

*Southern California's*  
[ *Premier* ]  
URBAN RETAIL OPPORTUNITY



Gaslamp

**NOW ANNOUNCING**



**THE PROJECT THAT  
DEFINES DOWNTOWN**

San Diego, California

# Urban Roots

planted near the coast have produced ...

2



Development of “New Town San Diego” began in 1867  
by Alonzo Horton who bought 800 acres for \$265



# America's finest city ]

3



Known as the Gaslamp Quarter today...  
this is the thriving core of San Diego.

# Downtown San Diego's Gaslamp Quarter

has flourished into one of the most desirable urban neighborhoods on the West Coast.

4



History of fishing, gambling, saloons, and shops, the Gaslamp Quarter's storied past laid way to its bright future.



Availability for  
Retail, Restaurant,  
Entertainment



Corner of 5th Ave & G St

5

The repositioning of Reading Cinemas offers the chance to participate in this thriving urban hub, with

50,000 SF to be demised  
into the premier collection  
of stores and restaurants.

Corner of 6th Ave & G St  
\*proposed rendering



● SAN DIEGO  
INTL AIRPORT

## At a glance ...



MILLION visitors annually

San Diego

6

8<sup>th</sup>

Largest City in the US  
1.3 Million residents  
in the City Limits

Downtown



Residential Growth  
Downtown over 10 years

EMBARCADERO/  
SEAPORT VILLAGE

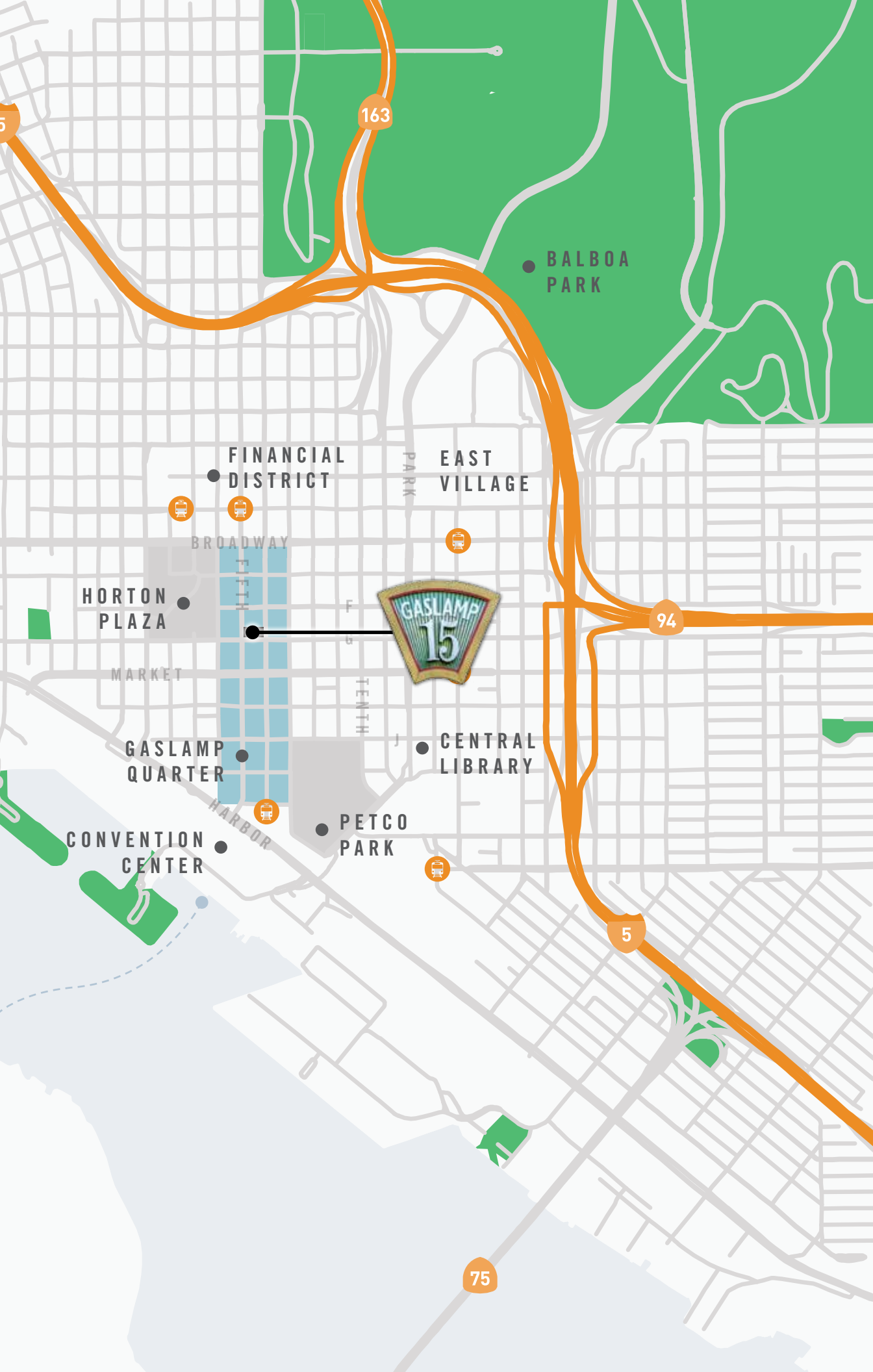
CORONADO  
FERRY  
CITY OF  
CORONADO

Gaslamp Quarter



+500,000

SF of contiguous retail and  
