

# 5373

## MISSION CENTER RD



This image has been digitally modified using artificial intelligence (AI) to illustrate a conceptual representation of site. The depiction is for visualization purposes only and may not reflect current or actual site conditions.

INVESTMENT/OWNER-USER  
DEVELOPMENT OPPORTUNITY

MISSION VALLEY

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# 02

## THE OFFERING

Urban Property Group presents a rare opportunity to acquire an investment property with a potential covered land play opportunity, centrally located in Mission Valley. This site offers notable potential for assemblage with the adjacent parcel featuring four buildings, providing flexible options for innovative development with the ability to build in phases in one of San Diego's most dynamic areas.

CONTACT  
BROKER  
Asking Price



The Seller reserves the right to sell the property at anytime during the marketing period without prior notice. The property will be sold on an "as-is" basis. It is the Buyer's responsibility to independently confirm the accuracy and completeness of all material information before completing any purchase.

## MISSION VALLEY

Just minutes away from the San Diego International Airport and within easy reach of all that San Diego has to offer, Mission Valley is a great place to call home. Conveniently located in the center of San Diego County, the area is within a 10-minute drive of the San Diego Zoo, SeaWorld San Diego, and the Downtown Gaslamp District, and offers a wealth of affordable accommodations, family-friendly dining options, and great shopping at both the Fashion Valley and Mission Valley malls.

Outdoor enthusiasts can explore hiking and rock climbing in Mission Trails Regional Park or enjoy cultural attractions such as the Mission San Diego de Alcalá, the first of 21 missions established in California, and Old Town San Diego State Historic Park, which features 12 acres of Mexican lore and historical sites. Additionally, the proposed Riverwalk development in Mission Valley is set to enhance the area's appeal.

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# 04

## THE PROPERTY

### ADDRESS

5373 Mission Center Rd  
San Diego, CA

### TOTAL PARCEL SIZE

±50,094 SF | 1.15 AC

### PARKING

82 Spaces

### BASE DENSITY

145 du/acre (Mixed-Use High)

### POTENTIAL UNITS

200+

### BUILDABLE SF

±200,000

### PARCEL NUMBERS

438-170-28

### ZONING

EMX-2

### FAR (COMPLETE COMMUNITIES)

4.0

### FREEWAY ACCESS

0.6 miles to I-8, Hwy 163, I-805

### PLANNED LAND USE | MIXED USE (HD)

This designation allows for a variety of employment-based uses that serve residents and workers in the community. Residential uses are strongly encouraged in both horizontal and vertical formats, with above or below grade structured parking. This designation accommodates up to 145 dwelling units per acre.

### COMPLETE COMMUNITIES

Complete Communities includes planning strategies that work together to create incentives to build homes near transit, provide more mobility choices and enhance opportunities for places to walk, bike, relax and play. These efforts ensure that all residents have access to the resources and opportunities necessary to improve the quality of their lives.



\*PROPERTY IS PART OF AN HOA THAT LIMITS USES TO THE HISTORIC NIGHTCLUB OPERATION. AS SUCH, ANY CHANGE IN USE WOULD ALSO NEED TO BE APPROVED BY THE HOA.

01

### PRIME OPPORTUNITY

Rare investment opportunity with development potential

02

### PARKING AND ACCESS

On-site parking surrounding site and multiple points of access

03

### VISIBILITY & SIGNAGE

Located among growing population and adjacent to large employers including Sharp, Kaiser Permanente, and Scripps

04

### DESIRABLE LOCATION

Highly desirable and central Mission Valley location. Adjacent to over 1.9 million retail SF and San Diego Trolley providing access to Downtown, East County, and the UTC area

05

### PATH OF DEVELOPMENT

Significant increase in development in Mission Valley

06

### TRANSIT ORIENTED

Ease of commute with central location, short distance to freeway, and nearby transit options

