



RESTAURANT

STEAK HOUSE

Suisiaai

FI

PROPOSED

MISSION VALLEY
SAN DIEGO

 RETAIL INSITE

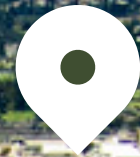
 Centennial

 LOWE



the
valley

Smack dab in the middle of San Diego, just down the road from Fashion Valley, in the heart of San Diego retail.

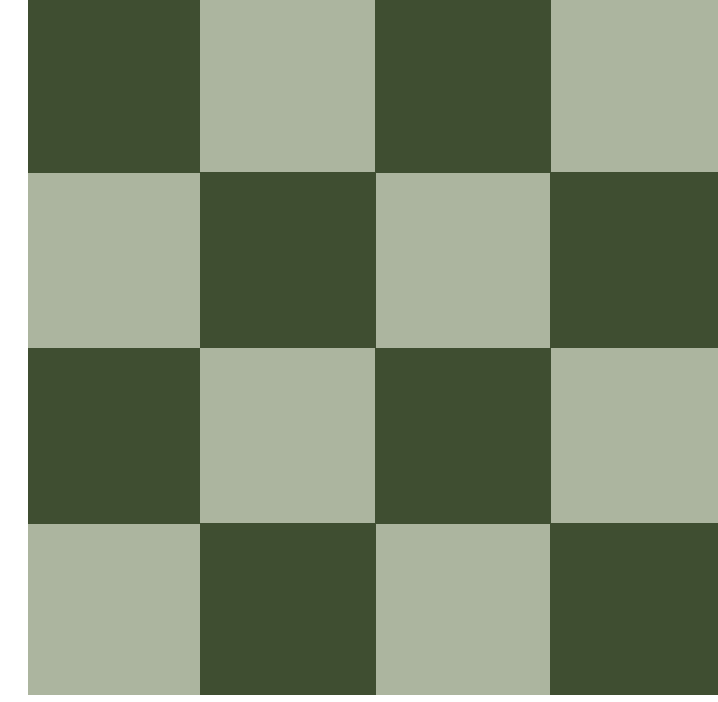


SIMON'S FASHION VALLEY MALL

163



237,000 CARS PER DAY



**This is
The Valley.**

Where everyday life meets everyday JOY.

The Valley stands as a living testament to the vibrant convergence of cultures and ideas, where pathways intersect and neighborhood narratives intertwine. Here in the heart of Mission Valley, San Diego, we've cultivated a dynamic space that pulses with the energy of human connection and the spirit of boundless creativity.



E POWER
THIS
ACE



CONGRATULATIONS



Total Trade Area

1.2M Population within 10 miles

572 Hotels & Resorts in Trade Area

34K Mission Valley Apartment Units

125K Millennial Pop. within 10 miles

Visits Per Year

9.8M

9,799,256 visits per year (in current condition)

