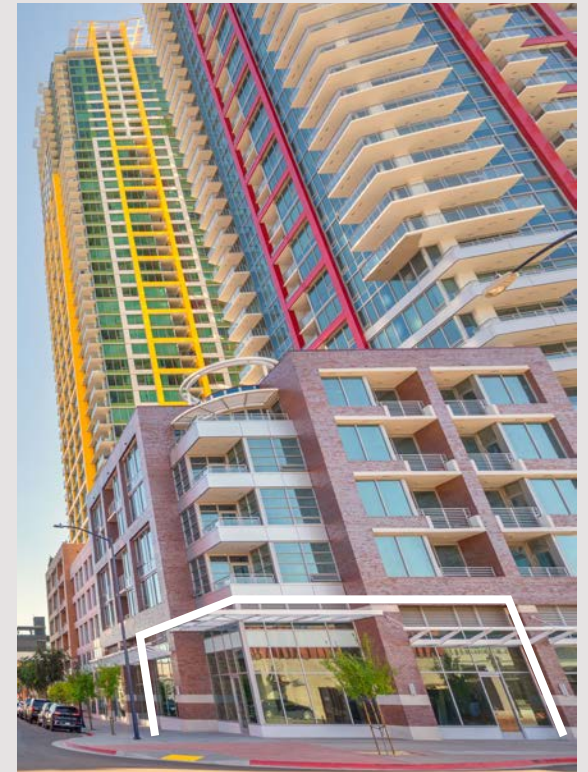


# PINNACLE ON THE PARK

**±2,734 SF FOR LEASE 2ND GEN. PRIME  
CORNER RETAIL / FITNESS SPACE**

OTHER AVAILABILITY: PRIME CORNER  
RETAIL/OFFICE SPACE ±2,184 SF



## East Village

**UPG** URBAN  
PROPERTY  
GROUP est. 1989

858 874 1989  
[upgsocal.com](http://upgsocal.com)



**PINNACLE**  
ON THE PARK

Spire - 45 Stories  
500 RESIDENTIAL UNITS

Pinnacle Tower - 45 Stories  
500 RESIDENTIAL UNITS

NOW LEASING

## *One-of-a Kind Site in East Village*

The two residential towers at Pinnacle on the Park contain approximately 1,000 apartment units combined.

Anchored by the block bounded by 14th, 15th, J Street, and Island, the space is positioned to benefit from the desirable J Street corridor of trendy restaurants, charming cafes, and thriving businesses in the immediate trade area.

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

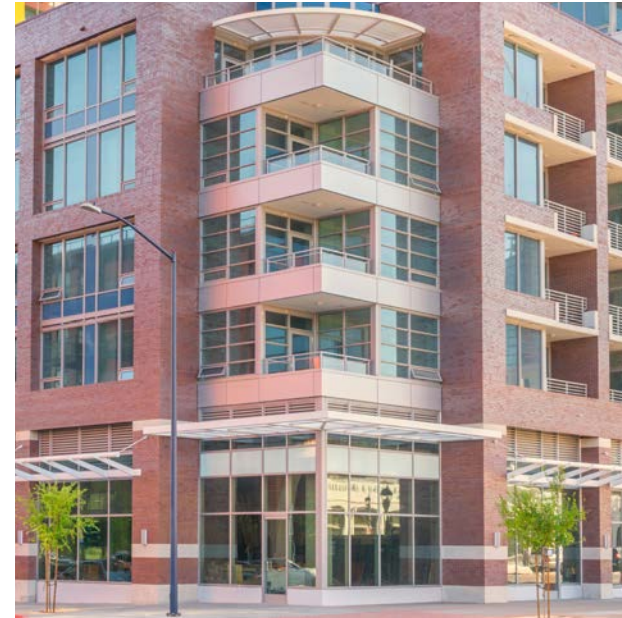
- × PETCO Park
- × Thomas Jefferson School of Law
- × San Diego Main Library
- × E3 High School
- × Urban Discovery Charter School
- × Diamondview Tower
- × Sempra Energy Tower