UNIVERSITY HEIGHTS

HILLCREST

UC San Diego Health

RIVERWALK DEVELOPMENT

FASHION VALLEY  
A SIMON MALL

Puesto  
Mexican Street Food

TRADER JOE'S  
GOLF GALAXY  
OLD NAVY

ULTA BEAUTY  
Marshalls  
DSW  
DESIGNER SHOE WAREHOUSE

west elm

Starbucks  
Orangetheory FITNESS  
ULTRASTAR CINEMAS  
BARNES & NOBLE

FIG TREE CAFE  
a california eatery

Chick-fil-®

Food 4 Less

BJ's

verizon  
corepower  
YOGA

SITE

Ralphs

SUPER STAR  
CAR WASH

DEL TACO

Starbucks

MISSION CENTER CT

SAN DIEGO RIVER

MISSION CENTER RD

FRAZEE RD

FRIARS RD

# THE LOCATION

The focus of Central Mission Valley will be as an urban village that not only serves as the central business district with vibrant jobs, but also a location for restaurants, nightlife, shopping, entertainment, and residential development. Development will orient along the river, transit stations, and also along new main streets in the form of campus style, infill, and lifestyle developments. Workers, residents, and tourists will be able to access these commercial and residential areas via a more bicycle and pedestrian friendly environment with the completion of the sidewalk network and integration of various types of bicycle infrastructure. Periodic parks along the River will provide readily accessible respite from the center of Mission Valley's new urban focus, while green streets will reconnect pedestrians, bicyclists, and drivers with the action in a welcoming environment.

Mission Valley is conveniently located in the center of San Diego County, the area is within a 10-minute drive of the San Diego Zoo, SeaWorld San Diego, and Downtown San Diego. It offers a wealth of affordable accommodations, family-friendly dining options and great shopping at both the Fashion Valley and Mission Valley malls.

