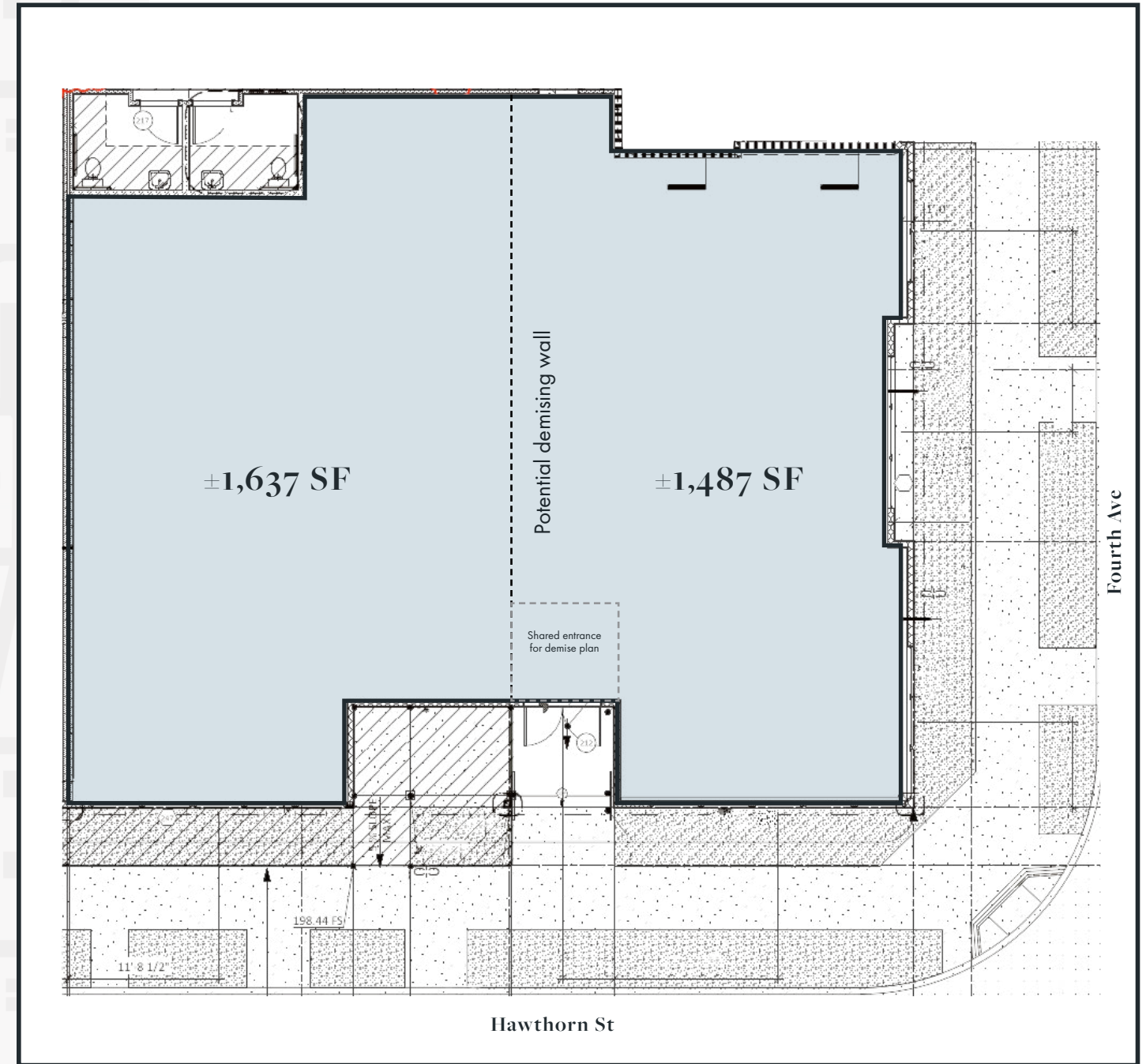
Ideal location in Bankers Hill, adjacent to Balboa park, the nation's largest urban cultural park

Downtown's population has grown more than three times as fast as the region overall - growth of 36.7% in 9 years



**MODERN &  
HISTORIC DESIGN**

**Floor Plan | Ground Floor | ±1,487 - 3,124 SF**





**SEAMLESSLY  
INTEGRATED**  
into the urban fabric of  
the city.

WITHIN 0.5 MI

16,511

Residential Units  
Existing

607

Residential Units  
Under Construction & Proposed



**Common Stock**  
American Restaurant



**Tribute Pizza**  
Mom n' Pop Pizza Shop



**Union Cowork**  
Coworking & Shared Office Space



**Barons Market**  
Grocery



**Flap Your Jacks**  
Breakfast & Brunch



**The Mission**  
Cafe

NEIGHBORING DEVELOPMENTS

APOLLO  
70 Units

ASANO ON  
5TH  
62 Units

FIFTH & PALM  
145 Units

ALEXAN LITTLE  
ITALY  
85 Units

*Within 0.5 miles of site*

**IN THE PATH  
OF DEVELOPMENT**

**17**  
Proposed  
Developments

San Diego anticipates a wave of proposed developments, signaling a new era of growth and opportunity.