restaurants in the Gaslamp



163

BALBOA PARK

FINANCIAL DISTRICT

EAST VILLAGE

BROADWAY

HORTON PLAZA



94

MARKET

GASLAMP QUARTER

CENTRAL LIBRARY

CONVENTION CENTER

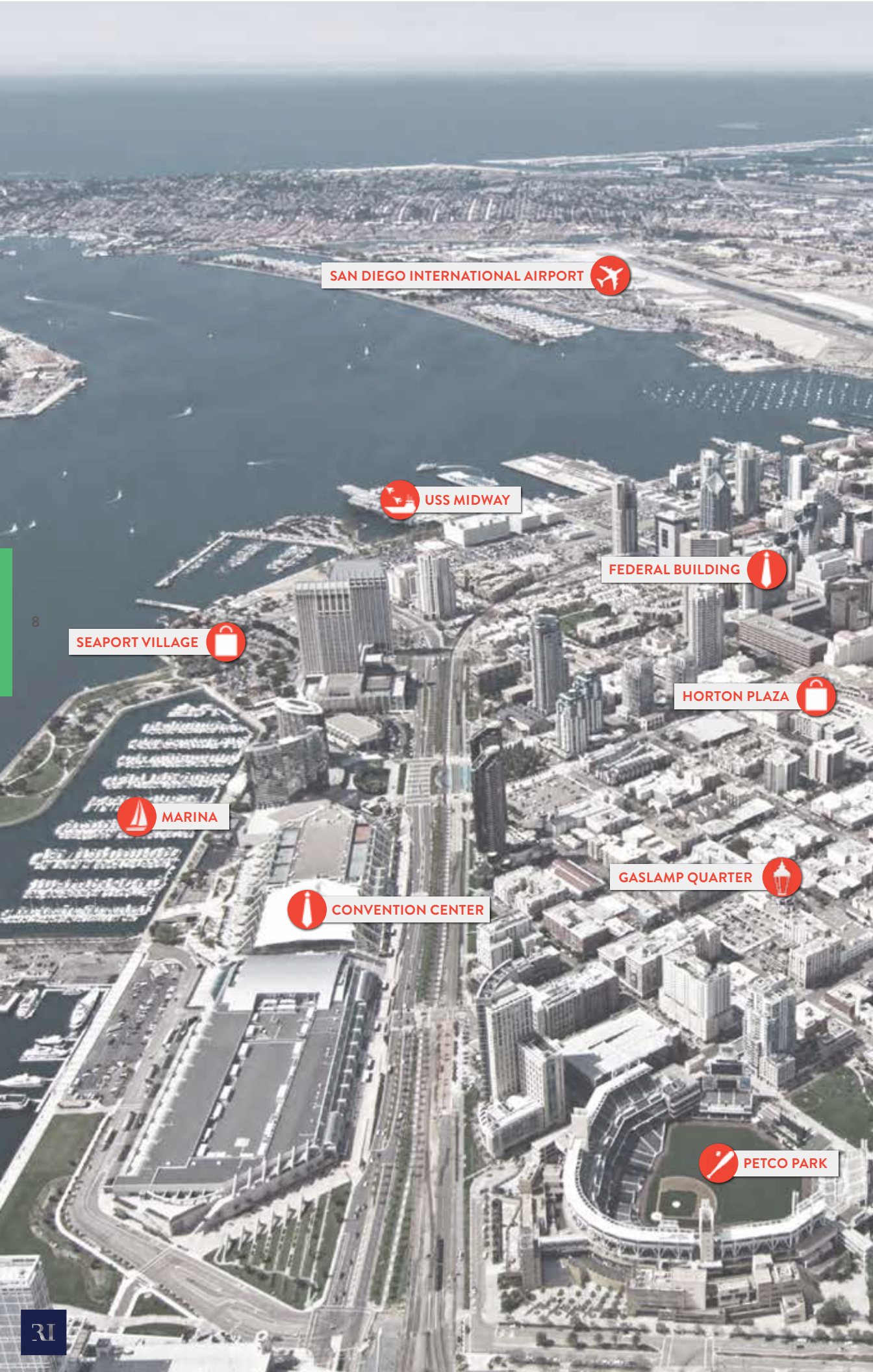
PETCO PARK



5

75





SAN DIEGO INTERNATIONAL AIRPORT



USS MIDWAY



FEDERAL BUILDING



SEAPORT VILLAGE



HORTON PLAZA



MARINA



