



AURANT

STEAK HOUSE

Suiisai

PROPOSED

MISSION VALLEY  
SAN DIEGO



the  
valley

RI RETAIL INSITE

Centennial

LOWE



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

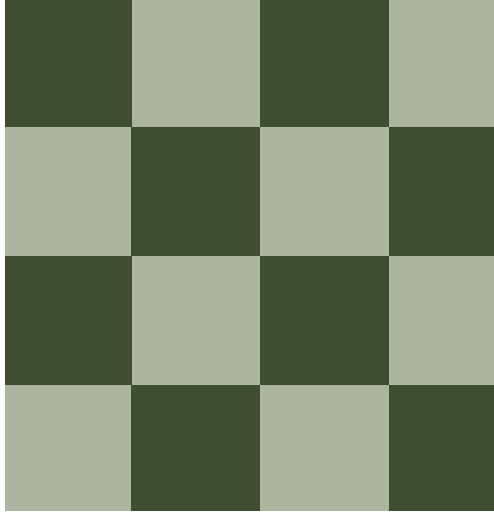


**SIMON'S FASHION VALLEY MALL**

163

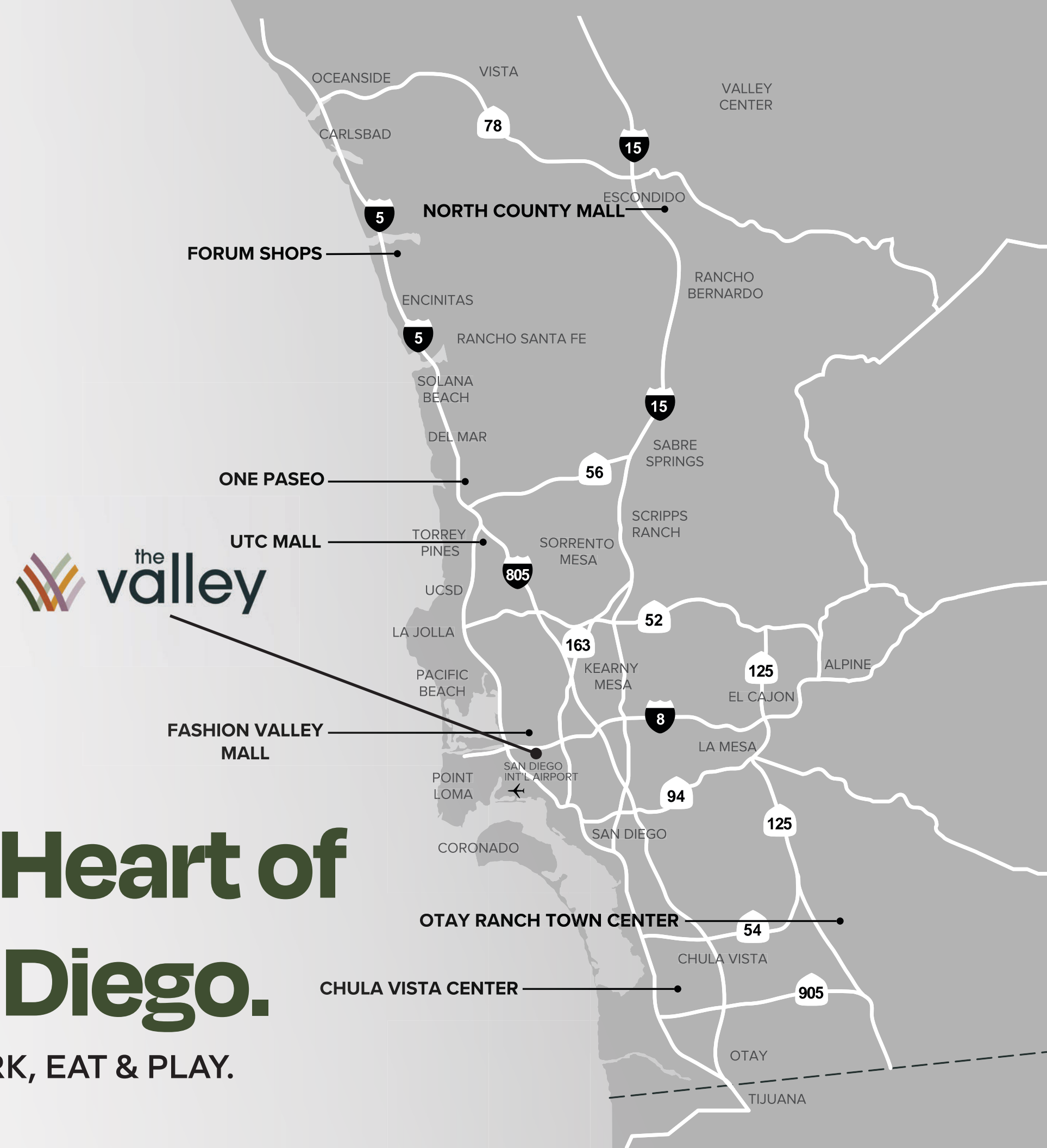
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237,000 CARS PER DAY



**This is  
The Valley.**





# The Heart of San Diego.

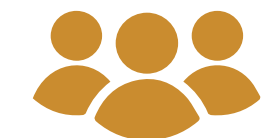
LIVE, WORK, EAT & PLAY.