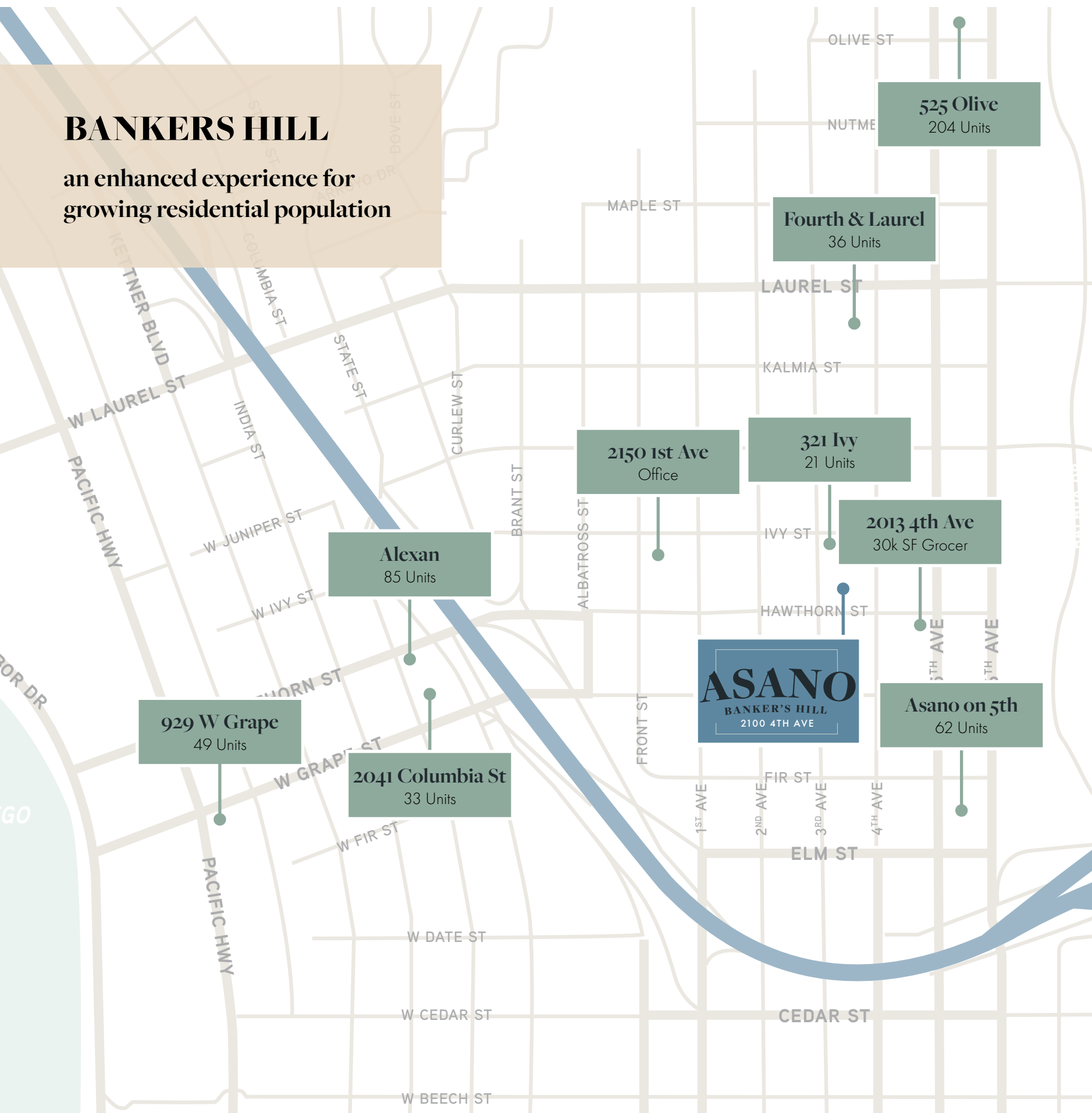
**8**  
Developments Under  
Construction

Construction is underway for the latest developments reshaping San Diego's landscape.

*Within 1 mile of the site*

# BANKERS HILL

an enhanced experience for growing residential population



## THE NUMBERS

14,159  
Residential Units

5,267  
Residential Units Under Construction & Proposed

8,000  
Hotel Rooms

13M  
SF Office

836,000  
SF Office Under Construction & Proposed

Within 1 mile of site

## The Growth

Residential Development is expected to continue along the Fourth, Fifth and Sixth avenue corridors with an extended mix of high-rise and mid-rise buildings. It is expected that the single family neighborhoods and areas along canyons will stay substantially the same. The intention is for residential unit development incentives to be focused on increasing affordable housing; so it will be a major component of new development in the next 20 years.

