

FOR LEASE

FIFTH AVE & HAWTHORN ST

SAN DIEGO, CA 92101 | A FULL CITY BLOCK REDEVELOPMENT

GROCERY STORE EXPANSION
OPPORTUNITY TO SERVE
BANKERS HILL, LITTLE ITALY,
& DOWNTOWN SAN DIEGO



PROJECT BY

H.G. FENTON COMPANY

CBRE

FOR LEASE

PROPERTY HIGHLIGHTS

- New construction to accommodate $\pm 15,000$ single level or $\pm 30,000$ SF over two levels
- 1/2 city block in San Diego urban market serving Bankers Hill, Little Italy, Uptown, Hillcrest and Downtown San Diego
- Zoned CC-3-4
- On site parking available of approximately 47 spaces plus abundant off street adjacent
- Traffic count immediately by site:
Fifth Ave - $\pm 10,286$ ADT
Fourth Ave - $\pm 17,897$ ADT
- CVS is one block south

NEARBY TRAFFIC GENERATORS (3 MILE RADIUS)



28,185

Combined daily traffic on
Fifth Ave & Fourth Ave



64,6652

Daytime Population



210,582

Residential Units



10,997,805

Total Office SF



16,962

Hotel Rooms



28,445

Total Businesses



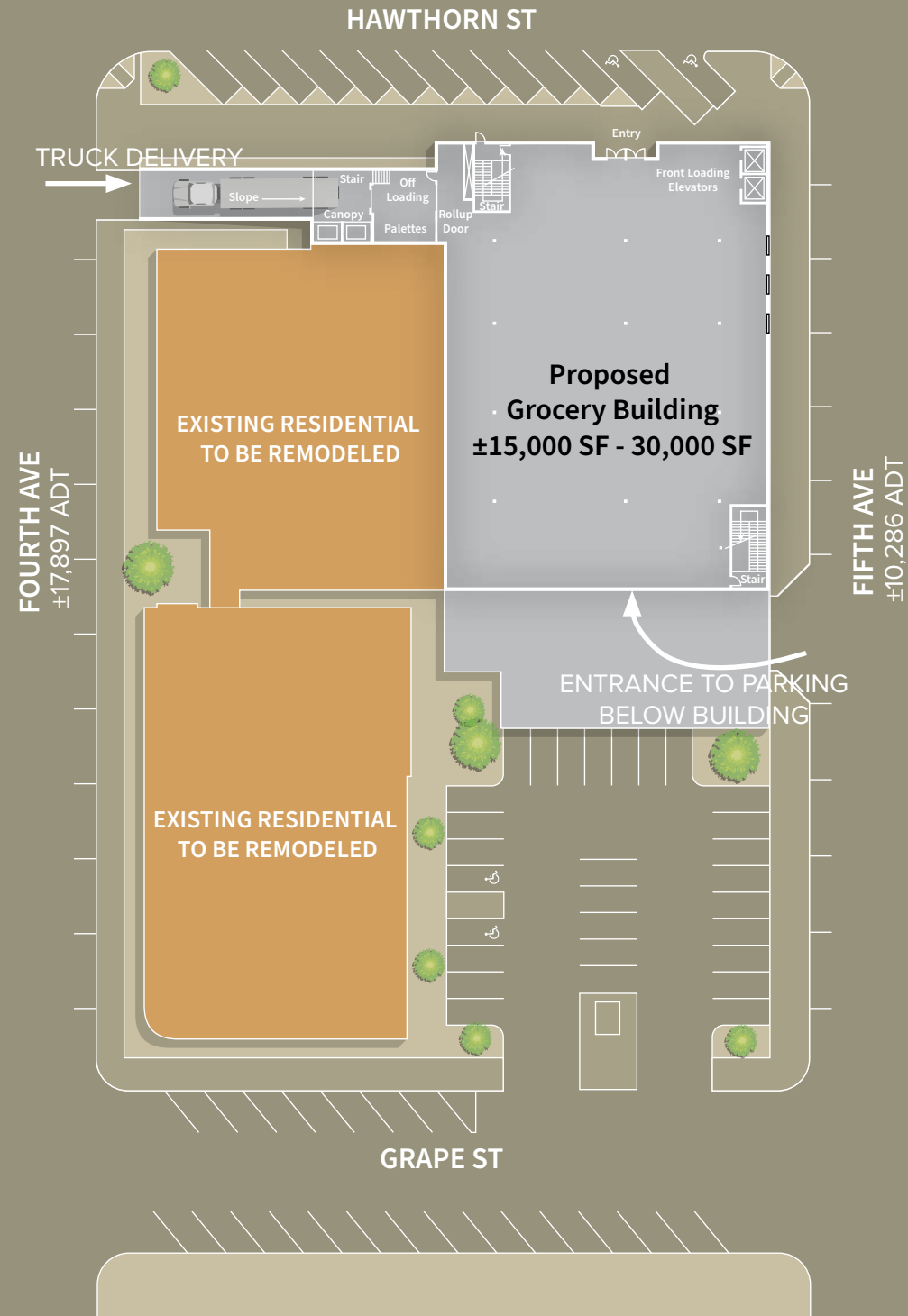
2.1 M

Annual Petco Park
Attendees

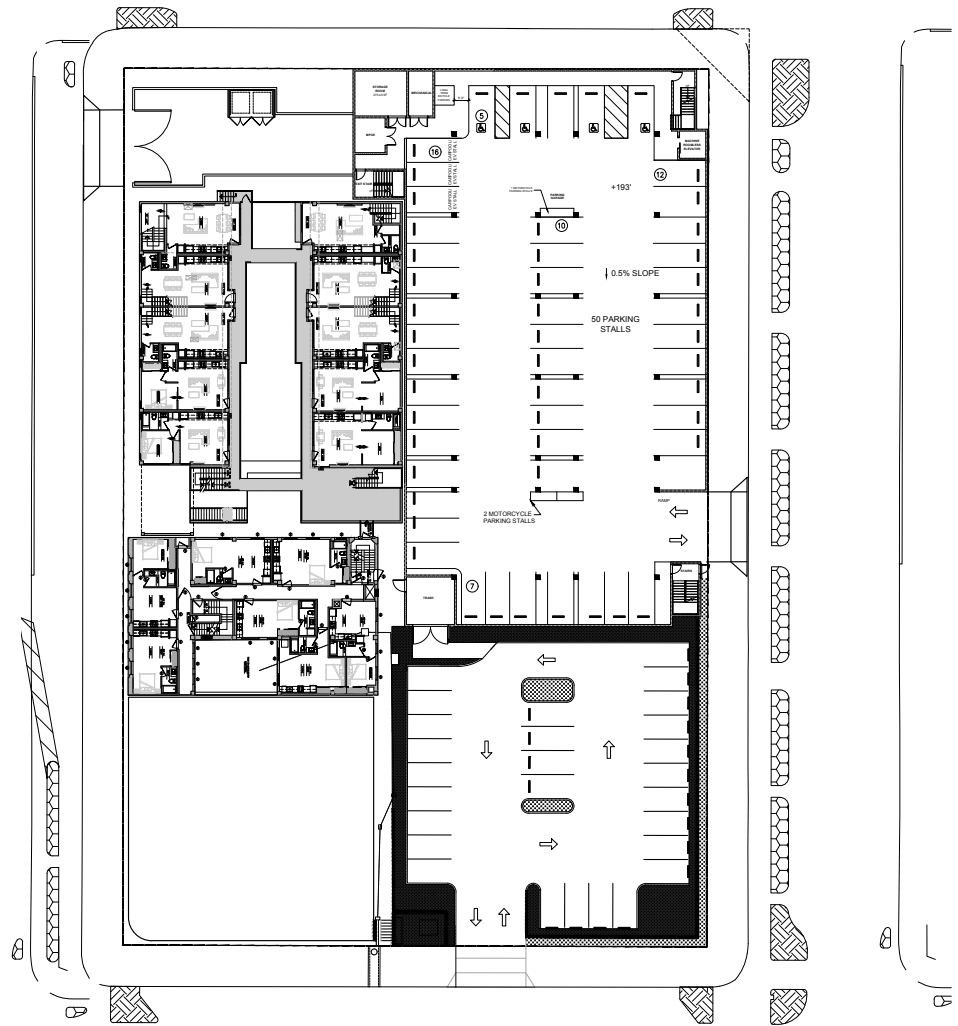
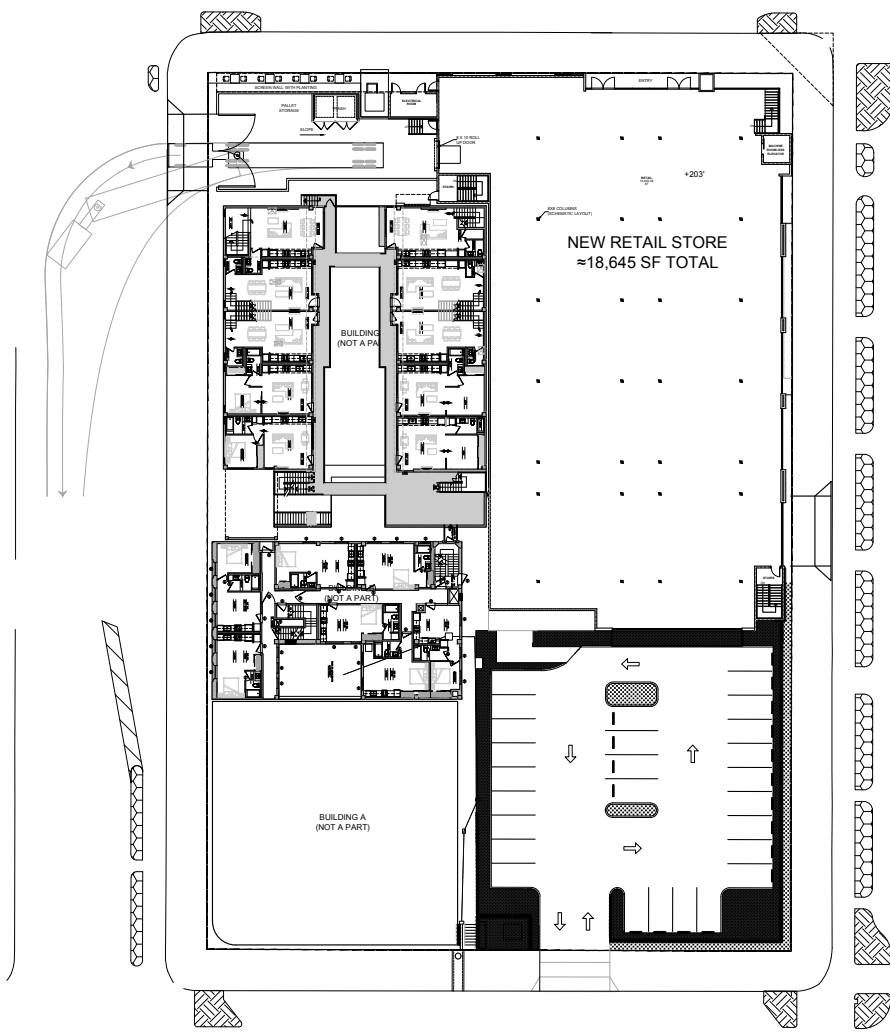


792,165

Annual Ferry &
Cruise Passengers



PRELIMINARY SITE PLAN



H.G. FENTON COMPANY

This conceptual design is based upon a preliminary review of entitlement requirements and on unverified and possibly incomplete site and/or building information, and is intended merely to assist in exploring how the project might be developed. Signage shown is for illustrative purposes only and does not necessarily reflect municipal code compliance. All colors shown are for representative purposes only. Refer to material samples for actual color verification.