CONVENTION CENTER



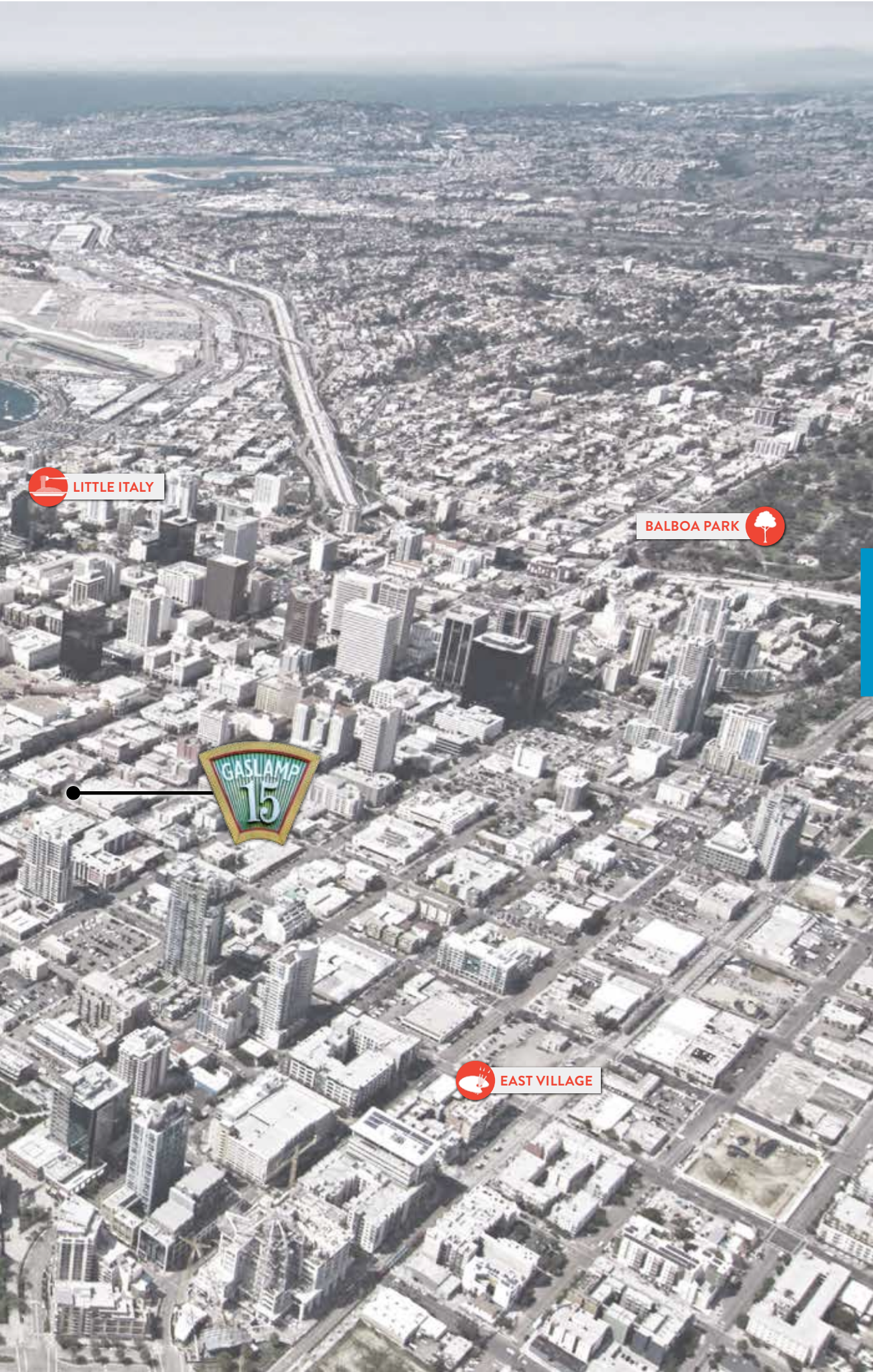
GASLAMP QUARTER



PETCO PARK







 LITTLE ITALY

BALBOA PARK 

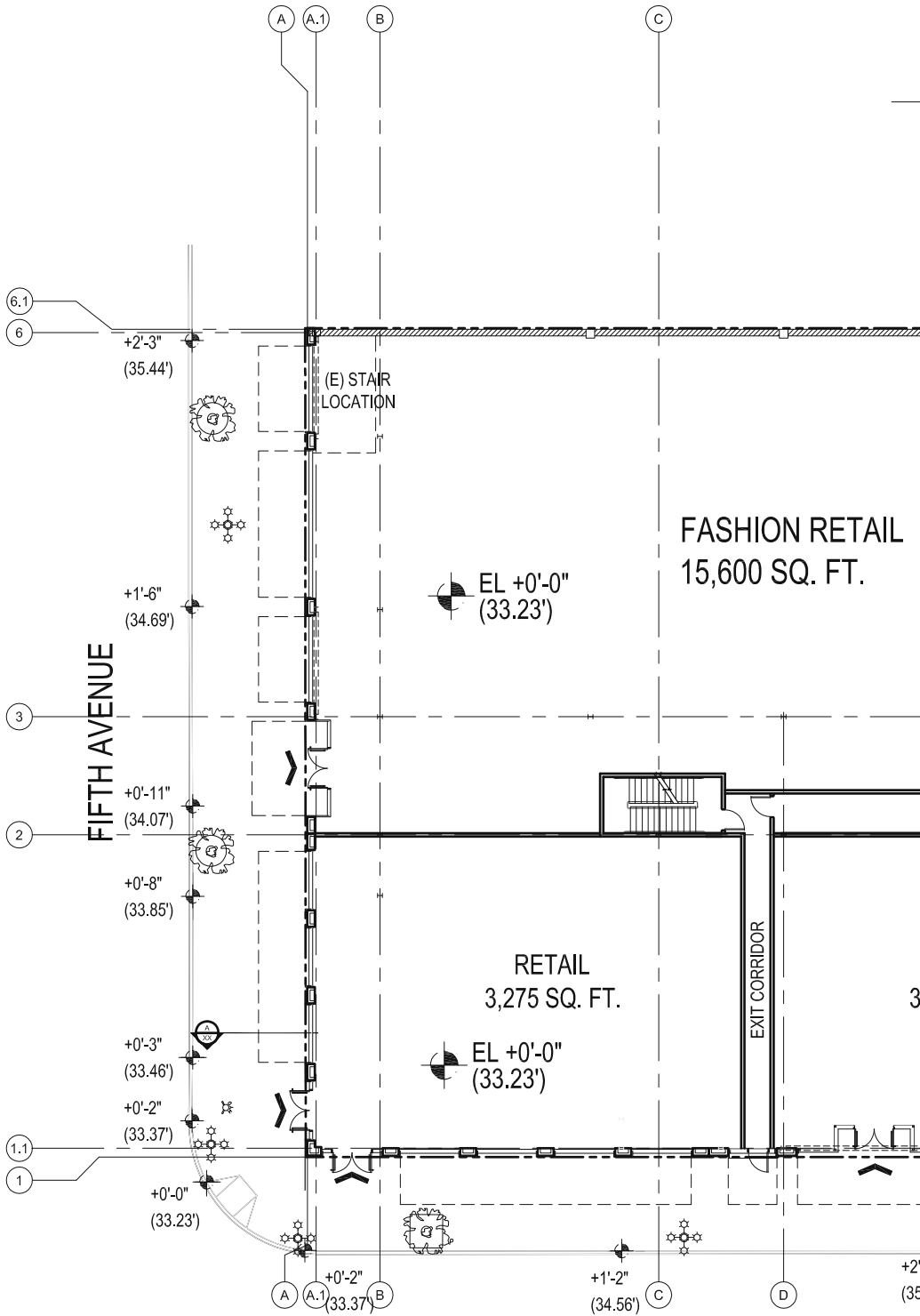


 EAST VILLAGE

# PROPOSED FLOOR PLANS

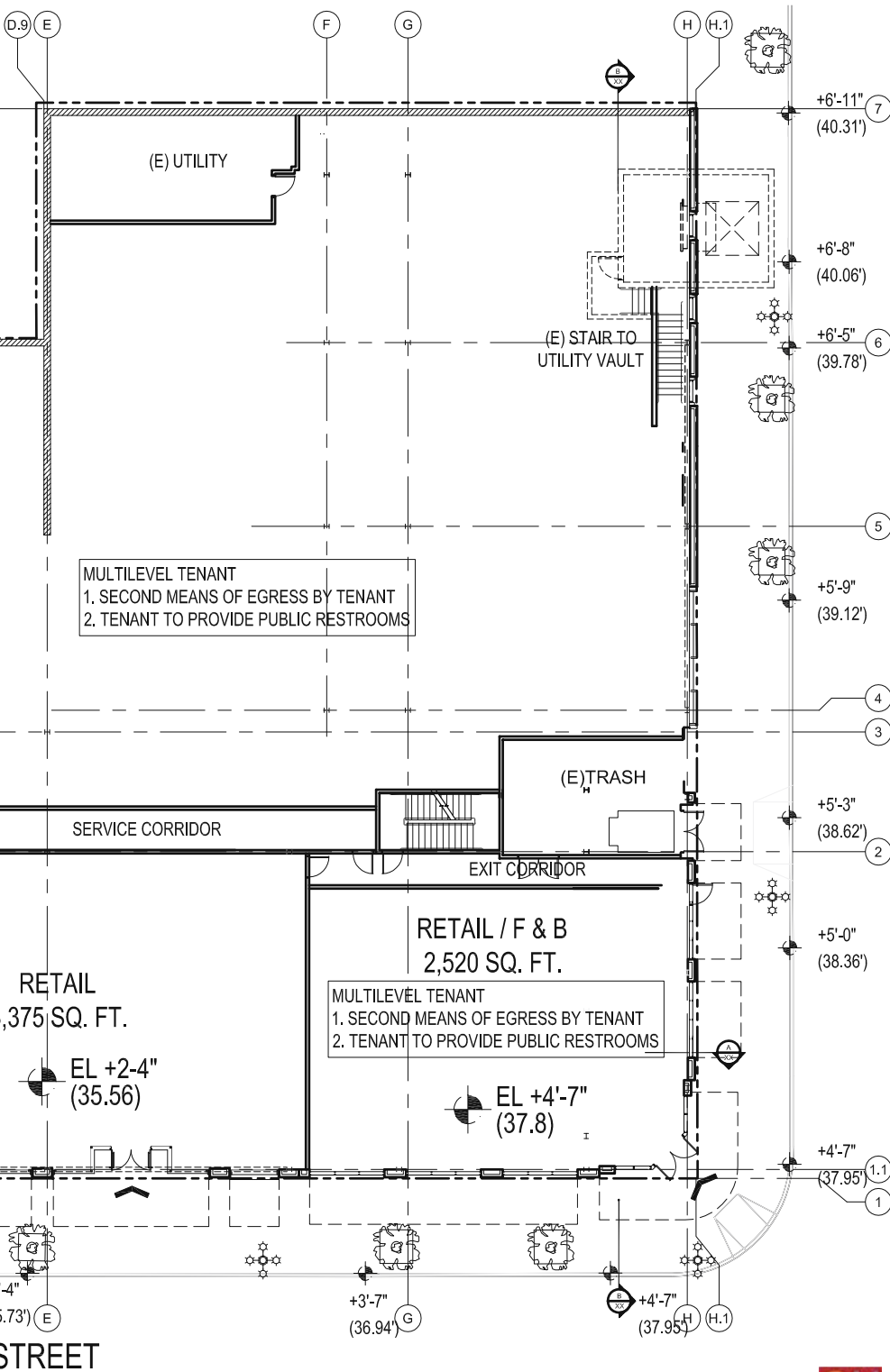
## Floor 1

10



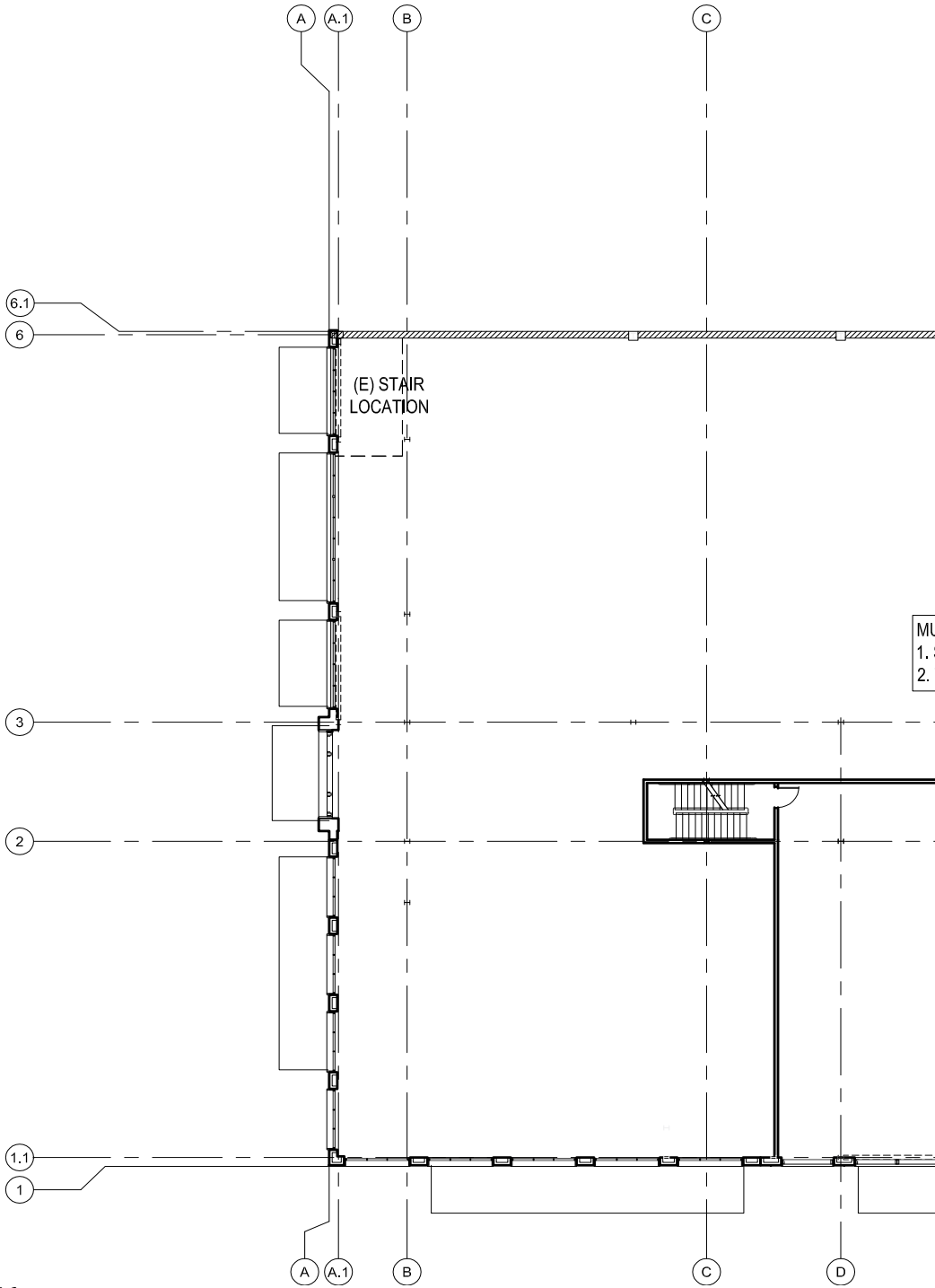
March 10, 2016  
**FLOOR PLAN - LEVEL 1 SCALE 1:20**