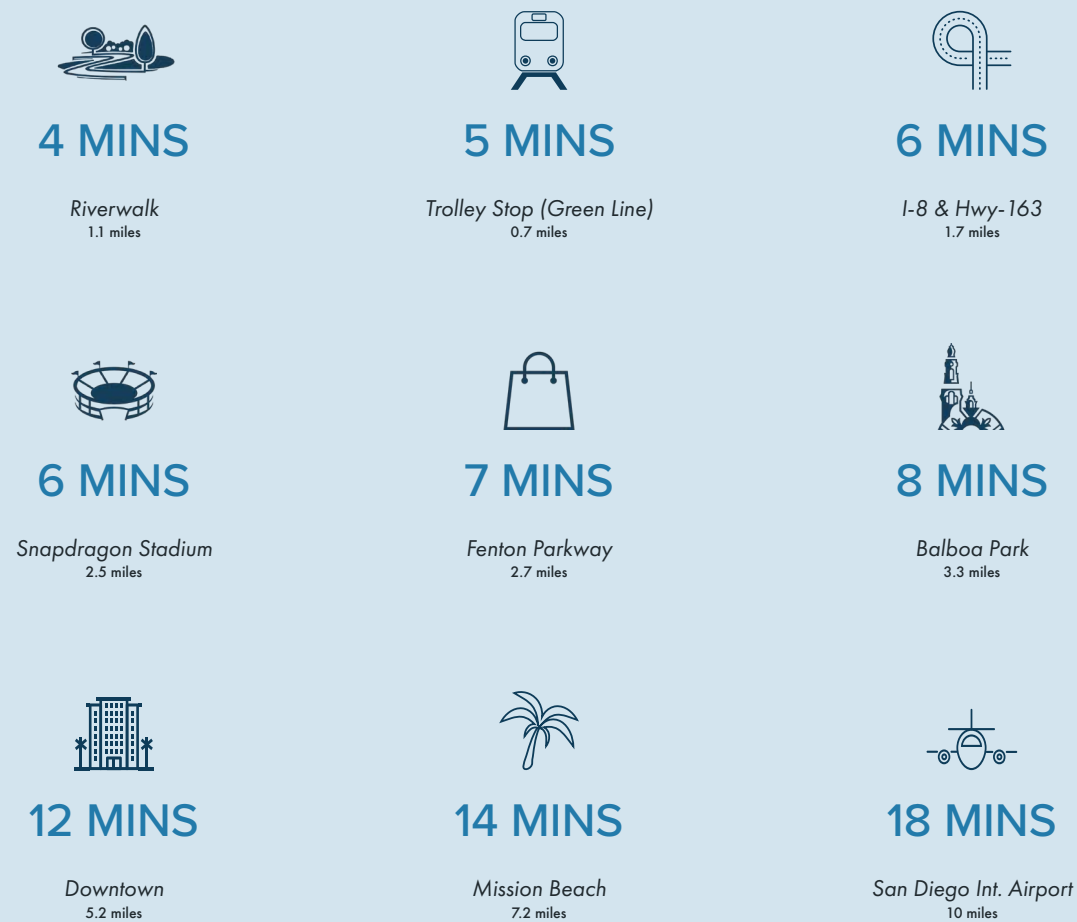


**POSITIVELY IN THE MIDDLE OF IT ALL**

# 10 CITYWIDE CONNECTIVITY

Mission Valley, centrally located in San Diego, offers easy access to major highways and trolley lines, connecting Downtown, North County, and beach communities. This property stands out with proximity to dining, shopping, SDSU Mission Valley, Riverwalk, and Balboa Park.

The San Diego Trolley, serving over 34 million riders annually, links vibrant communities and provides access to jobs, education, healthcare, and entertainment. The Blue Line's Mid-Coast extension has boosted ridership by 73% since its 2021 launch.



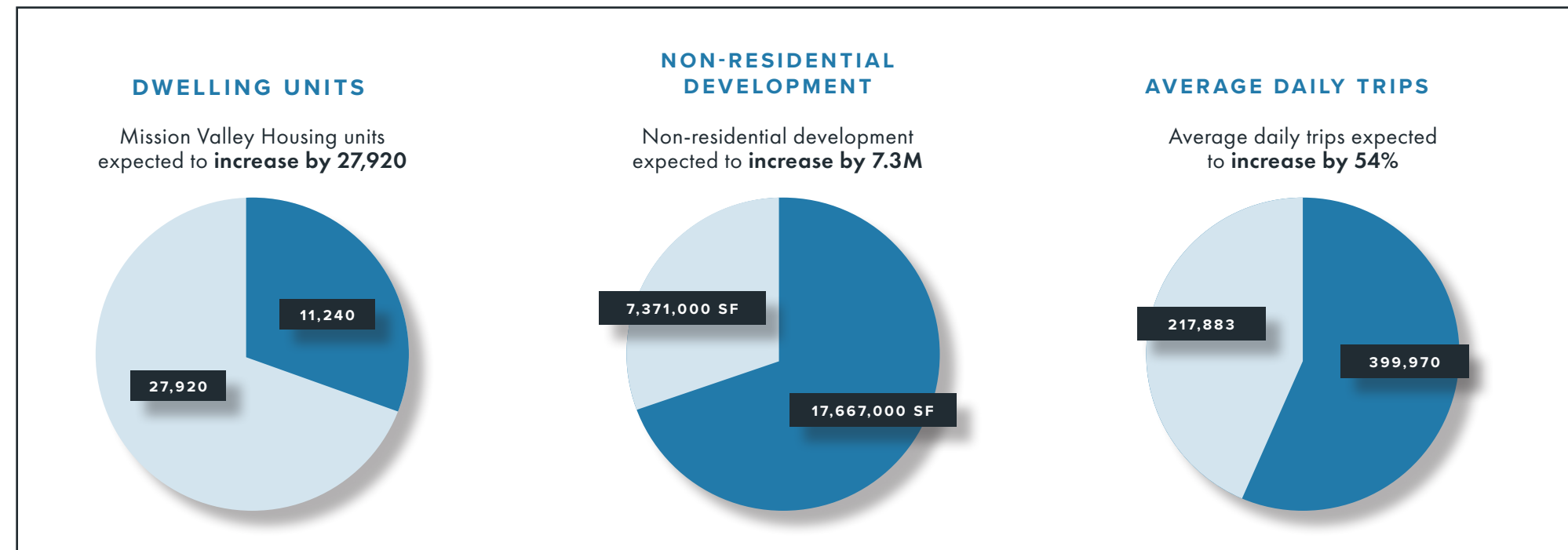
# MISSION VALLEY COMMUNITY PLAN

The Mission Valley Community Plan envisions transforming the area into a vibrant, walkable, and bikeable neighborhood with excellent transit and freeway access, diverse shopping, dining, and recreational opportunities. The San Diego River will serve as the centerpiece, featuring a complete river pathway with pedestrian paseos and green streets connecting parks, residences, retail, and offices.

