

THE HEADQUARTERS AT SEAPORT

780 W HARBOR DR, DOWNTOWN SAN DIEGO, CA

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DOWNTOWN SAN DIEGO

MARKET OVERVIEW

Downtown San Diego's waterfront is the city's front door—where 42,000+ residents, 80,000 daytime workers, and millions of annual visitors converge along the Embarcadero. Framed by the Convention Center, Petco Park, the Cruise Terminal, and a collection of luxury hotels, the district blends business travel, tourism, and an increasingly affluent residential base. Steps from The Headquarters, over 12,000 hotel rooms and over 500,000 SF of meeting space feed a constant stream of diners and shoppers from breakfast through late night.

The neighborhood's growth curve is steep: billions in new mixed use, life science, and hospitality developments including RaDD and Seaport San Diego are intensifying daily demand and extending dwell time on the waterfront. Young professionals and empty nesters alike are choosing high-rise living for its walkability, coastal climate, and cultural amenities, fueling year-round spending on food/beverage, wellness, and experiential retail.

As one of the few authentically historic, open-air destinations on the bay, The Headquarters at Seaport is uniquely positioned to curate a best-in-class mix that serves locals and visitors simultaneously—elevated waterfront dining, crafted sips, coastal lifestyle retail, grab-and-go for convention traffic, and memorable experiences that capitalize on the site's story, architecture, and patios. This is the place where San Diego meets the water, and where brands can meet their next loyal customer.



ENTERTAINMENT & VENUES

TOURISM & ATTRACTIONS

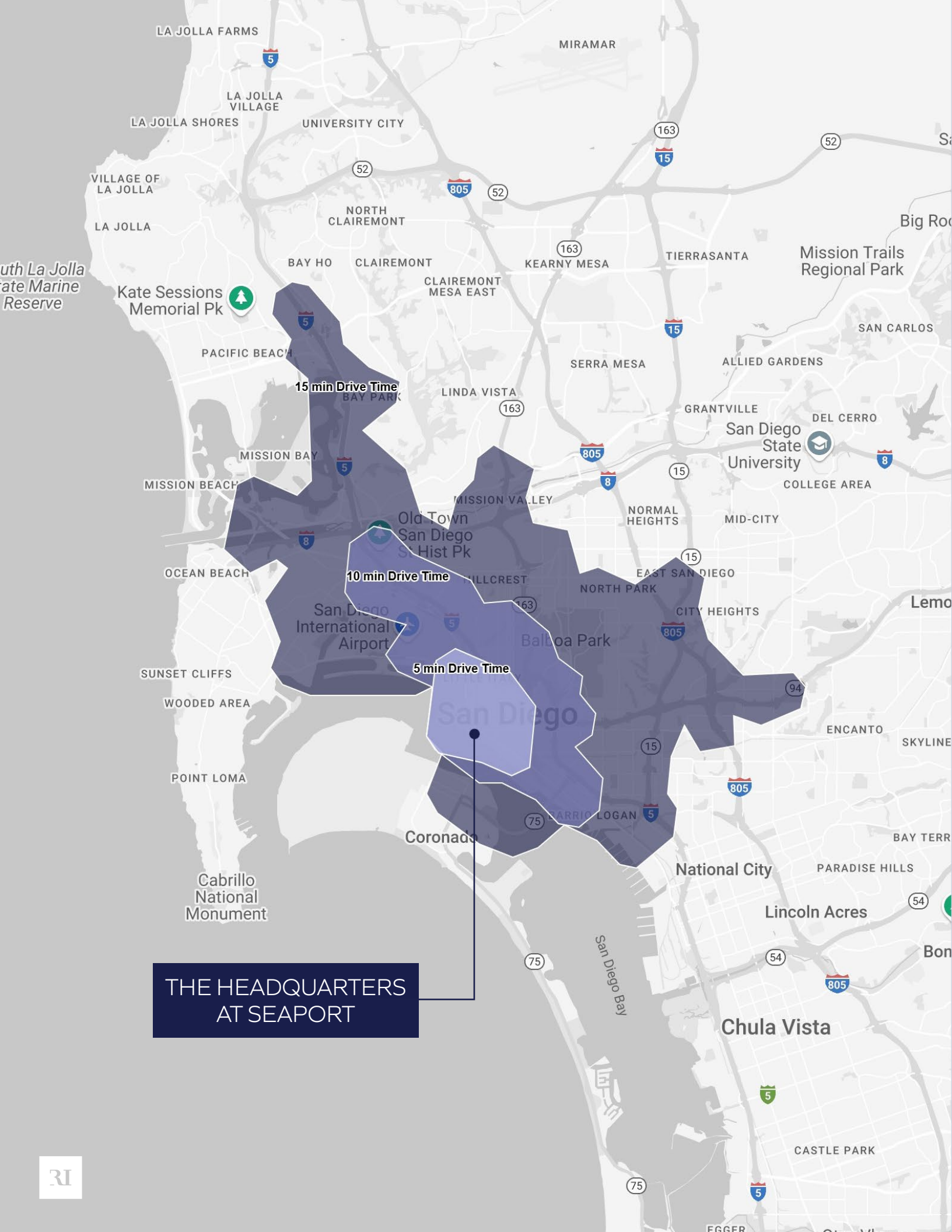
CONVENTIONS/CRUISE/ EVENTS INFRASTRUCTURE