# The Property.

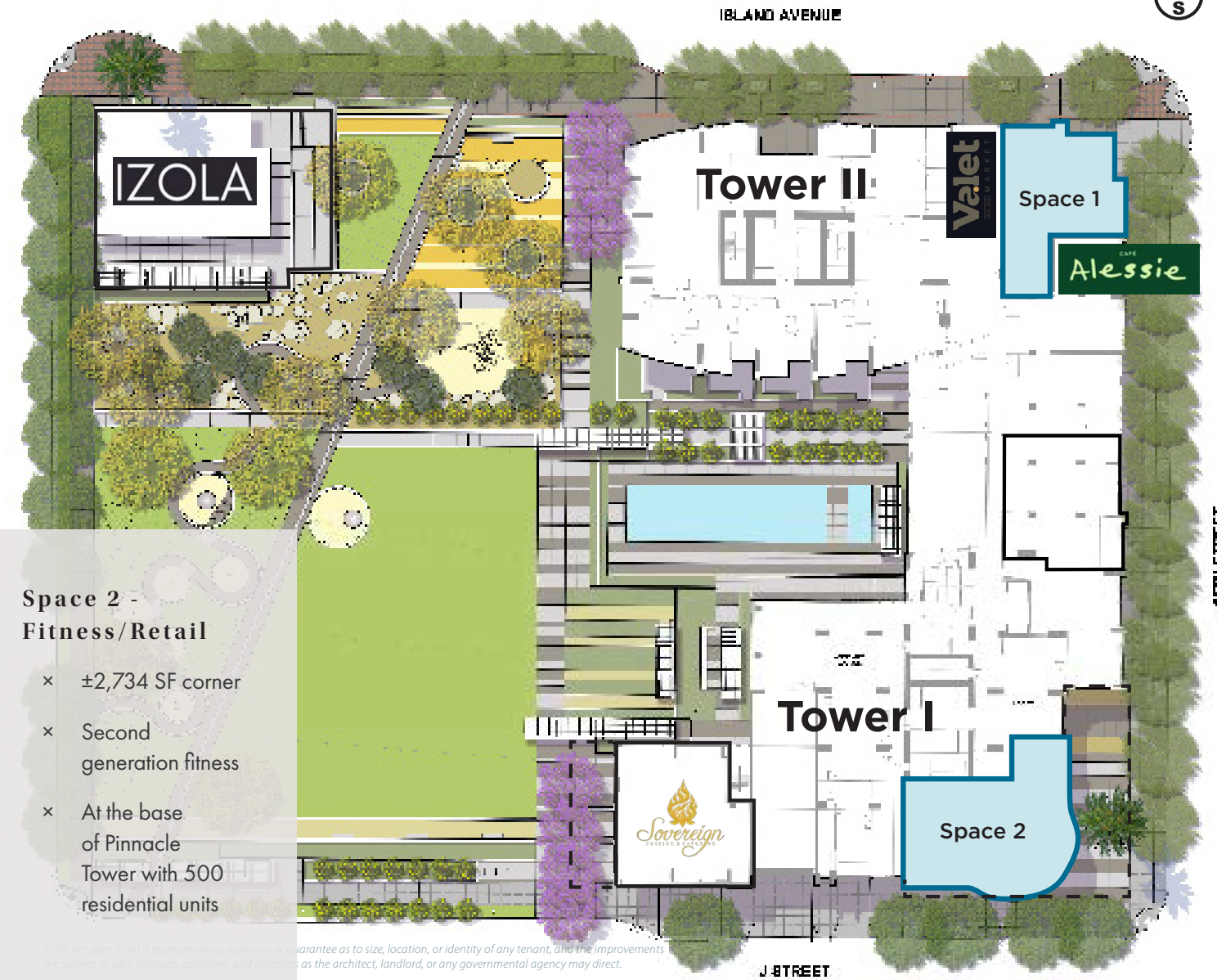


## Space 1 - Office/Retail

- × ±2,184 SF corner
- × ±80 ft. of frontage along Island Avenue
- × ±44 ft. of frontage along 15th Street
- × At the base of Spire Tower with 500 residential units