**34,000**  
MISSION VALLEY  
APARTMENTS



**125,614**  
MILLENNIAL POPULATION  
WITHIN 10 MILES



**9.6M**  
THE VALLEY 2023  
VISITOR COUNT



## 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



## Major Pulling Power

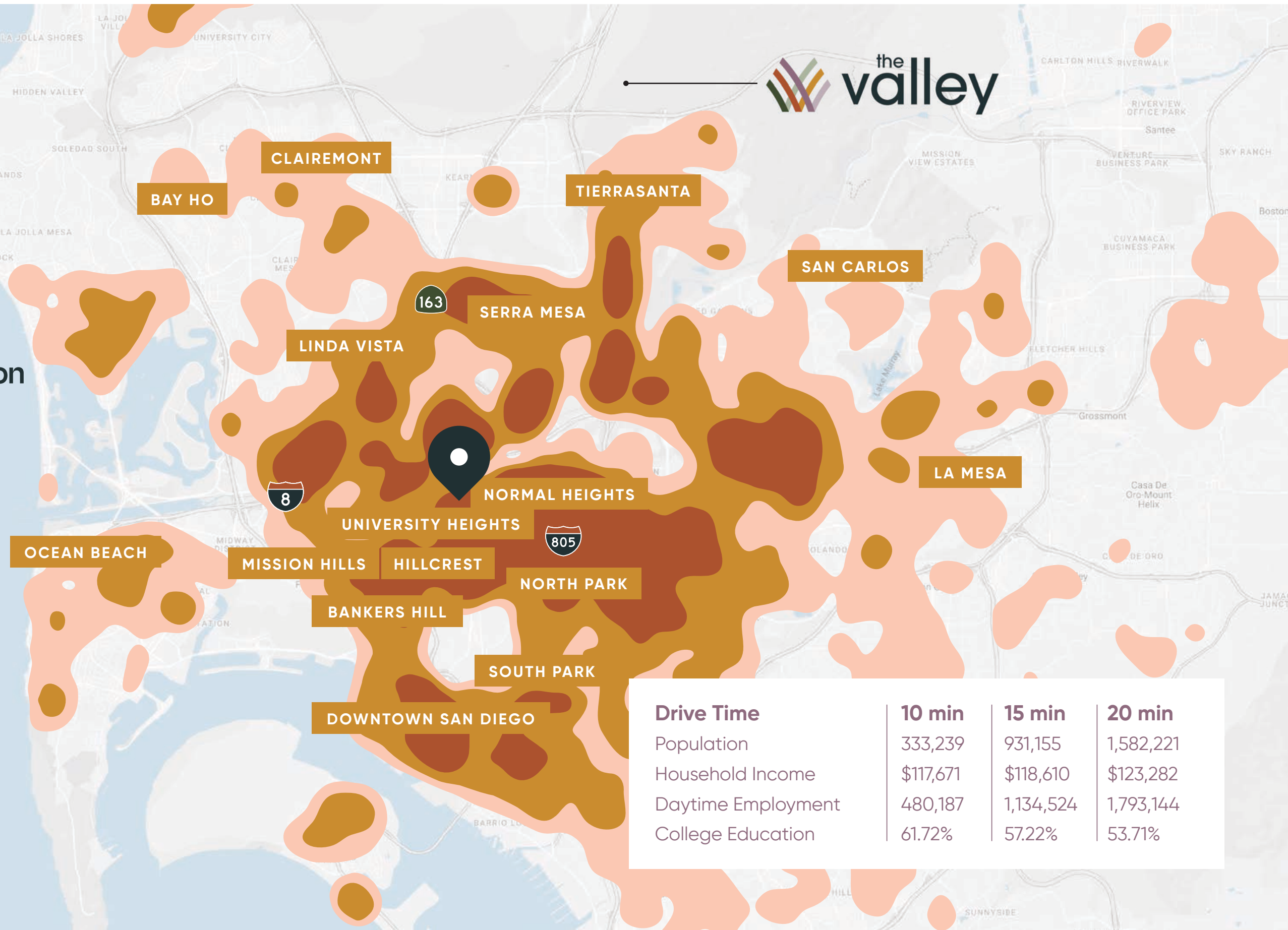
70% of visits derived from a dense population of nearly 1M.