# PROPOSED FLOOR PLANS

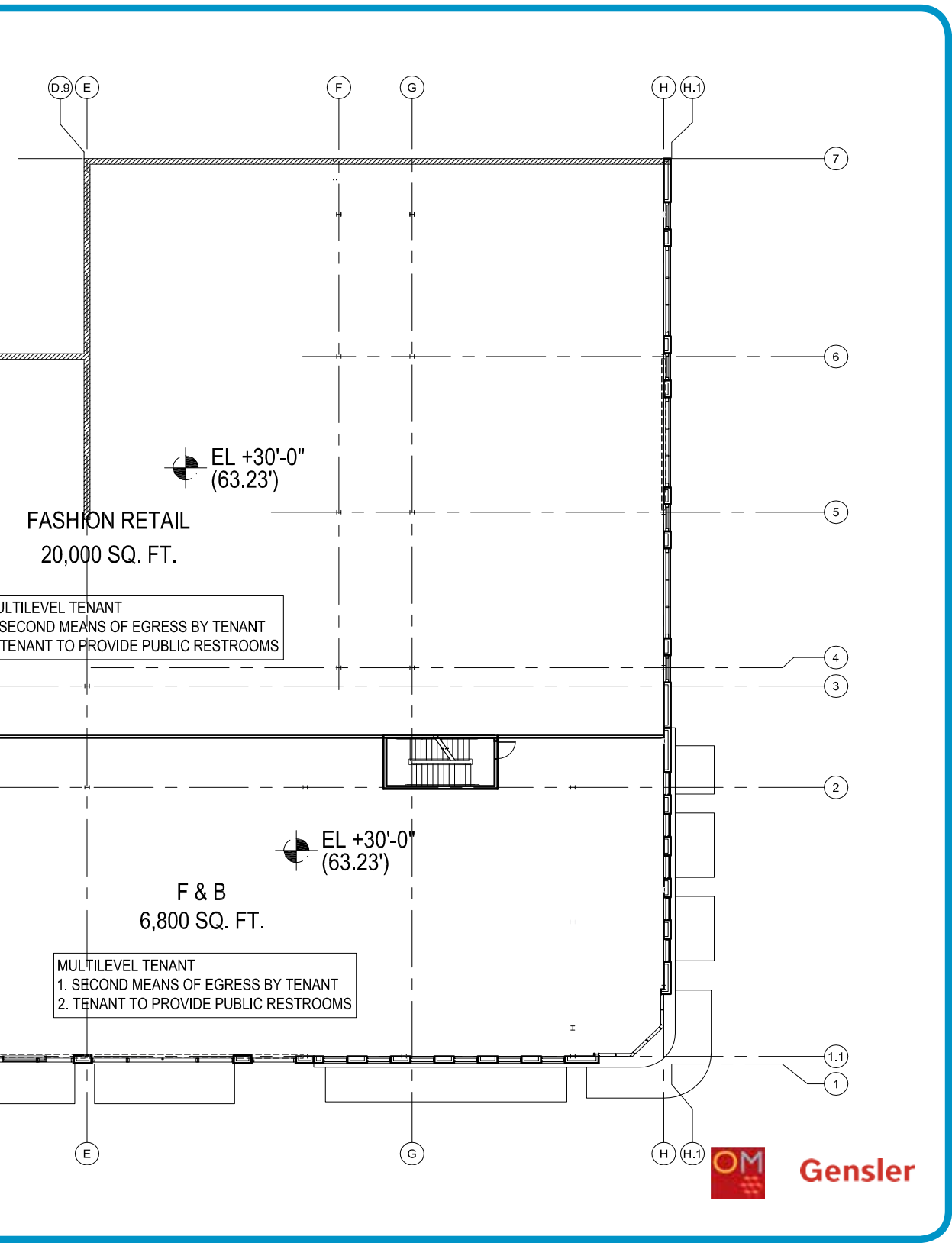
## Floor 2



12

March 10, 2016  
**FLOOR PLAN - LEVEL 2 SCALE 1:20**





FASHION RETAIL  
20,000 SQ. FT.