## Site Plan

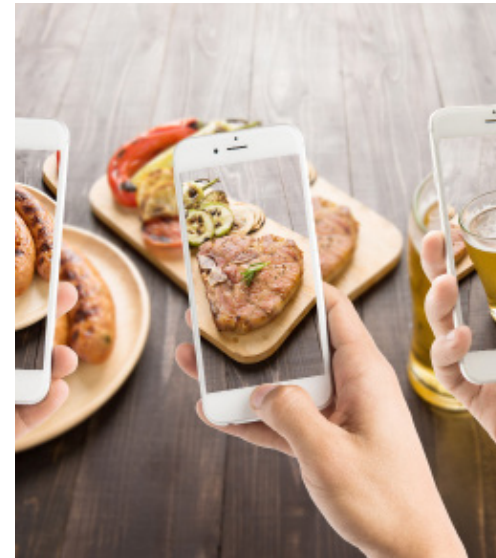


## Space 2 - Fitness/Retail

- × ±2,734 SF corner
- × Second generation fitness
- × At the base of Pinnacle Tower with 500 residential units

\*This site plan is not a representation, warranty or guarantee as to size, location, or identity of any tenant, and the improvements are subject to such changes, additions, and deletions as the architect, landlord, or any governmental agency may direct.

- × Situated below and fronting over 1,350 luxury residential units (Pinnacle & Shift)
- × One-of-a-kind site next to 60,000 SF Fault Line Park, which includes a children's playground, open green space with dog park, and public seating
- × Just blocks from Petco Park, the Gaslamp Quarter, and the San Diego Central Library
- × Co-tenants include Sovereign Thai, Cafe Alessie, Valet Market and Izola Bakery
- × Located in the thriving East Village community along 15th Street between J Street & Island Avenue
- × Easy access to the 5, 94, and 163 freeways



# Join These Co-Tenants.

## Meet Your Neighbors

### 1. IZOLA

Making croissants and sourdough with love from real ingredients – butter from Normandy, organic milk, free-range eggs – bake them fresh all day and serve them to you hot from the oven. Simple.

### 2. SOVEREIGN THAI

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.

### 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.

### 4. VALET MARKET

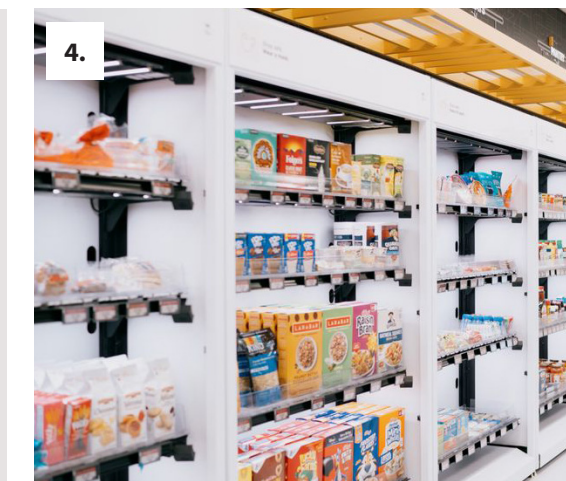
Autonomous convenience experience. Scan your app, walk in, grab what you want, and walk out.



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

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**Forbes**



# Connectivity.



When the Central Library, Ballpark Village, and Petco Park were developed, they helped spark a renewed sense of energy and recognition of Downtown's potential. The area is now just moments from some of San Diego's most distinct neighborhoods—from Little Italy's dynamic culinary scene to the lively Gaslamp Quarter and the active waterfront.