It is estimated that by 2037, self-driving cars will become common, and a lot of people will not have private cars due to services like Uber and car share "co-ops". This will lessen the need for existing parking lots which could be turned into residential units or even park space, with a potential expansion of additional light rails and streetcars in the immediate area. An increase in bicycles and walking will result in substantially improved pedestrian amenities, potentially becoming the main focus of future planning in this area.

Source: Leo Wilson, a Bankers Hill resident and chair of Uptown Planners and the Metro San Diego Community Development Corp.



### Who Lives Here

Residents are young, urban professionals primarily working in innovation industries and earning higher-than-average wages.

Downtown San Diego has an over concentration of the most in-demand talent.

Downtown's surrounding urban neighborhoods are widely viewed as a hub for arts and culture, as well as a top destination for networking, gathering, and living.

### Annual Consumer Spending

**\$260M**  
Spent on Food & Beverage

*Within 2 mi of Site*

**\$344M**  
Spent on Retail & Entertainment

*Within 2 mi of Site*

## CONSUMERS DRIVING THE DOWNTOWN EVOLUTION



### CAREER BUILDING

Age 18-35

Made up of young singles with no children in the home. They are a mix of mobile renters and first-time homeowners, living in condos and single-family houses. They are beginning to save and invest while also enjoying new technology and trendy stores that cater to their age range.

### CITY MIXERS

Age 30-55

Single, ethnically diverse urbanites in their 30s to 50s with no children in the home. They work in a broad spectrum of white-collar jobs. Spending reflects clothing, shoes, electronics and travel, enjoying a rich cultural experience.

### CITY LIFE

Age 18-35

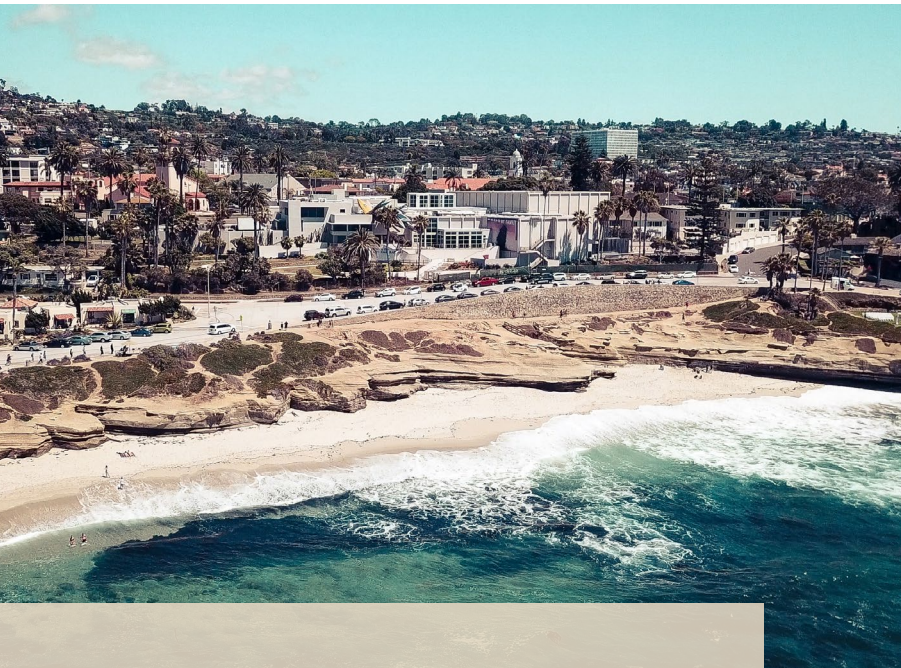
A combination of young professionals and students living in the nation's most density populated and expensive cities. While many are starting in white-collar professional careers, others of this highly mobile group are still finishing their degrees.

### URBAN DIVERSITY

Age 46-75

Households predominantly in their 50's. These middle-income, white-collar professionals take advantage of urban life, enjoying the income and time that they have to the fullest. They spend their time on the Internet reading news and enjoy sports and movies.





## WHY San Diego?

Downtown is home to many attractions for residents as well as those who visit from outside the area. According to a survey of San Diegans who live and visit the Downtown area, Petco Park, Seaport Village, and Little Italy are the top three attractions. Downtown also has a reputation as the premier location for nightlife activities, attracting visitors from across the county and outside the region. Yet, those living downtown are more likely to enjoy these amenities.

The planned growth of Downtown will only boost its popularity among desirable American cities to live, work & play.

**Forbes**

San Diego is becoming Southern California's coolest city.

**TRAVEL+LEISURE**



32.3M

Annual Visitors to San Diego



19,696

Existing Residential Units

9,562 Units Under Construction & Proposed



14.3M

Existing Total Office SF

3.4M SF Under Construction & Proposed



14,613

Existing Hotel Rooms

1,962 Rooms Under Construction & Proposed

**16.5** blocks

Downtown San Diego is the West Coast's premier entertainment district

**4**

major entertainment venues

Petco Park  
SD Convention Center  
Balboa Theatre  
Horton Grand Theatre

**65k**

daytime population

San Diego's thriving urban center attracts both visitors and tourists





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# ASANO

## BANKER'S HILL

2100 4TH AVE

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