

# RαDD

A DISTRICT BY IQHQ

IQHQ



RETAIL INSITE

[thisisradd.com](https://thisisradd.com)

# This is **RαDD**







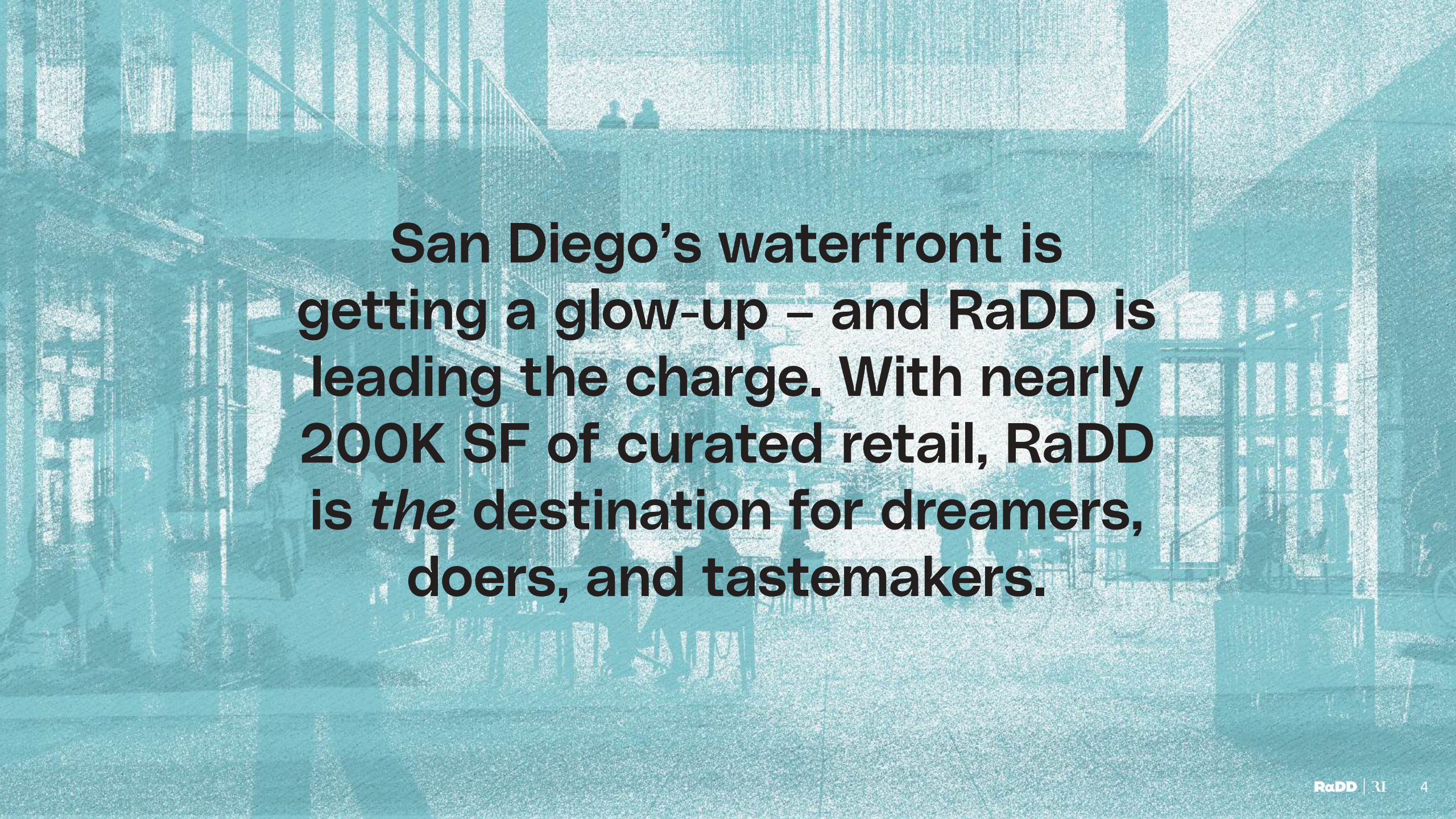
±1.7 million SF

6 city blocks

±200,000 SF retail

5 acres green space





**San Diego's waterfront is getting a glow-up – and RaDD is leading the charge. With nearly 200K SF of curated retail, RaDD is *the* destination for dreamers, doers, and tastemakers.**



DEMOGRAPHICS

# Trade Area & Demographics

RaDD is a convergence of best-in-class culinary talent, retail, and life science labs set along San Diego’s iconic waterfront. This destination draws millions of visitors each year and is surrounded by some of San Diego’s most iconic and vibrant neighborhoods: Coronado, Point Loma, La Jolla, North Park, and Little Italy, just to name a few. Downtown San Diego remains a strong tourist attraction with over 60 hotels, resorts, and inns within a 15-minute drive.

