



# 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.



SDSU MISSION VALLEY

# 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.

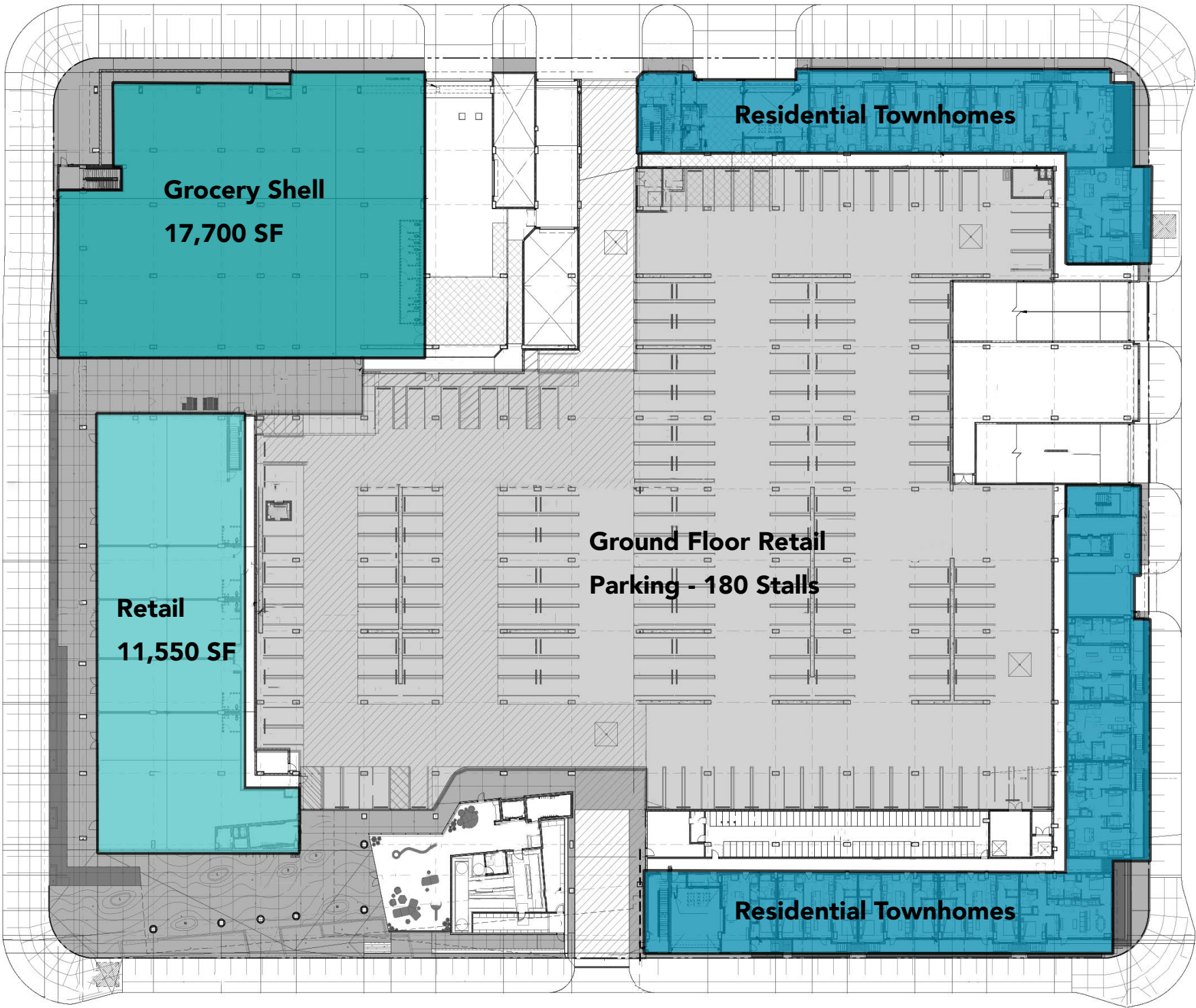
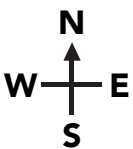
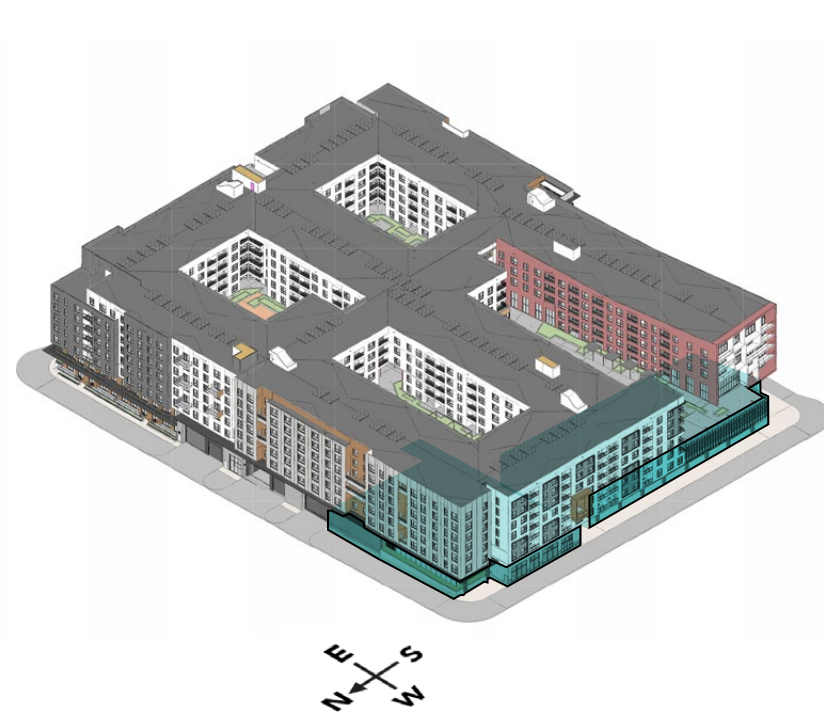
**180 ground floor parking spaces** dedicated for retail.