Top Producing Tenants Here To Stay

 **TARGET** # **2** Location in Nation

CAVA # **1** Location in Nation

 **NORDSTROM rack** # **2** Location in Nation

 **OUTBACK STEAKHOUSE** # **1** Location in California

 **Yard House** # **1** Location in Nation

 **AMC THEATRES** # **1** Location in San Diego

Source: Placer Mobile Analytics 2022



Major Pulling Power

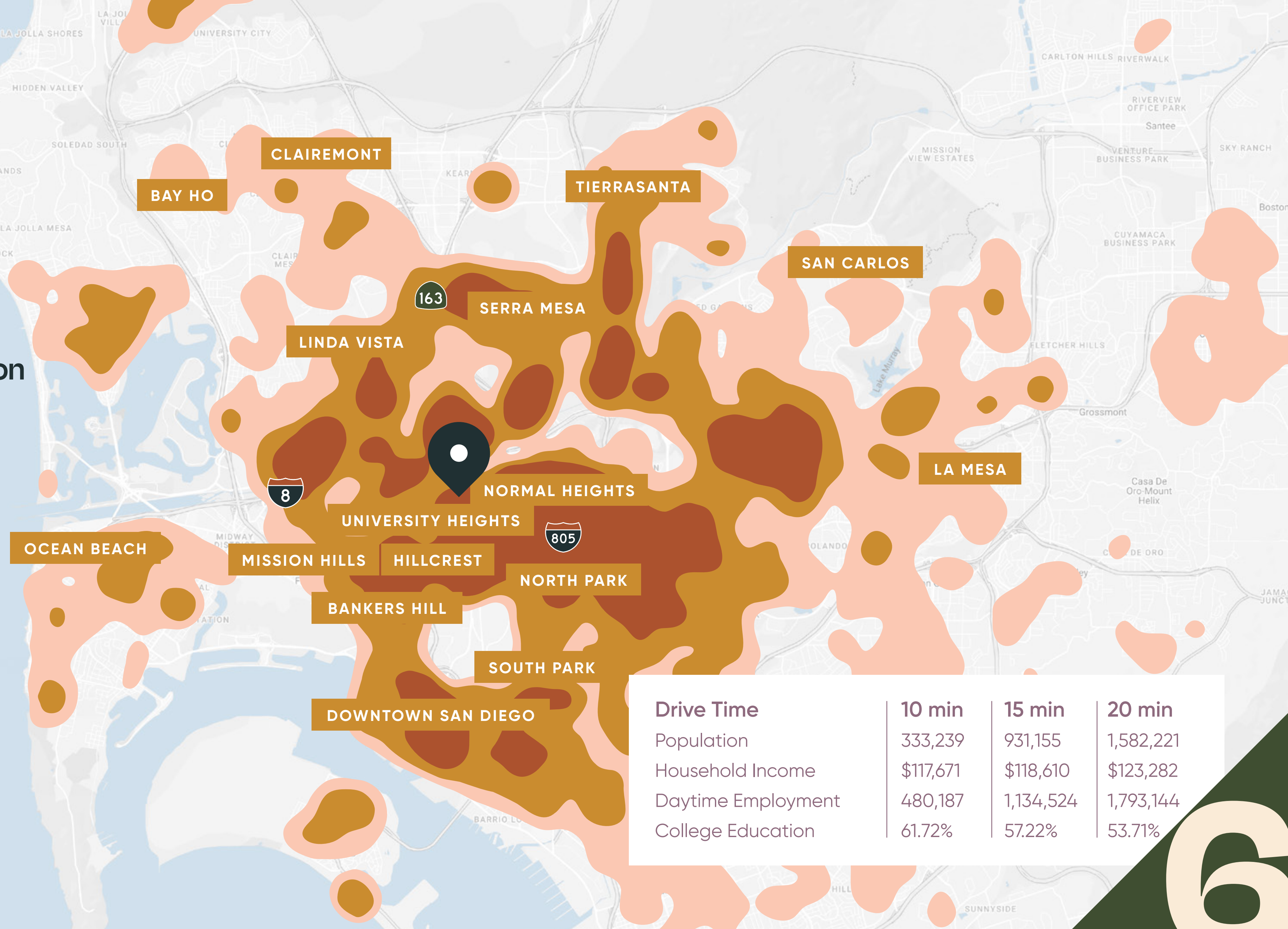
70% of visits derived from a dense population of nearly 1M.

30% 50% 70%

Centrally Convenient

Painless driving times for true trade area. 1.6M population with 123k average household income within 20 minute radius.

Source: Placer Mobile Analytics 2023



Drive Time	10 min	15 min	20 min
Population	333,239	931,155	1,582,221
Household Income	\$117,671	\$118,610	\$123,282
Daytime Employment	480,187	1,134,524	1,793,144
College Education	61.72%	57.22%	53.71%



At the Heart of a Retail & Residential Mecca

4,000 RESIDENTIAL UNITS (PLANNED)



CIVITA PARK
4,800 RESIDENTIAL UNITS
900,000 SF OF RETAIL & OFFICE
100 HOTEL ROOMS (PLANNED)



163

RIO VISTA STATION

FAIRFIELD FASHION VALLEY
175 RESIDENTIAL UNITS

SIMON'S FASHION VALLEY



BARNES & NOBLE

MISSION VALLEY CENTER STATION

8

KENSINGTON

HAZARD CENTER



THE VALLEY

FASHION VALLEY STATION

DINERSTEIN MILLENNIAL RESIDENTIAL
711 UNITS

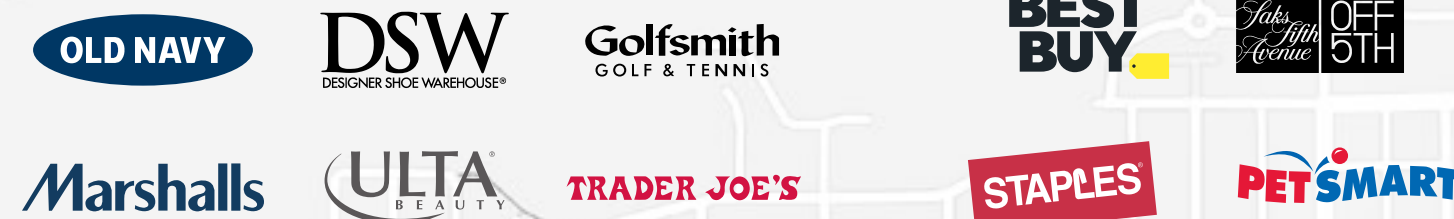


805

RIVERWALK SAN DIEGO
4,300 RESIDENTIAL UNITS
75,00 SF RETAIL (PLANNED)