	10 min	15 min	30 min
 <b>Population</b>	112,493	531,407	2,190,383
 <b>Household income</b>	\$115,977	\$109,797	\$124,750
 <b>Daytime employment</b>	169,307	389,665	1,196,646

**5.4M**  
visitors

to the  
Marina District  
each year

**1.3M**  
visitors

to the  
USS Midway  
each year

**663K**  
attendees

to the  
Convention Center  
each year

**531K**  
passengers

on San Diego  
cruise ships  
each year





ACCESS

# Unrivalled Connectivity



**95**  
Walk Score<sup>1</sup>



**88**  
Bike Score<sup>1</sup>



**81**  
Transit Score<sup>1</sup>



**1 block**  
from San Diego's  
main transit center



**8 min**  
drive to San Diego  
International Airport



**2 blocks**  
from Coronado  
ferry access



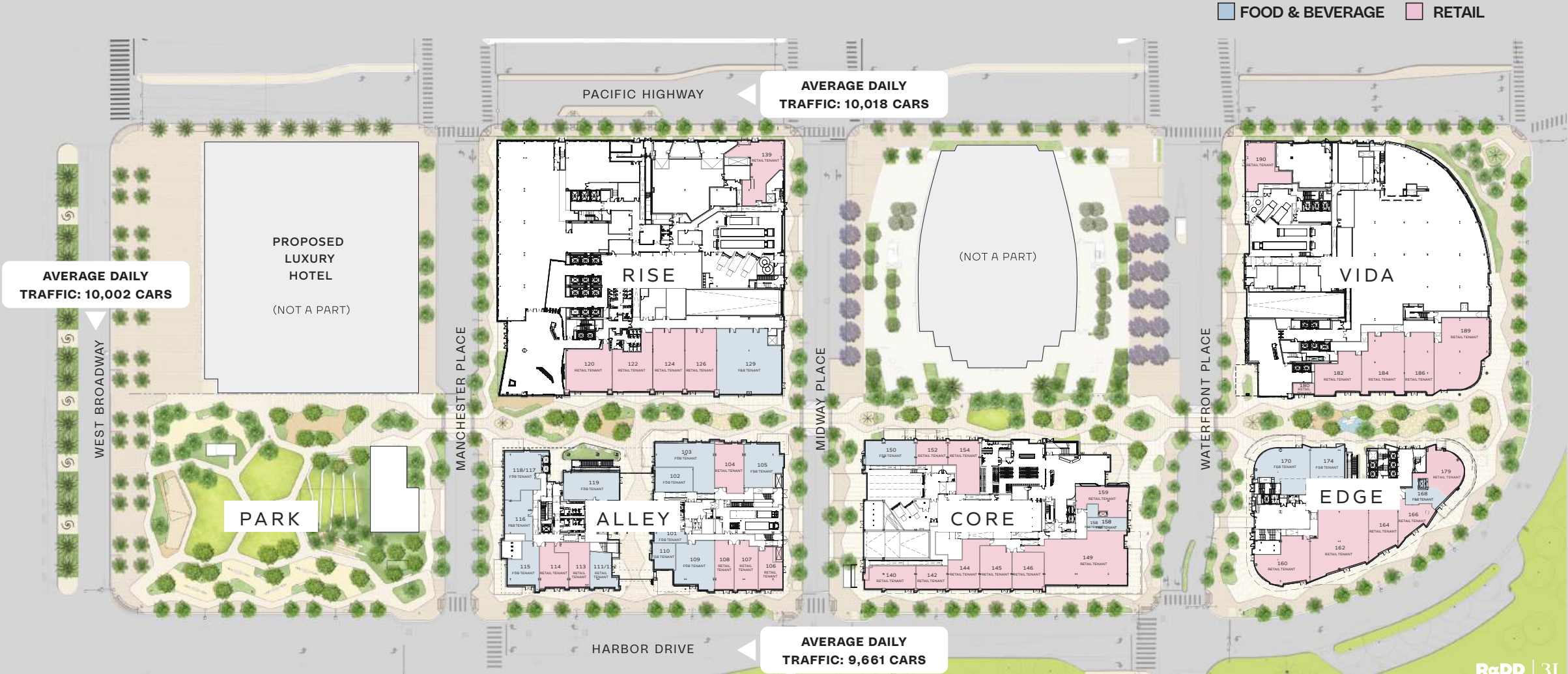
1) Walkscore.com, September 2022.