**Dedicated loading dock** and trash area.

**Estimated grocery and retail shell delivery** in April 2028.



# Grocery and Retail Site Plan

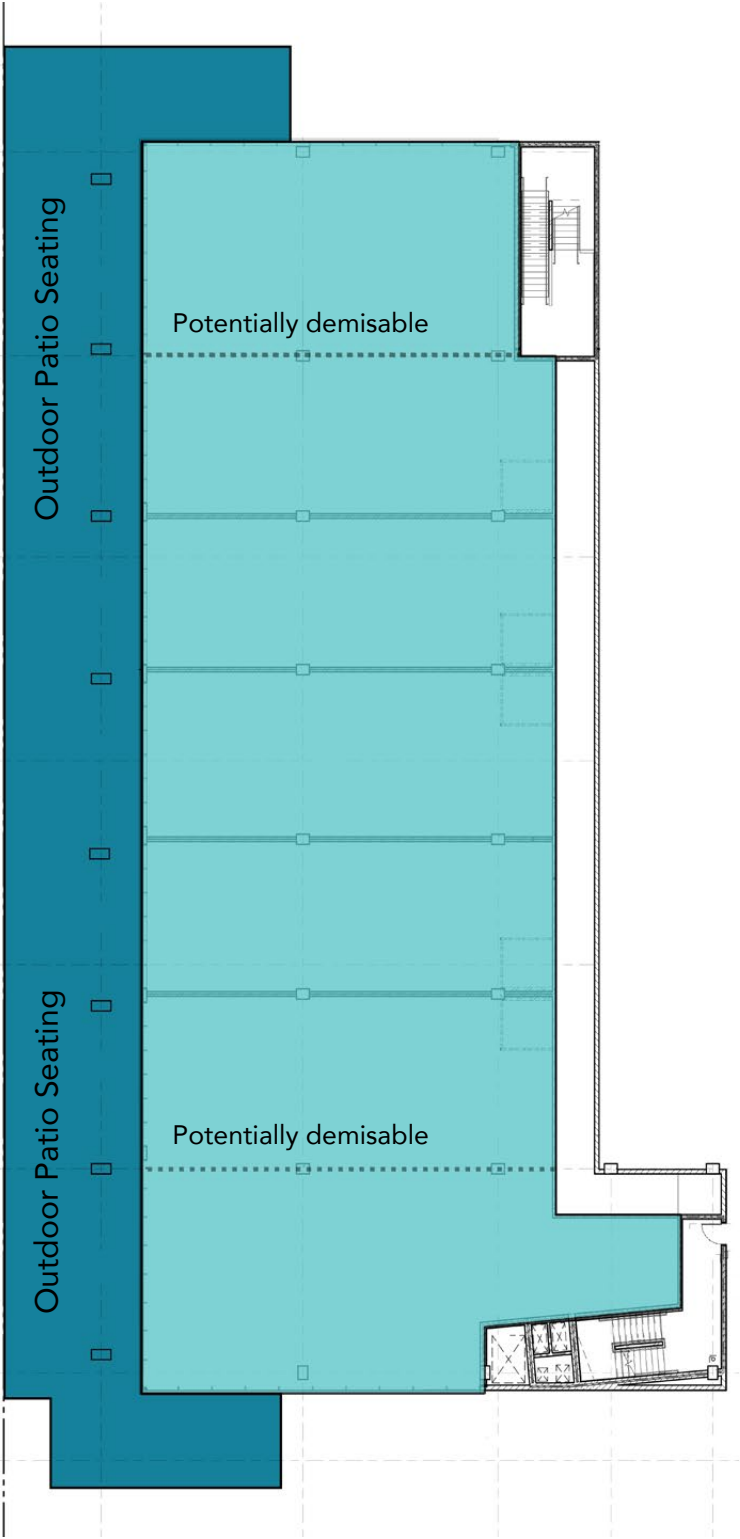


# Retail Site Plan

**1,000 SF - 5,300 SF available** with flexible demising options to increase/decrease suite sizes and expansive outdoor seating area available.