**Discover San Diego's Urban Side. There's something for everyone in every direction.**

- 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



Blue Line Trolley service will expand from Santa Fe Depot downtown to the University City community, serving major activity centers such as Old Town, UC San Diego, and Westfield UTC. The Mid-Coast Trolley will expand transportation capacity in the corridor to accommodate existing and future travel demand. Population along the corridor is predicted to increase by 19% by 2030, while employment is predicted to increase by 12%.

# 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
<b>60,000</b>	<b>185</b>	<b>1</b>	<b>14,200 SF</b>

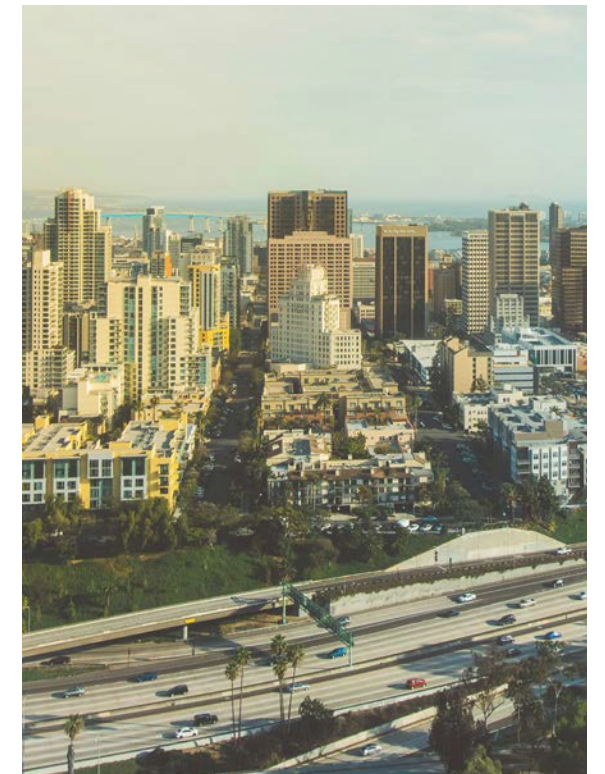
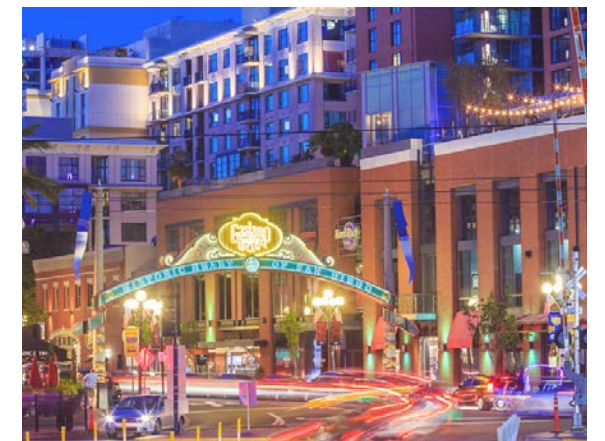


## *Downtown San Diego*

The heartbeat of every city lives in its downtown, and San Diego is no exception. Located only minutes from the airport, San Diego's thriving urban center offers an abundance of options for accommodations, activities, dining and cultural attractions, all easily accessible by foot, bike, car or public transportation.

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Where modern architecture and Victorian-Age buildings stand side-by-side, you'll discover eclectic galleries, chic boutiques, trendy nightclubs, rooftop bars, gastropubs, craft beer hangouts and hip restaurants lining the streets.



# By the Numbers.



## 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 CONVENTION CENTER ANNUAL ATTENDEES

**± 862,408**

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

### 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

### 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

### 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 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



DAYTIME POPULATION

**198,388**



BUSINESSES

**19,456**



RESIDENTIAL POPULATION

**197,210**



VISITORS TO SAN DIEGO

**32.3M**



HOTELS ROOMS

**15,894**



AVERAGE HHI

**\$106,845**



## 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)

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