INNOVATION/ EMPLOYMENT HUB

SAN DIEGO'S TRAFFIC DRIVERS

- 3.1M annual Petco Park attendance
- 1M+ USS Midway visitors
- 500K+ cruise passengers (Port of SD)
- 800K convention attendees (pre/peak year)
- Over 12,000 hotel rooms within walking radius





THE HEADQUARTERS
AT SEAPORT

AREA DEMOGRAPHICS

// DOWNTOWN SAN DIEGO, CA

	5 MINUTES	10 MINUTES	15 MINUTES
Total Population	39,237	96,199	273,966
Projected Population	43,236	105,299	285,178
Total Employees	63,129	100,191	184,336
Average Household Income	\$143,535	\$136,218	\$136,075
Median Household Income	\$117,928	\$106,466	\$105,547
Total Households	23,727	48,666	123,011
Median Age	41.3	38.4	36.7

\$1M
average home value within a
15 minute drive

60.4%
% of population within a 5
minute drive has earned a
BA degree or higher

458K
total trade area population
within 15 minute drive

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DOWNTOWN SAN DIEGO WATERFRONT

PORTSIDE PIER

LITTLE ITALY

RaDD

BALBOA PARK

MARINA
DISTRICT

CIVIC CORE

**Gaslamp
Quarter**

**petco
park**

SAN DIEGO
convention center

THE HEADQUARTERS
AT SEAPORT

**The Rady Shell
at Jacobs Park**

MERCHANDISING VISION

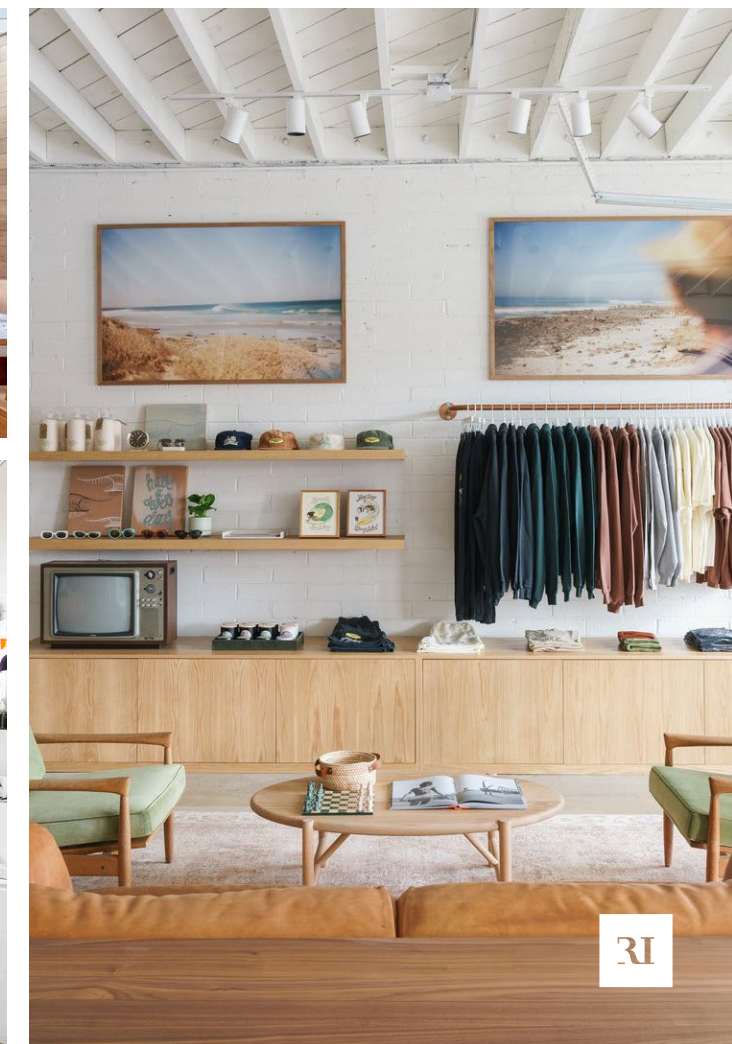
The current Downtown waterfront has an opportunity to create a curated hub that marries chef driven dining, craft beverage, coastal lifestyle retail, and “only in San Diego” experiences under one historic roofline. Visitors pour in from the Convention Center, cruise ships, Petco Park, and over 12,000 nearby hotel rooms, creating an opportunity for The Headquarters at Seaport.

Residents and office/life science workers are craving authentic, walkable spots for power lunches, post game hangs, wellness fixes, and weekend brunch with a view. Brands want story-rich, character space with patios, visibility, and all-day traffic.

The Headquarters at Seaport is the place to elevate that mix—leveraging its iconic architecture, courtyards, and waterfront adjacency to curate:

- Signature & celebrity-chef restaurants
- Craft cocktail / tasting rooms & dessert bars
- Coastal lifestyle + athleisure retail
- Wellness, recovery, & boutique fitness concepts
- Experiential/artisanal makers and pop-ups

This is the opportunity to transform a beloved landmark into San Diego’s definitive waterfront gathering place—equally magnetic to locals and travelers.