West Elevation



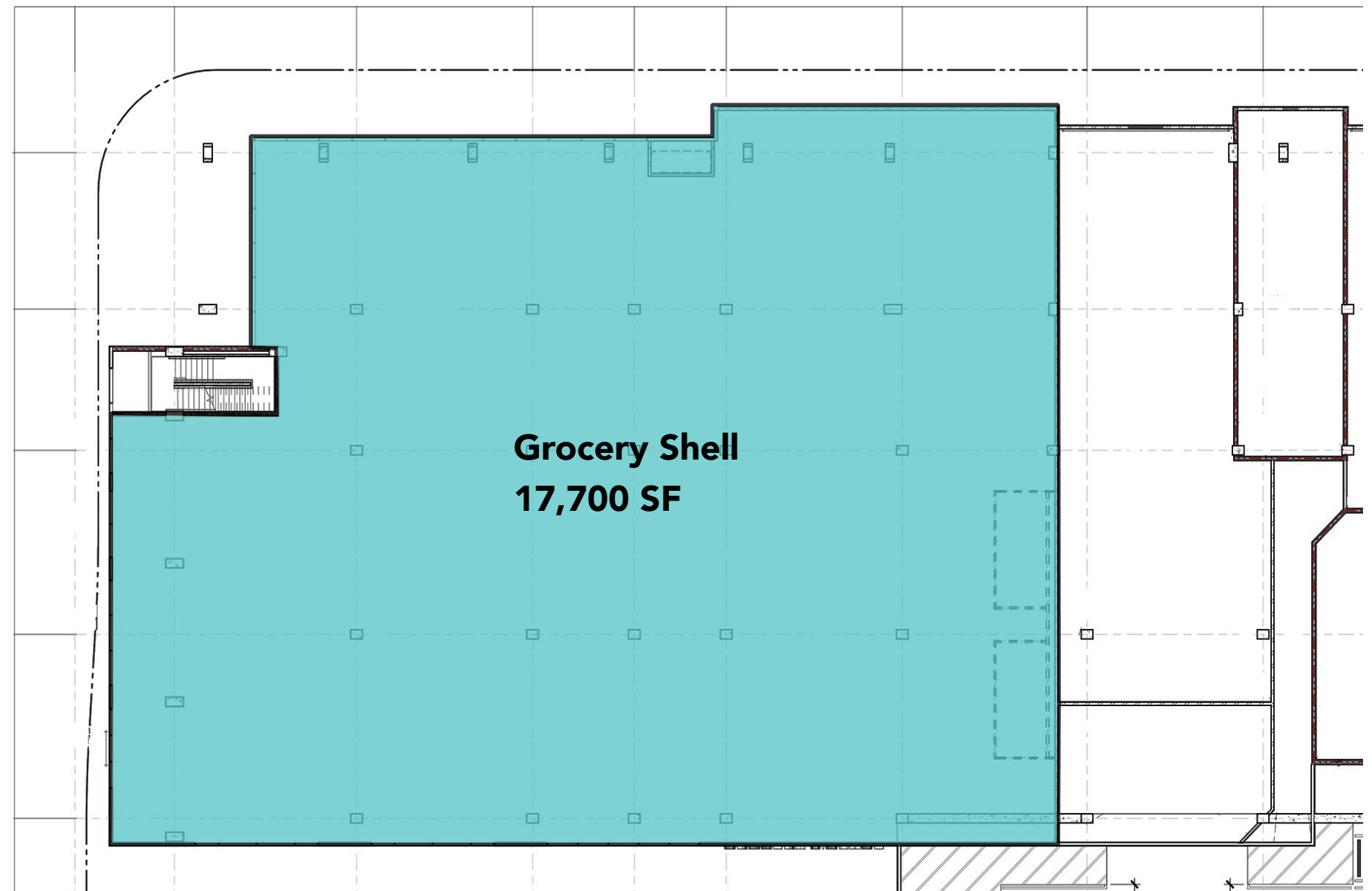
# Grocery Site Plan - Option 1



North Elevation



West Elevation



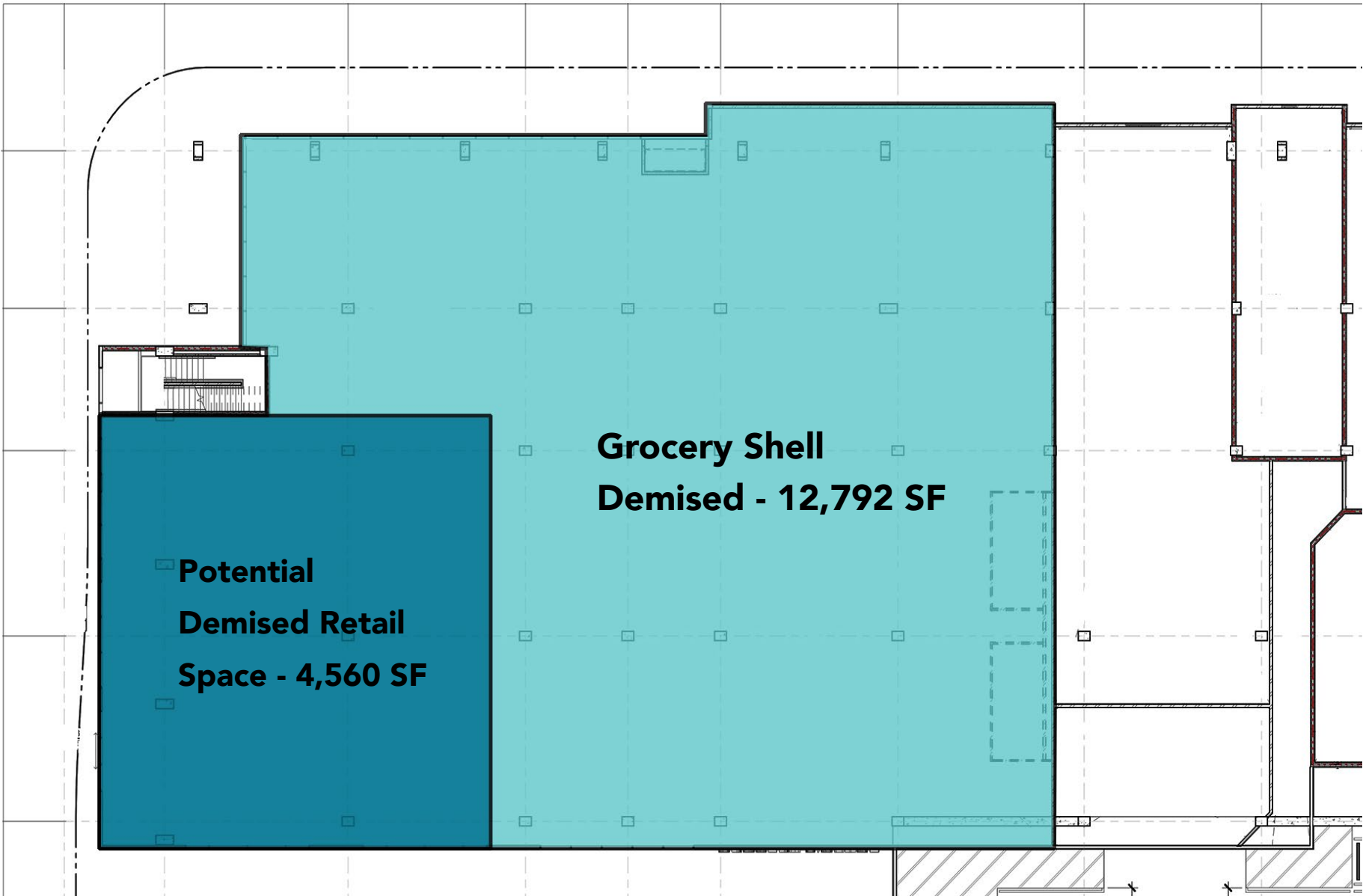
# Grocery Site Plan - Option 2



North Elevation



West Elevation



SDSU MISSION VALLEY

## Learn/Live/Leisure

 Snapdragon Stadium - 35,000 person capacity

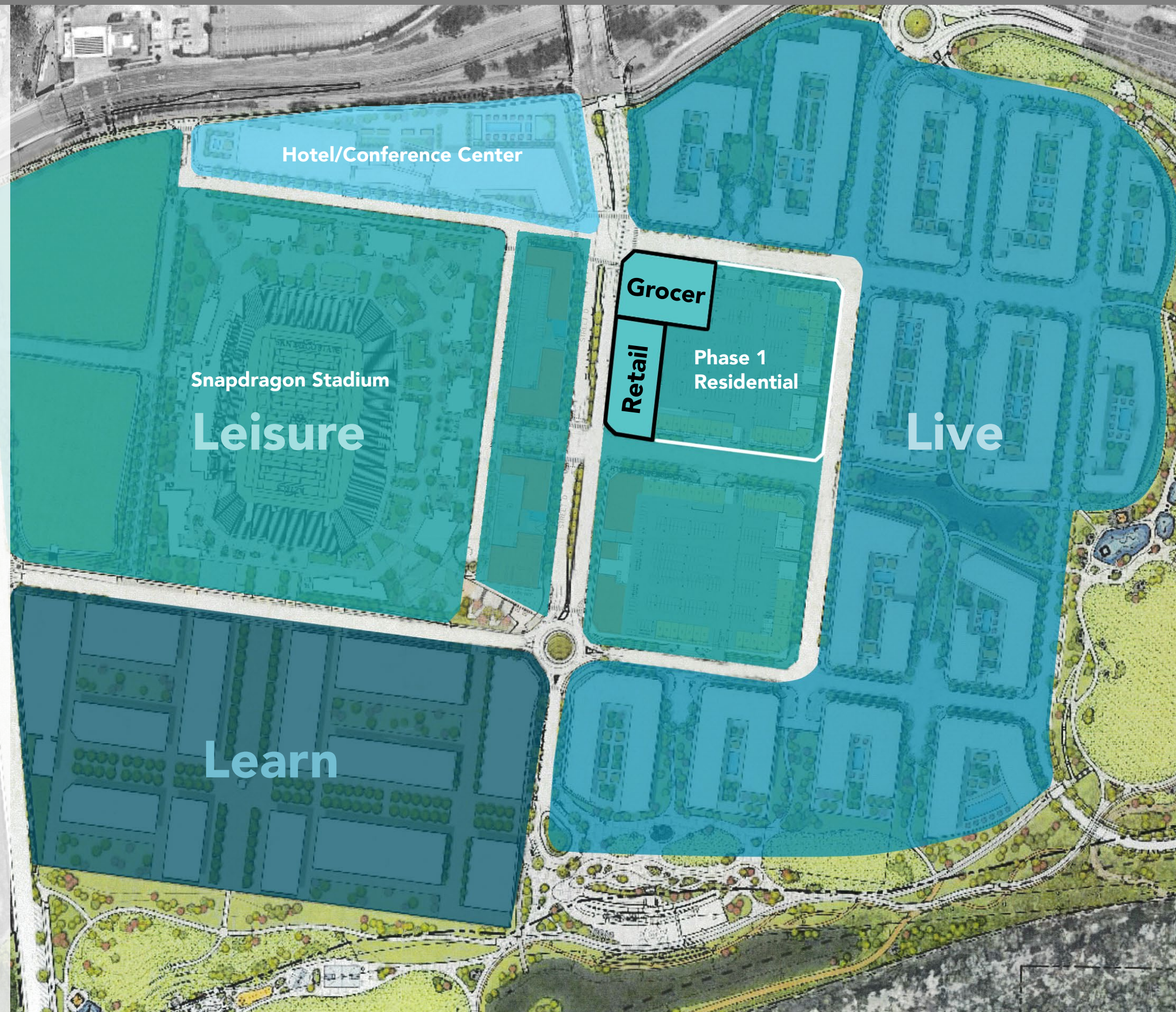
 Residential Units - 4,600

 Retail - 95,000 SF