Enhanced transit, including an extensive trolley system and mobility hubs, will support mixed-use, transit-oriented developments around stations, offering seamless connections to employment, shopping, and recreational areas. New roads, bridges, and a strengthened grid will improve vehicle mobility, while pedestrian-friendly pathways and active transportation options will promote an enjoyable, car-free lifestyle in Mission Valley.

## DEVELOPMENT FORECAST

EXISTING  
ANTICIPATED



## INCREASED MOBILITY

### Walkability

A series of paseos and walkways resulting in convenient and direct pedestrian connections

### Bicycling

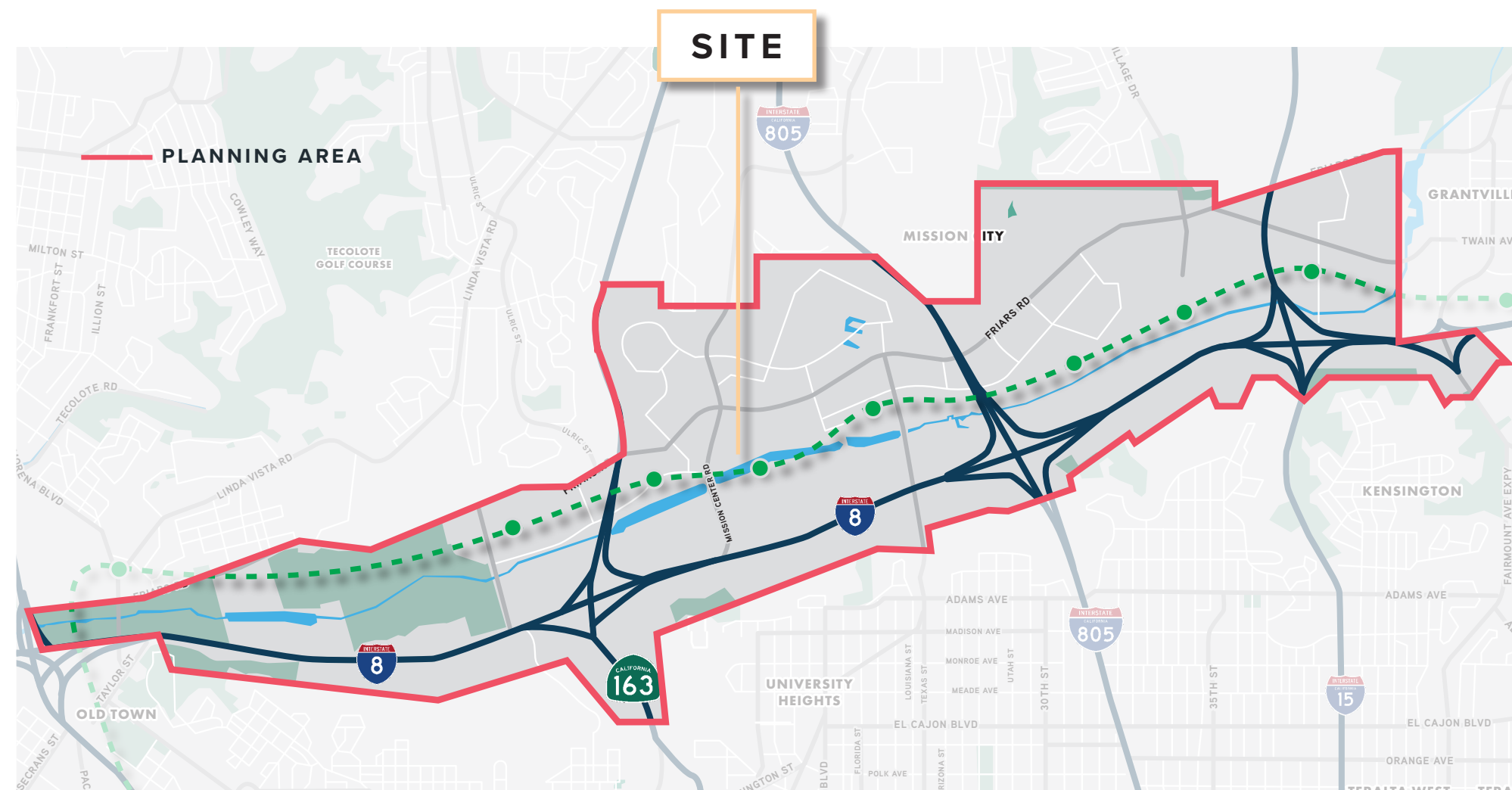
The paseos, new road segments, and bridges will enhance commuting via cycling