THE HEADQUARTERS AT SEAPORT



THE TENANTS

The Headquarters at Seaport brings together a select group of retailers and restaurants and arranges them in a setting of vibrant spaces.

Puesto

Galpão
Gaúcho
Brazilian Steakhouse



The
Cheesecake
Factory

ROMA NORTE

● sunglass hut

Eddie V's
PRIME SEAFOOD

WEDGEWOOD
MEETINGS & EVENTS



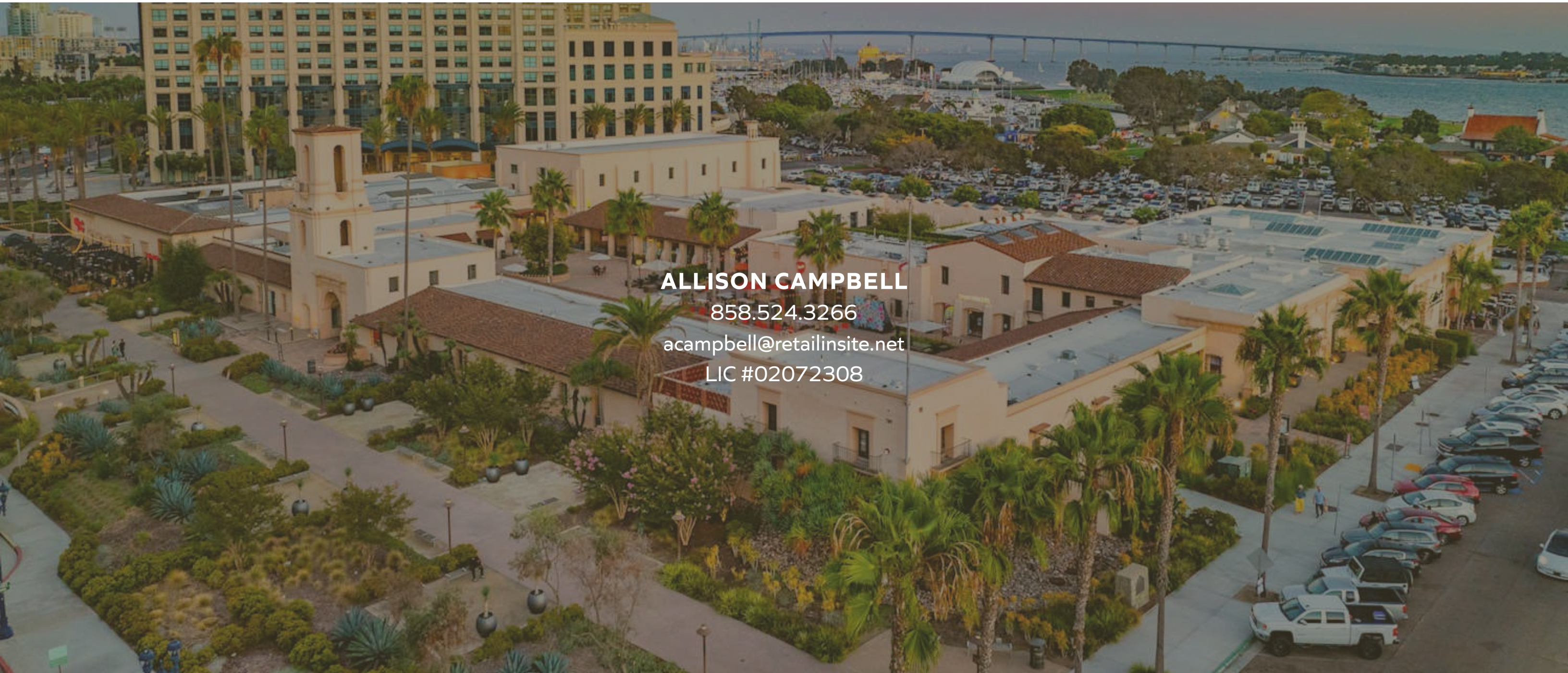
FIND YOURSELF HERE



TENANT ROSTER

Unit	Tenant	SF
110	Available (Restaurant)	4,333
113	Hi Poke	833
114	Available	696
115	Available	742
116	Sunglass Hut	742
117	Available	768
118	Urban Beach House	1,204
121	The Hopper - Flix Bus	307
122	Dorothy's Wine Bar	340
124	Walter Redondo Fine Art Collection	1,913
127	Available	1,280
132	The Cheesecake Factory	9,779
134	Galpao Gaucho Brazilian Steakhouse	10,031
142	Cali Strong	2,472
144	Available	1,164
146	Available	1,711
148	Wedgewood Weddings	14,400
151	Available (Restaurant)	2,011
152	Perfume Gallery	891
154	Seaport Nails & Spa	1,511
155-156	Puesto/Roma Norte	6,023
158	Eddie V's	7,512
159	Starbucks	1,295

THE HEADQUARTERS AT SEAPORT



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