 Innovation District / Office, Technology & Lab - 1,600,000 SF

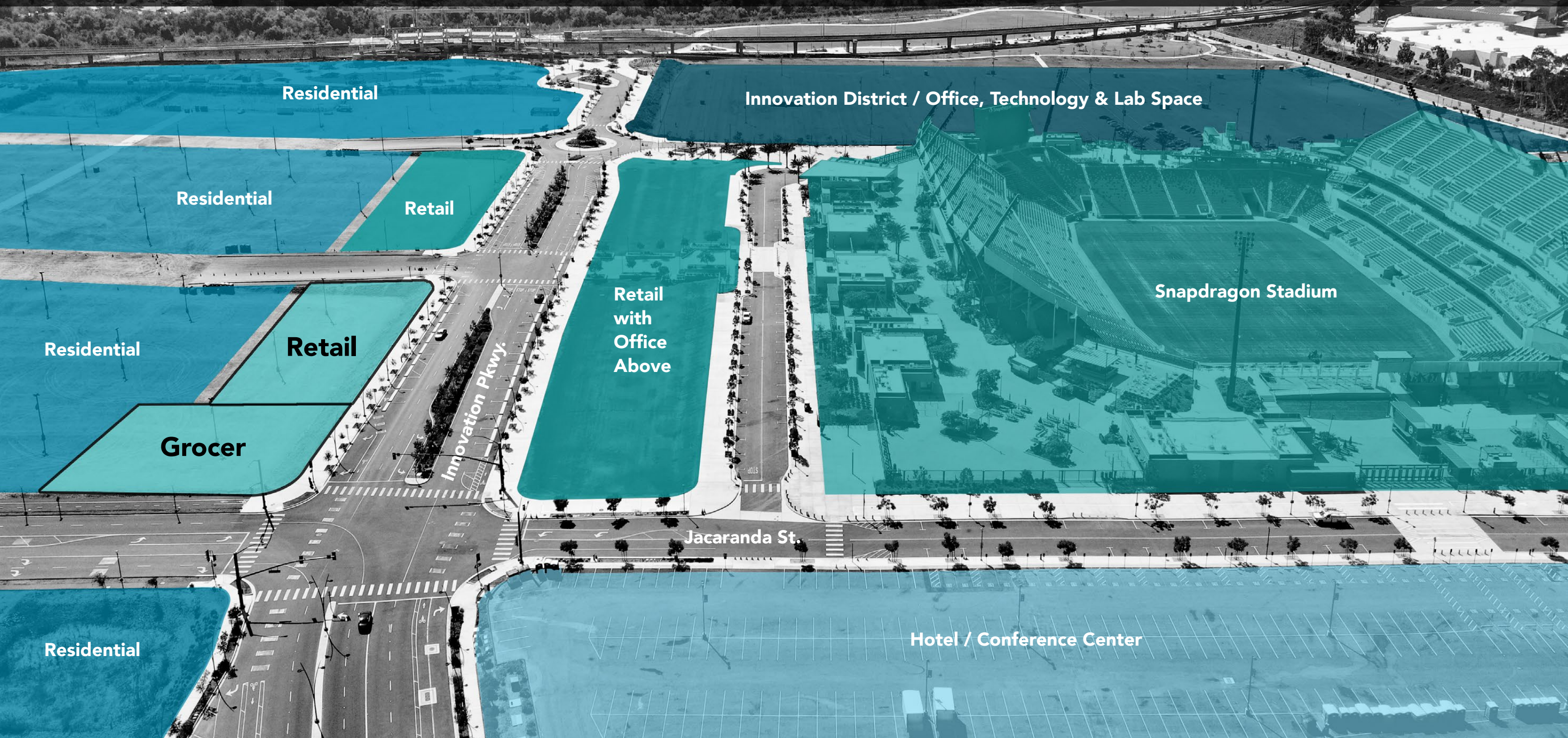
 Hotel / Conference Center - 400 Room Hotel & Parking Garage

 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

Residential

Retail

Grocer

Retail  
with  
Office  
Above

Snapdragon Stadium

Residential

Hotel / Conference Center

Innovation Pkwy.

Jacaranda St.

SDSU MISSION VALLEY

# Snapdragon Stadium

**35,000 capacity** multi-purpose stadium.

Home to:

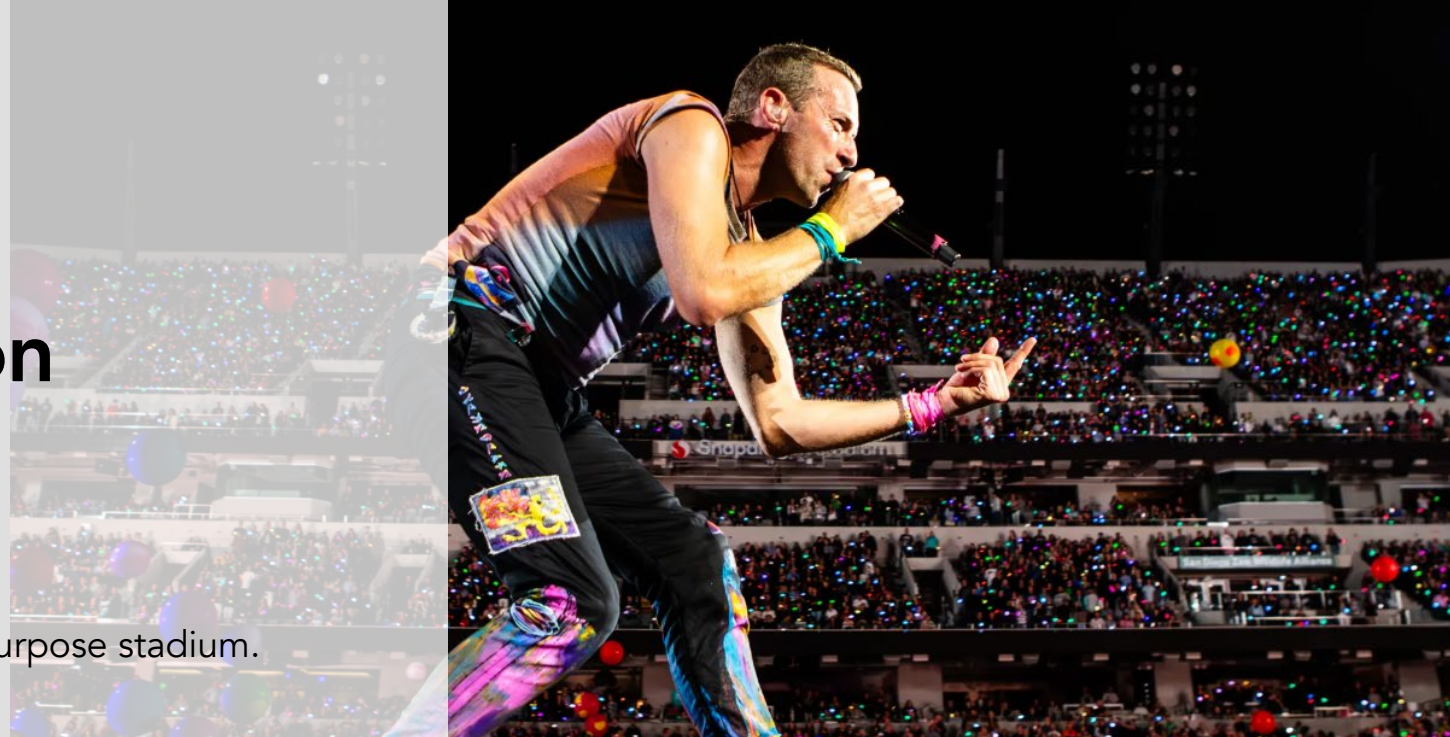
**SDSU Aztec Football**

**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.



SDSU MISSION VALLEY

# 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.



SDSU MISSION VALLEY

# 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.



SDSU MISSION VALLEY

# Mission Valley Community Plan

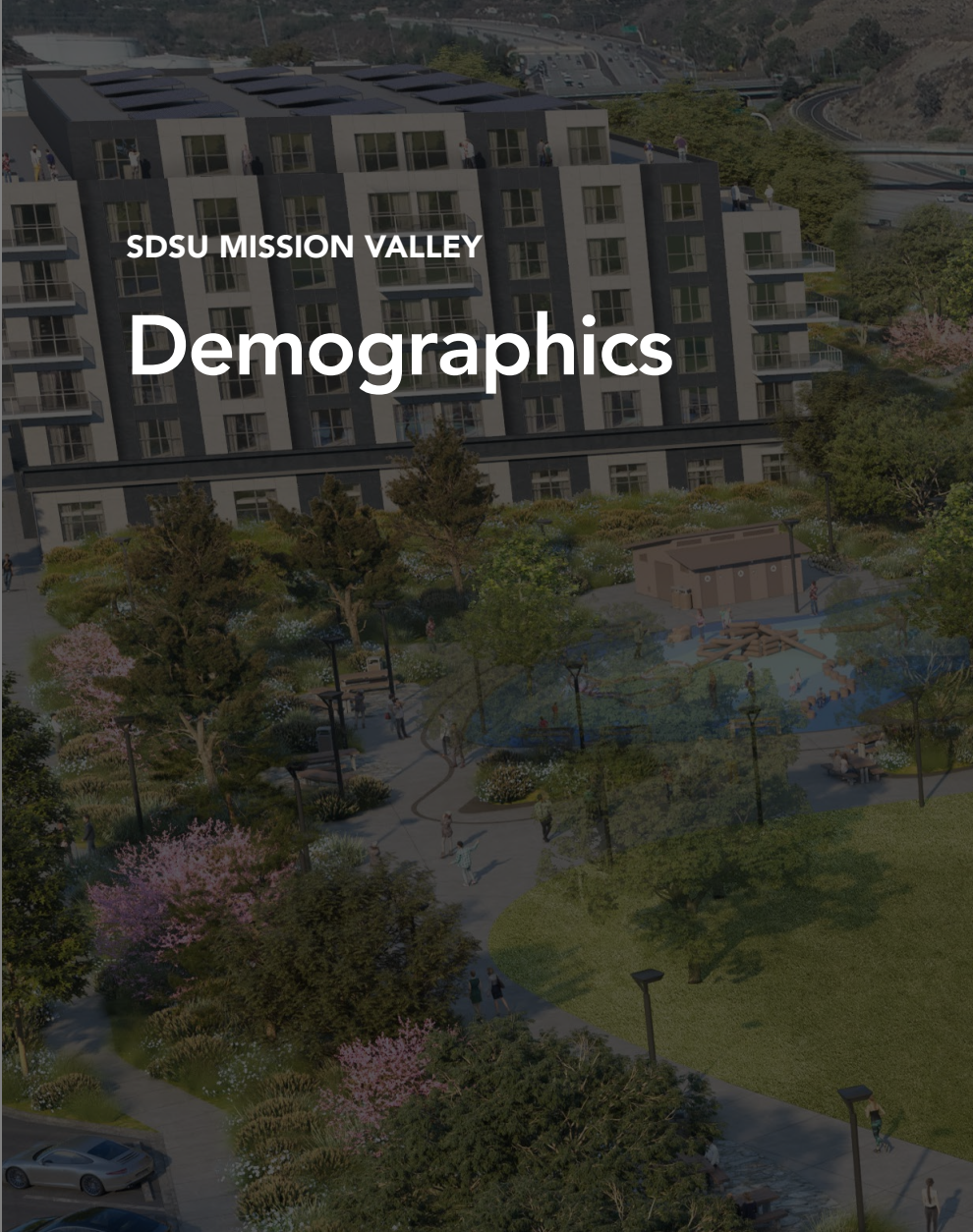
**The Mission Valley Community plan will add medium density housing** to accommodate 50,000 more residents. There will also be 7 million more square feet of commercial development.