AMENITIES

# Merchandising Mix

From can't-miss dining to brands with standout style, RaDD is curating a lineup that keeps people coming back. It's where fresh ideas meet modern luxury, creating a district destined to be San Diego's most talked-about destination.





## BUILDING OVERVIEW

# Alley

825 North Harbor Drive

Anchoring the district's north end, Alley is RaDD's culinary hub. Its namesake passageway connects the pedestrian paseo directly to the Embarcadero.

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### TOTAL SIZE

133K SF

### RETAIL SIZE

63K SF

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- 4 levels
- Level 2 and rooftop restaurants with expansive views





# Alley

Pedestrian promenade along Alley





# Alley

Passageway connection to waterfront





BUILDING OVERVIEW

# Edge

975 Waterfront Place

With its prime location overlooking the San Diego Bay, Edge delivers breathtaking views and features Eve, a world-class event space.

**TOTAL SIZE**

105K SF

**RETAIL SIZE**

63K SF

- 4 levels
- 270-degree panoramic bay views
- Premier top-floor event space with standing capacity for up to 1,100 guests





# Edge

Pedestrian promenade along Edge





# Edge

Pedestrian promenade along Edge





BUILDING OVERVIEW

# Core

950 Waterfront Place

Positioned along the San Diego Bay at RaDD’s center, Core anchors the district and will be home to luxury fitness club Equinox and the world-renowned J. Craig Venter Institute.

**TOTAL SIZE**  
240K SF

**RETAIL SIZE**  
48K SF

- 6 levels
- Bike valet
- Private balconies on every level overlooking the USS Midway





# Core

Bike valet





# Core

View of Core from Embarcadero





# Core

Indoor-outdoor lobby along promenade





BUILDING OVERVIEW

# Vida

925 Waterfront Place

Vida sits at the south end of RaDD, visible from both Pacific Hwy and N Harbor Dr. It overlooks Ruocco Park and sits just steps away from The Headquarters and Seaport Village.

**TOTAL SIZE**  
415K SF

**RETAIL SIZE**  
12K SF

- 8 levels
- Private balconies on every level
- Expansive, planted terraces





# Vida

Southwest corner





# Vida

Level 4 terrace





BUILDING OVERVIEW

# Rise

800 Pacific Highway

With its striking vertical design, Rise stands as a new downtown landmark and offers premier space with unmatched visibility across the San Diego skyline.

**TOTAL SIZE**  
770K SF

**RETAIL SIZE**  
15K SF

- 15 levels
- Five levels of 75K SF super floorplates
- Expansive, private tenant terraces





# Rise

Lobby entrance from promenade





# Rise

View from Manchester Place





# San Diego's new landmark has arrived.

With unforgettable dining, iconic brands, and an unparalleled waterfront setting, RaDD is the city's most coveted address.







**RETAIL  
INSITE**  
COMMERCIAL REAL ESTATE

**MATT MOSER**  
858.523.2096  
mmoser@retailinsite.net

**CHRIS HODGMAN**  
858.523.2098  
chodgman@retailinsite.net

**NATALIE WARD**  
858.704.6455  
nward@retailinsite.net

**IQHQ**

**BROOKE RIEDMAN**  
760-271-0750  
briedman@iqhqreit.com

**JEFF OESTERBLAD**  
858-349-1911  
joesterblad@iqhqreit.com

**MATTHEW GRIFFIN**  
415-215-0699  
mgriffin@iqhqreit.com