MULTILEVEL TENANT  
SECOND MEANS OF EGRESS BY TENANT  
TENANT TO PROVIDE PUBLIC RESTROOMS

F & B  
6,800 SQ. FT.

MULTILEVEL TENANT  
1. SECOND MEANS OF EGRESS BY TENANT  
2. TENANT TO PROVIDE PUBLIC RESTROOMS



Gensler

# The Neighborhood



14

**11,786**

Hotel rooms in 92101

**75,000**

Daily employees downtown

**Nine**

Residential high-rise buildings currently under construction

Population	Average Age	Average Income
<b>40,874</b>	<b>42</b>	<b>\$70,000</b>

11.2% of Households earn above \$150,000 Annually.





75 annual conventions were held, with an estimated attendance of more than 520,000 individuals representing approximately \$560 million in direct spending



## \$85,000-\$150,000

Estimated incomes needed to qualify for residential apartments for those moving into downtown San Diego.

[based on 3 times earnings and asking rental rates of new construction]

15



Viva	Cafe Lulu	2 Good 2B	Tipsy Crow
		The Stage	
Le Travel Store	Zymology 21		
	The Hopping Pig		
Monsoon	Fish Bar		
	Pizza on 5th		
Taste on 4th	Asti		
Green Health	Panevino		
I-Hop	Whiskey Girl		

Tacos El Gordo	Ocean Pacific Grille
Maloney's	Pushkin
CAKE Night Club & Toca Madera	
TGIF	
Deco's	GASLAMP 15
McFaddens	

Crazy Goose	Condos
Viva Brazil	P
Coffee & Art	
Bucca De Beppo	Comfort Inn

G STREET

Tin Roof	Florent
Shout House	Grey Stone
The Garage	Chianti
Werewolf	Ocean Room
Hooters	La Fiesta
	Henry's Pub

URBAN OUTFITTERS	Le Parfait Paris	
Lime Tequila Bar Ghiradelli	Fogo De Chao	
Dolcetti Boutique		
Gooni Bros Hat		
	Divan Lounge	
	Bang Bang	Cino's Pizza
		Side Bar

Double Standard	Office	Office	Office
Ace Hardware		Cleaners	
P			
Sixth and Market Cafe			

4TH AVE

5TH AVE

6TH AVE

7TH AVE

MARKET STREET

The Reef	Kamikaze 7	El Pulpo	Funky Garcias	Exclusive Collectibles
				Nicki & Co
FOR LEASE				1919
Sultan Shawarma Rest.				
PACIFIC HOTEL				The Field
Tabule				My Yogurt
The New Yorker				The Grand
The Art of Tim Cantor				Burger Lounge
Kita				Eden Clothing
				Berkshire Hathaway
Museum	Blarney Stone	Royal Thai		

Blue Point	Blush
Taca Sushi	Runk Salon
	Tanning
Cuban Cigar Factory	
Rustic Root	
Don Chido	Style Lounge
7-Eleven	
Chocolate	The Bike Revolution
Gaslamp Pizza	Heavenly Cupcake
Cesars Cigar Lounge	Gaslamp BBQ
	Vacant Parking Lot

CVS Pharmacy	
Hotel Z	
Tivoli Bar	

ISLAND AVE

	BofA	Sketchers
Bice	G-Star Row	
SAJA Korean Kitchen		
	It's Sugar	
FOR LEASE		
TATYANA		
Oceanaire Seafood	Du-Pars	FOR LEASE
		Quicksilver

Sovereign	Berkley Pizza	OMNIA
Chase ATM		
Industry		
PENDRY HOTEL by MONTAGE		

Ballpark Self Storage OM
Courtyar Marriott
HOTEL SOLAMAR

J STREET





17



RI





Gaslamp



San Diego, California

The Opportunity that only comes around once.

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 **RETAIL INSITE**

 **OliverMcMillan**

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