**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

SDSU MISSION VALLEY

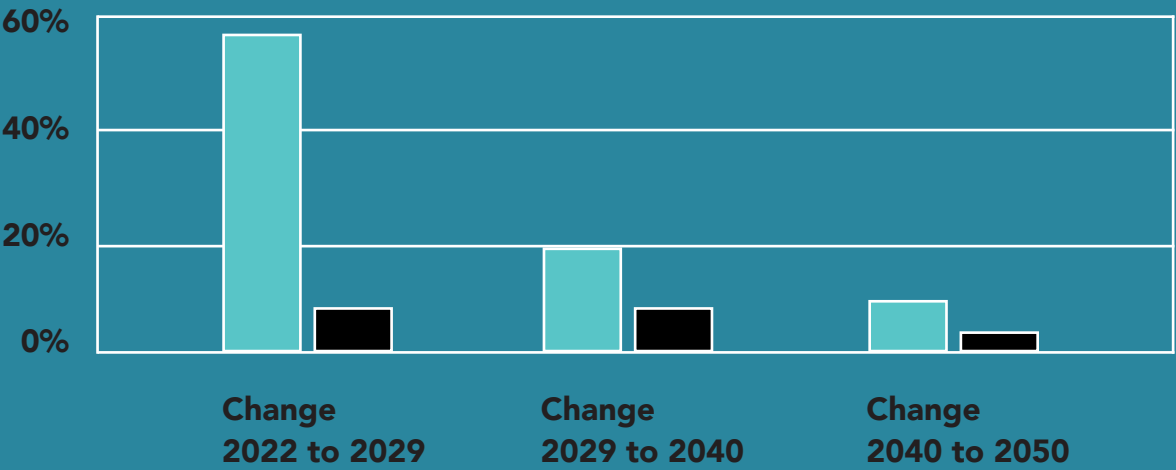
# Explosive Residential Growth



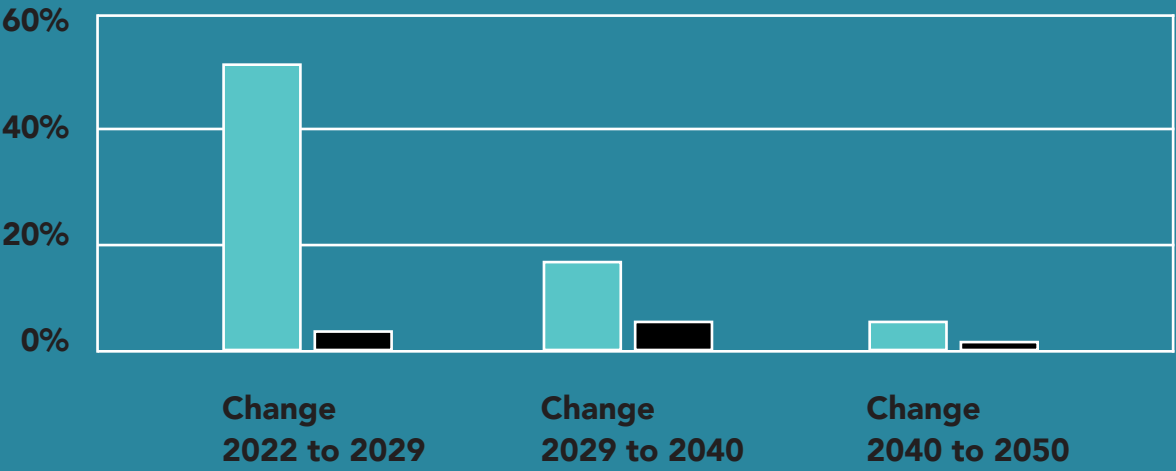
FORECAST FOR ZIP CODE 92108 / 2022 TO 2050

|                  | 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

SDSU MISSION VALLEY

# Mission Valley Retail Highlights



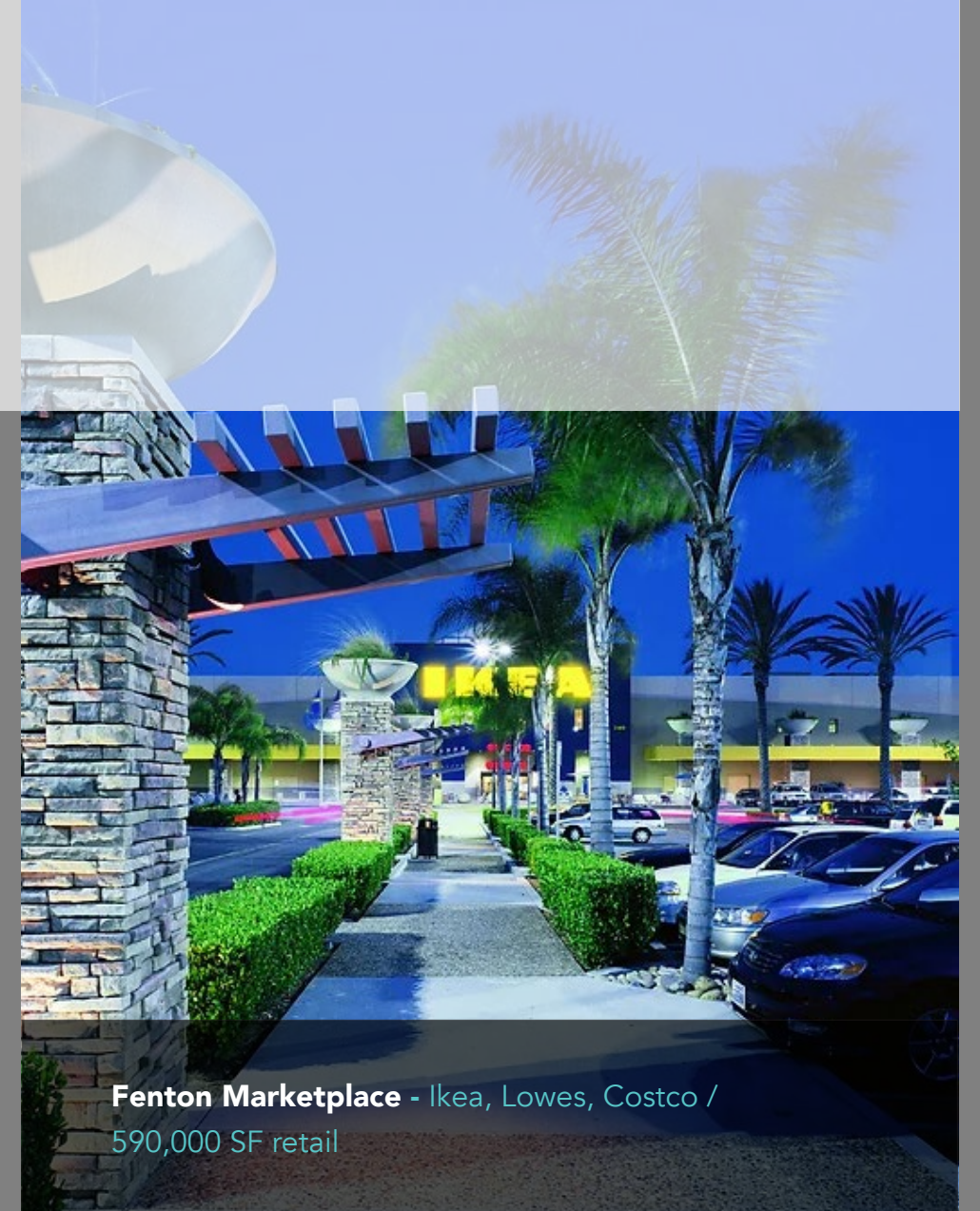
**Fashion Valley** - Macy's, Bloomingdales, Neiman Marcus, Nordstrom / 1,720,500 SF retail / 200 stores