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

HAZARD CENTER

KENSINGTON



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

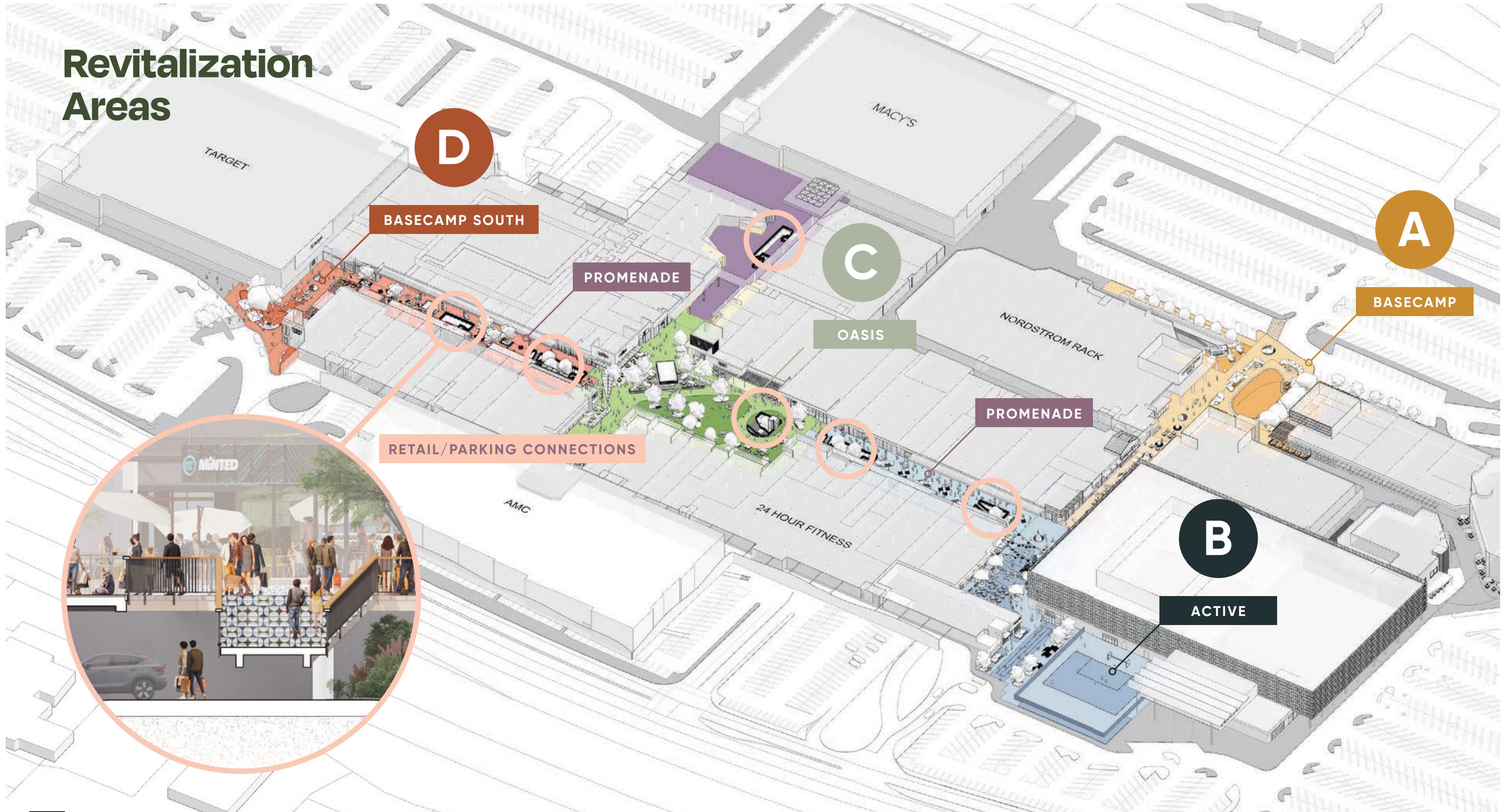


UNIVERSITY HEIGHTS

NORTH PARK



# MAJOR COMMON AREA RENOVATION





# THE VALLEY - BASECAMP



PROPOSED



# THE VALLEY - BASECAMP



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# THE VALLEY - ACTIVE



PROPOSED



# THE VALLEY - ACTIVE



PROPOSED



# THE VALLEY - ACTIVE



PROPOSED



# THE VALLEY - OASIS



PROPOSED



# THE VALLEY - OASIS





# THE VALLEY - OASIS



PROPOSED



# THE VALLEY - OASIS



PROPOSED



# THE VALLEY - OASIS



PROPOSED



# THE VALLEY - OASIS



PROPOSED



# THE VALLEY - BASECAMP SOUTH



PROPOSED



# THE VALLEY - BASECAMP SOUTH



PROPOSED



# THE VALLEY - BASECAMP SOUTH



PROPOSED



# CENTRAL COMMON AREA PARKING CONNECTION



PROPOSED





the  
valley

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