### Transit

Mission Valley is currently served by nine local bus routes, with this plan set to introduce two new stations

### Streets & Freeways

Roadway extensions will be implemented to increase network connections, capacity, and efficiency



# DISCOVER MISSION VALLEY



Mission Valley features over 235 dining options, hosts more than 10 annual events, and is home to Snapdragon Stadium, which can seat over 35,000 fans for concerts and sporting events.



Mission Valley is a wide river valley located in San Diego, California. It is home to several shopping centers and entertainment venues, making it a popular destination for both tourists and locals. The area is divided into two neighborhoods: Mission Valley East and Mission Valley West, and is bordered by the I-5 and I-8 freeways.

**CENTRAL.  
CONVENIENT.  
AFFORDABLE.**

## THE EVOLUTION OF MISSION VALLEY

Mission Valley has a rich history, being the site of the first Spanish settlement in California, established in 1769. The Mission San Diego de Alcalá was originally located at the western end of the valley, but was moved to its current location at the eastern end due to better access to freshwater. The valley was originally inhabited by the Kumeyaay Native American tribe and was home to several Kumeyaay villages.

In the 1940s, Mission Valley began to develop and expand, with the construction of the first hotel in what is now known as Hotel Circle. This was followed by the development of several large regional shopping malls, including Westfield Mission Valley and Fashion Valley Mall. The construction of the I-8 freeway in the late 1950s and early 1960s also contributed to the growth and development of the area. Today, Mission Valley serves as an important shopping and entertainment center for San Diego, with a range of dining options and several hotels. It is also home to Qualcomm Stadium, which has recently been demolished and is being replaced by Snapdragon Stadium.

222,876



Population

102,826



Households

37.40



Median Age

\$108,526

Average Household Income



151,696

Total Employees



\$3.37B

Consumer Spending



*Demographics within 3 mi. of site*

# A NEW VISION FOR MISSION VALLEY



21,113

Units proposed & under construction within 1 mi. of site

## RIVERWALK

930 Units | 75,00 SF Retail | 200,000 SF Office

The \$4 billion Riverwalk San Diego project is a once-in-a-lifetime opportunity to create a vibrant live-work-play neighborhood, complete with parks and restored river habitats. This transformative development will enhance the area with residential and retail spaces while promoting outdoor activities, all conveniently accessible by trolley. It's set to redefine urban living in San Diego.



## SDSU INNOVATION DISTRICT

1.6M SF

SDSU Innovation District, will include office, technology, and research space located adjacent to the stadium to activate the space and create an incubator-like feel to the area. The Innovation District will provide collaborative research partnerships and create more opportunities for public engagement and interaction with public and private industry partners.



## SNAPDRAGON STADIUM

35,000-Capacity Stadium

Snapdragon Stadium is designed to meet the needs of the entire San Diego community. This year-round entertainment destination serves as a hub of community engagement and Aztec pride. Designed to achieve LEED Gold certification, the stadium serves as the home for Aztec Football.



## CIVITA

230-Acres to accommodate ±4,800 residents

Located in the heart of Mission Valley, in San Diego, California, Civita is a plan that blends urban living with village charm in a completely walkable community. Sustainable by design, Civita has nearby transit and car sharing, buildings that exceed energy standards, smart grid technologies, and plenty of green space surrounding its stylish homes.



2M VISITORS

Est. Snapdragon Stadium annual visitors

WELCOME TO A NEW ERA.

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