**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

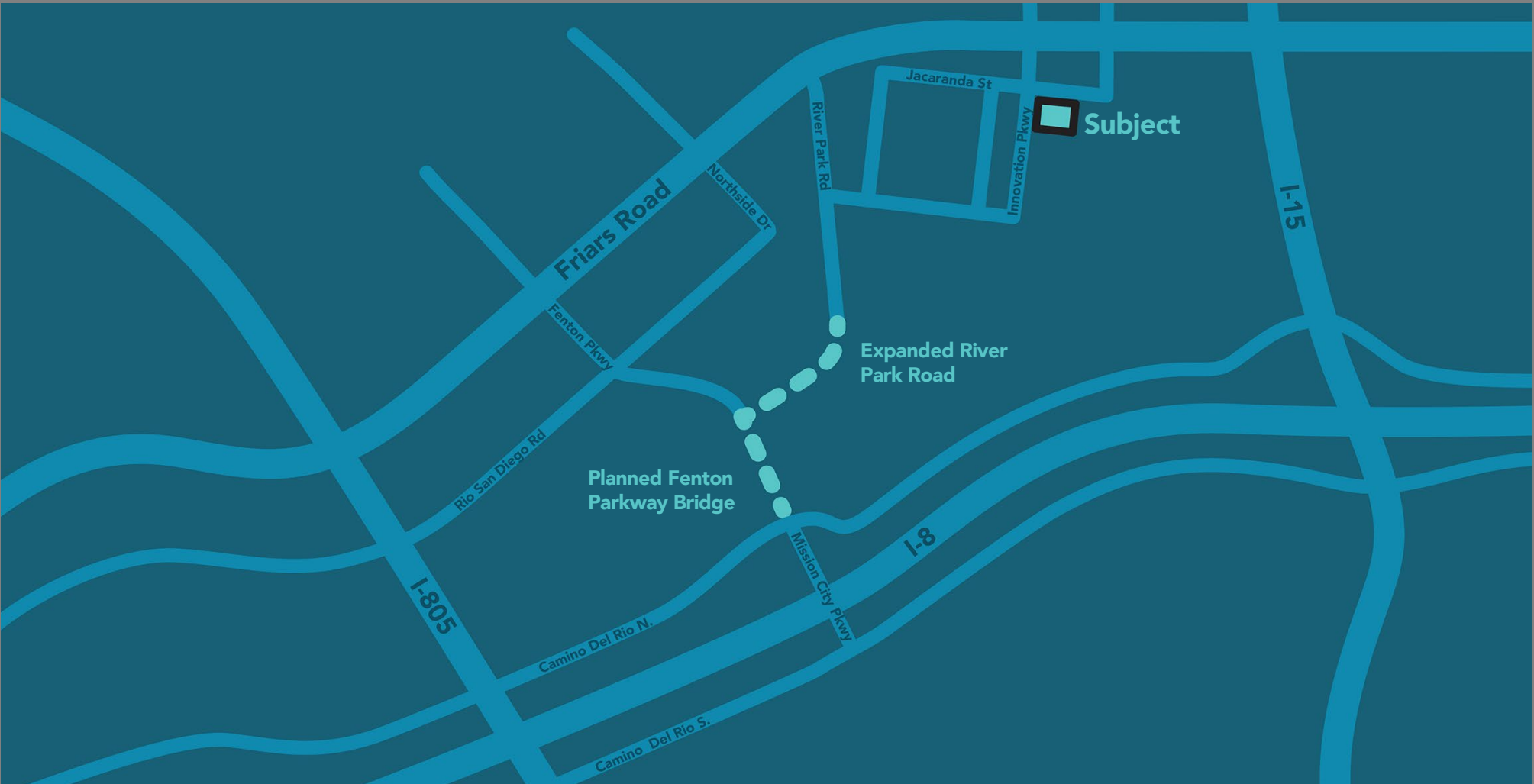
SDSU MISSION VALLEY

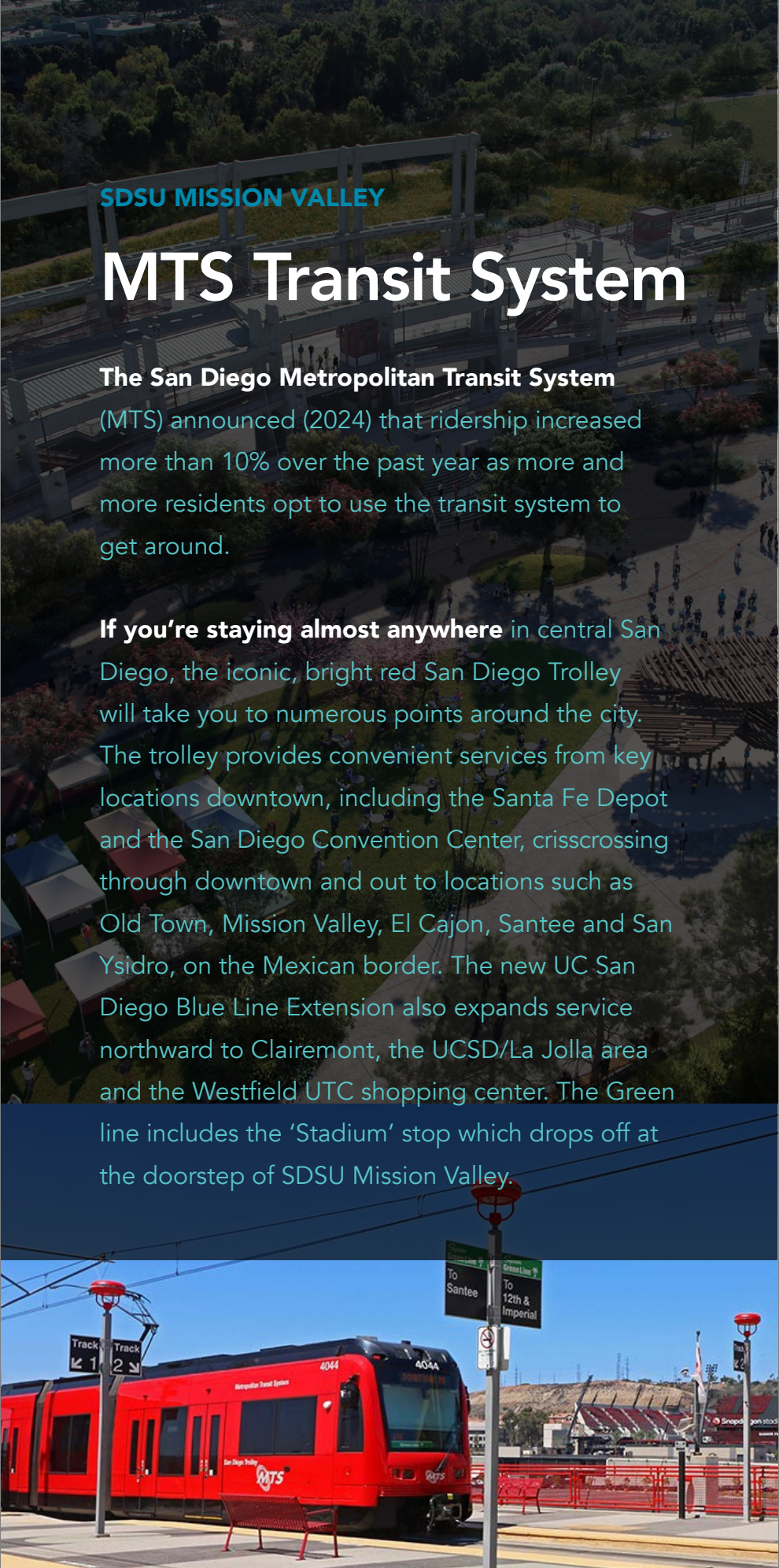
# North-South Access Via Planned Fenton Parkway Bridge

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



Planned Fenton Parkway Bridge





SDSU MISSION VALLEY

# 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.



UC San Diego  
Health La Jolla  
Executive Drive  
UTC

Blue Line

Copper Line

Green Line

Silver Line

Orange Line

Subject

Downtown

Morena/Linda Vista  
Fashion Valley  
Hazard Center  
Mission Valley Center  
Rio Vista  
Fenton Parkway

Stadium

Mission San Diego  
Grantville  
SDSU  
UC San Diego  
Health East  
70th Street

Seaport Village  
Convention Center  
Gaslamp Quarter  
12th & Imperial

America Plaza  
Courthouse  
Civic Center  
Fifth Avenue  
City College  
Park & Market  
25th & Commercial  
32nd & Commercial  
47th Street  
Euclid Avenue

Santee  
Gillespie Field  
Arnele Avenue  
El Cajon  
Amaya Drive  
Grossmont  
La Mesa Blvd.  
Spring Street  
Lemon Grove Depot  
Massachusetts Avenue  
Encanto/62nd Street