ALEXAN NEW RESIDENTIAL
285 UNITS

TOWN & COUNTRY
NEW RESIDENTIAL 870 UNITS



UNIVERSITY HEIGHTS

NORTH PARK



**Experiential
Programming**



**Significant Art
Program**

REVITALIZATION IN FULL SWING



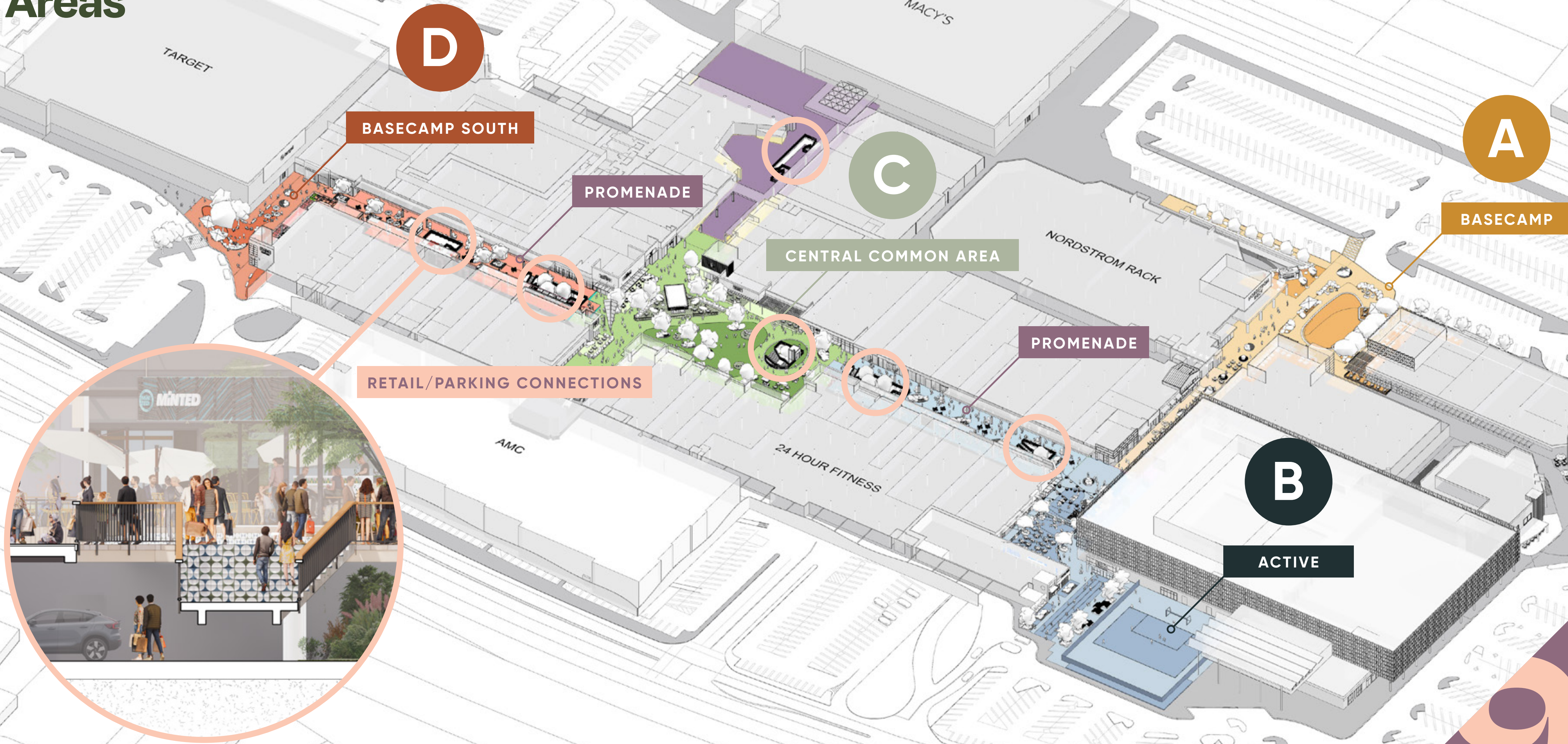
**Reimagined
Public Spaces**



**Enhancements
Galore**

8

Revitalization Areas



CENTRAL COMMON AREA



A significant investment is underway to revitalize the property, including an architectural facelift essential for creating an environment unlike any other in this area.