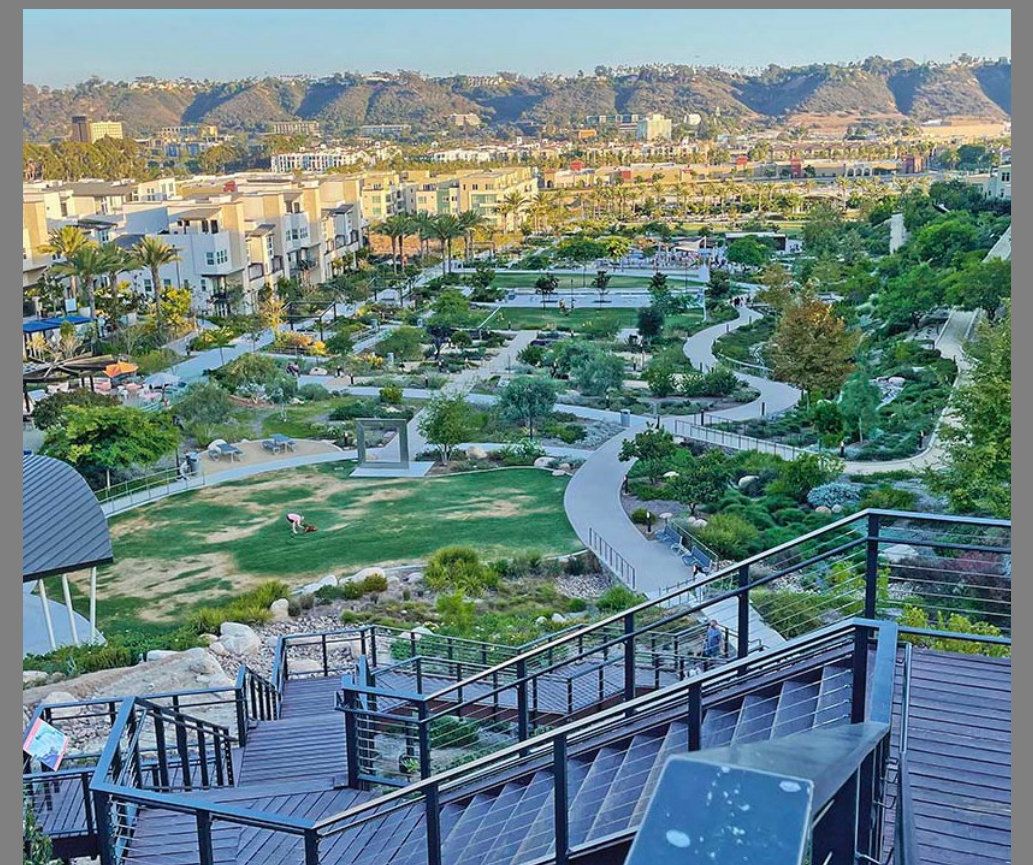
Barrio Logan  
Harborside  
Pacific Fleet  
8th Street  
24th Street  
E Street  
H Street  
Palomar Street  
Palm Street  
Iris Avenue  
Beyer Blvd.

SDSU MISSION VALLEY

# 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.

This document has been prepared by Next Wave Commercial Real Estate, Inc. for advertising and general information only. The information included has been obtained from sources believed to be reliable, and while we do not doubt its accuracy, we have not verified it and make no guarantees, representations or warranties of any kind, expressed or implied, regarding the information including, but not limited to, warranties of content, accuracy and reliability. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property. Any interested party with their advisor(s) should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for their needs.



SDSU MISSION VALLEY

# 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**

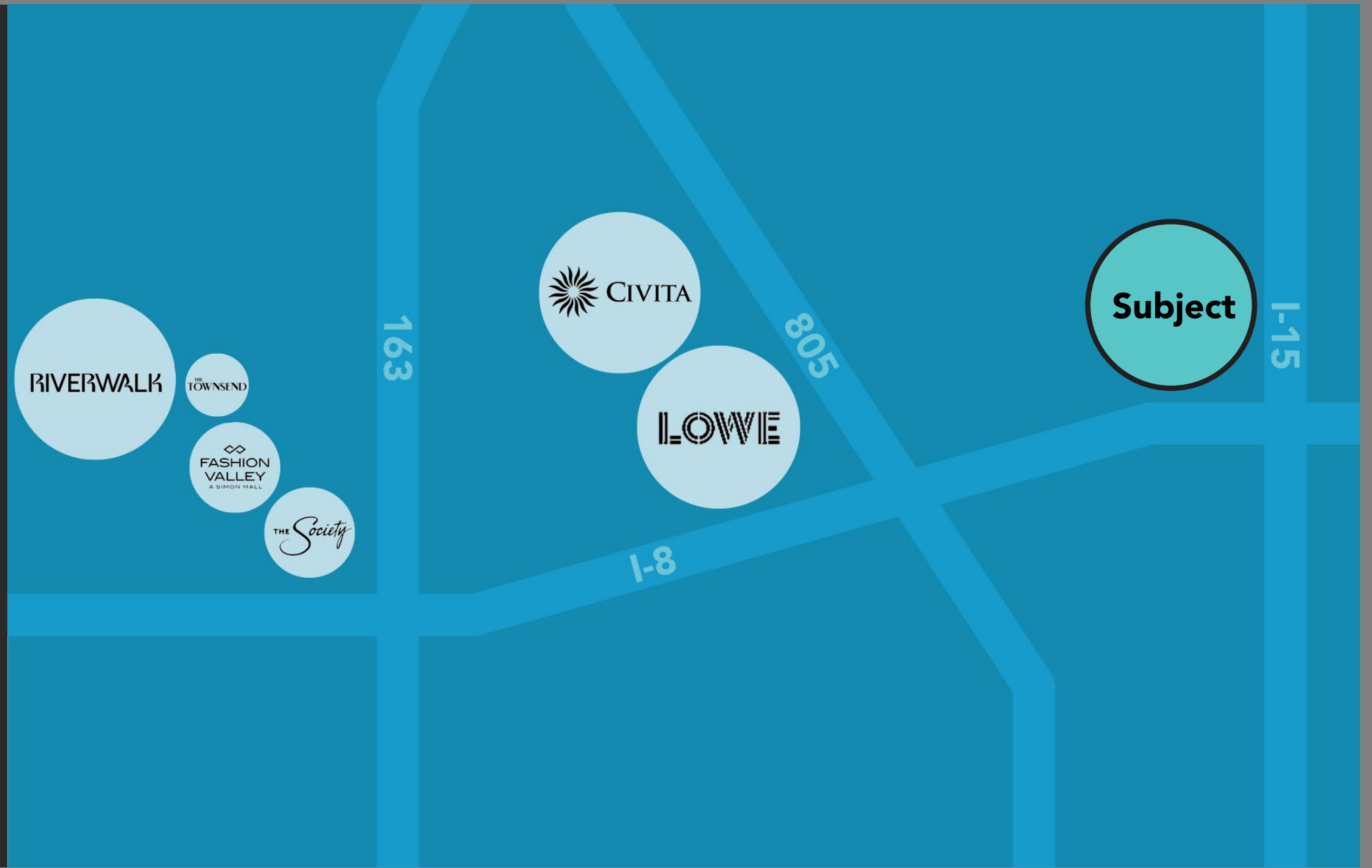
650 Units & revamped retail - Timing TBD.  
Lowe acquired the center 2023.

**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