PROPOSED

SOUTHWEST PROMENADE



PROPOSED

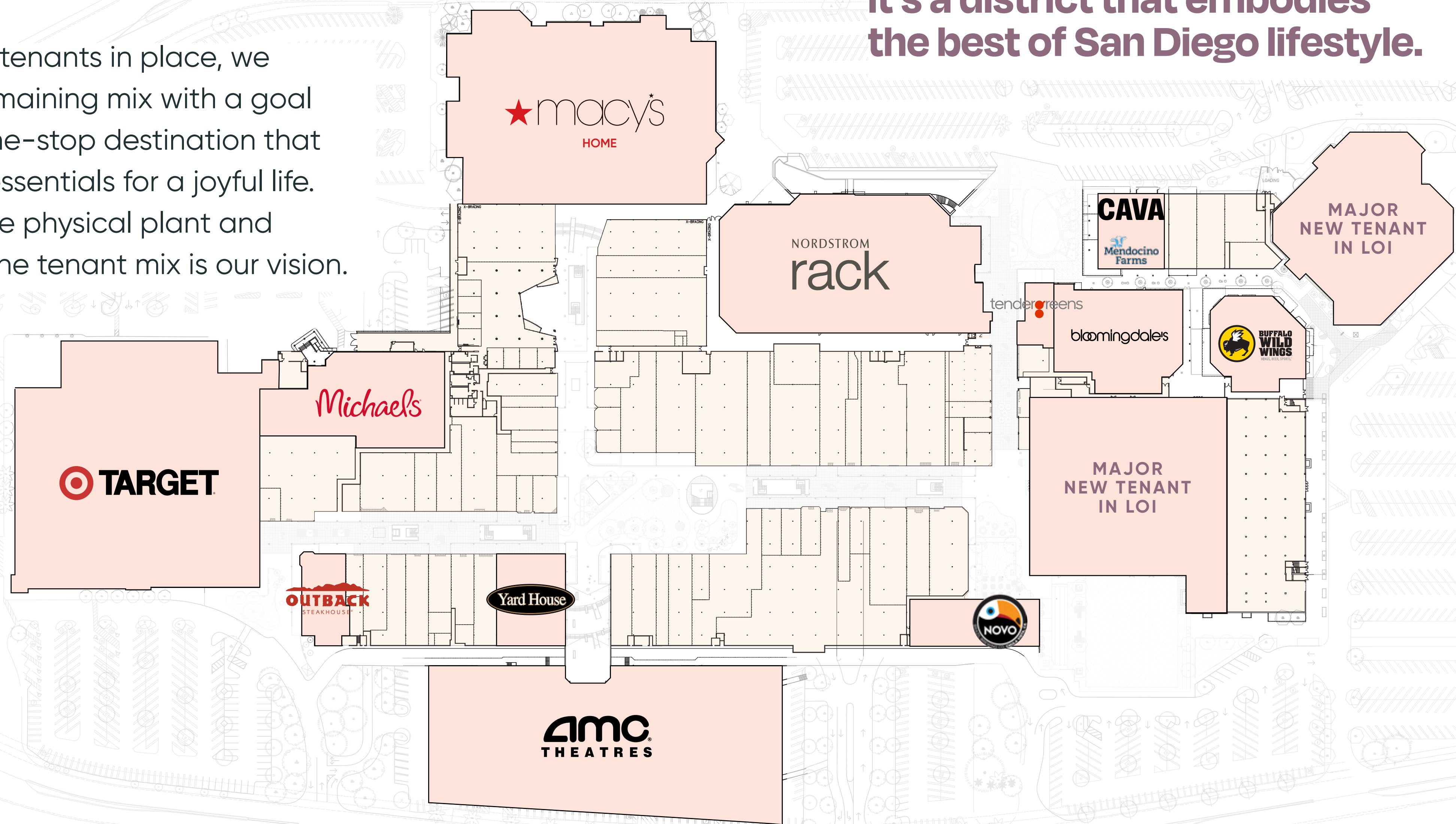


A Merchandising Makeover

Merchandising Plan

With our anchor tenants in place, we now build the remaining mix with a goal of providing a one-stop destination that includes all the essentials for a joyful life. Renovation of the physical plant and rejuvenation of the tenant mix is our vision.

Our vision is not another mall; it's a district that embodies the best of San Diego lifestyle.



Abundant Parking

Over 3,900 Parking Spaces

MISSION CENTER DRIVE - 27,400 CARS PER DAY

CAMINO DE LA REINA - 17,000 CARS PER DAY



RETAIL PROMENADE
COVERED PARKING CONNECTIONS



DIRECT ACCESS FROM
I-8 EASTBOUND

DIRECT ACCESS FROM I-8
WESTBOUND

CAMINO DEL RIO N. - 33,600 CARS PER DAY



237,000 CARS PER DAY

- W** WEST 1,357 PARKING SPACES
- C** CENTRAL COVERED & ADJACENT 1,471 PARKING SPACES
- E** EAST 1,089 PARKING SPACES

CENTRAL COMMON AREA PARKING CONNECTION



PROPOSED

The Grass Grows Greener In The Valley



Residential Expansion

Substantial residential development is planned for The Valley, which will drive EVEN MORE foot traffic. And residential development throughout Mission Valley is everywhere you look. Life in The Valley is thriving.





the
valley

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