SITE PLAN
5TH AVENUE RETAIL
 SAN DIEGO, CALIFORNIA - SDG20-0051-00

WARE MALCOMB 09.16.2020

RENDERING



TRU Project
REDEVELOPMENT TO APARTMENTS & A COFFEE SHOP
(FOURTH AVE SIDE OF THE DEVELOPMENT)

PROPOSED RENDERING | DESIGN CONCEPTS



KEYNOTES

- 1 STOREFRONT WITH BLACK MULLIONS AND HIGH PERFORMANCE GLAZING
- 2 WHITE PLASTER
- 3 LIGHT GRAY MATTE METAL PANEL
- 4 BLACK MATTE METAL PANEL CLADDING
- 5 METAL CHANNEL STYLE CANOPY/ TRELLIS WITH WOOD LOUVERS
- 6 AREA FOR VEGETATION OR PAINTED SUPER GRAPHICS
- 7 BLACK METAL LOUVER SCREEN WITH PLANTING
- 8 PRECAST CONCRETE WAINSCOT
- 9 ROLL UP DOORS
- 10 GRAY FIBER CEMENT CLADDING

PROPOSED RENDERING | DESIGN CONCEPTS



KEYNOTES

- | | | | | | | | | | |
|----------|---|----------|----------------------------------|----------|---|----------|---|-----------|----------------------------|
| 1 | STOREFRONT WITH BLACK MULLIONS AND HIGH PERFORMANCE GLAZING | 3 | LIGHT GRAY MATTE METAL PANEL | 5 | METAL CHANNEL STYLE CANOPY/ TRELLIS WITH WOOD LOUVERS | 7 | BLACK METAL LOUVER SCREEN WITH PLANTING | 10 | GRAY FIBER CEMENT CLADDING |
| 2 | WHITE PLASTER | 4 | BLACK MATTE METAL PANEL CLADDING | 6 | AREA FOR VEGETATION OR PAINTED SUPER GRAPHICS | 8 | PRECAST CONCRETE WAINSCOT | | |
| | | | | | | 9 | ROLL UP DOORS | | |

PROPOSED RENDERING | DESIGN CONCEPTS



KEYNOTES

- 1** STOREFRONT WITH BLACK MULLIONS AND HIGH PERFORMANCE GLAZING
- 2** WHITE PLASTER
- 3** LIGHT GRAY MATTE METAL PANEL
- 4** BLACK MATTE METAL PANEL CLADDING
- 5** METAL CHANNEL STYLE CANOPY/ TRELLIS WITH WOOD LOUVERS
- 6** AREA FOR VEGETATION OR PAINTED SUPER GRAPHICS
- 7** BLACK METAL LOUVER SCREEN WITH PLANTING
- 8** PRECAST CONCRETE WAINSCOT
- 9** ROLL UP DOORS
- 10** GRAY FIBER CEMENT CLADDING

GROCERY STORE MARKET OPPORTUNITY

(1 MILE RADIUS)

RETAIL OPPORTUNITY

An opportunity gap occurs where household expenditures for a specific category of good/service exceed the reported sales within a specific area:

Demand (Expenditures) > Supply (Sales)

In the 5th and Hawthorn 1 mile radius, the retail categories with the largest opportunity gap are:

Grocery Stores	Sales	Potential	Gap
	\$46.7M	\$98.3M	\$51.6M

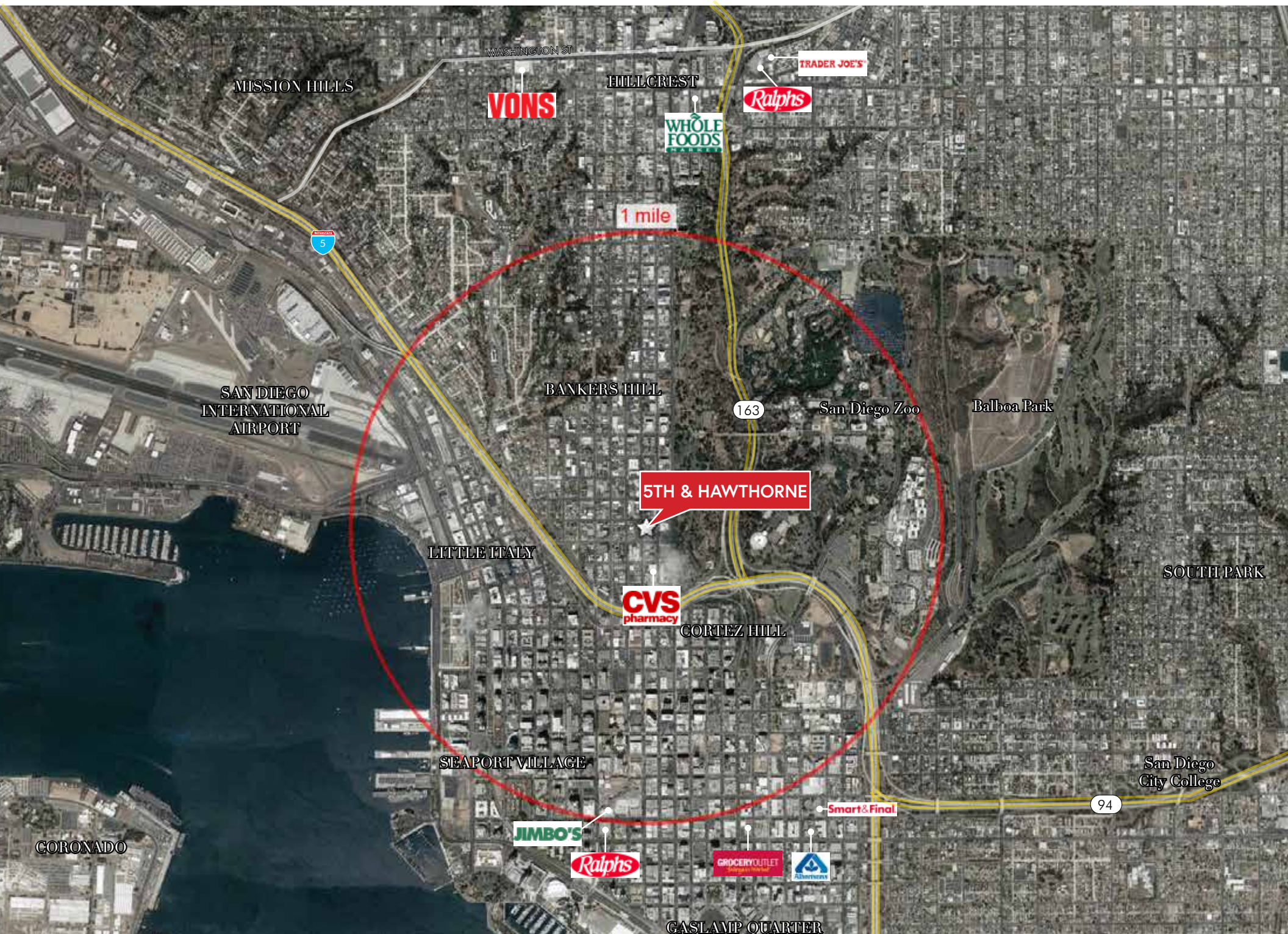
LEGEND

Grocery Store Market Opportunity

- Supply Greatly Exceeds Demand
- Supply Exceeds Demand
- Relatively Balanced Market
- Demand Exceeds Supply
- Demand Greatly Exceeds Supply



GROCERY STORE MAP (1 MILE RADIUS)



CONSUMER BEHAVIOR PROFILE

(Represents 71.6% of the consumers within one mile radius)



METRO RENTERS

Uptown Individuals (56.4% of market)

33 Median Age

Attributes:

- Well-educated consumers, many currently enrolled in college.
- Spend a large portion of their wages on rent, clothes, and the latest technology.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Socializing and social status very important.



LAPTOPS AND LATTES

Uptown Individuals (15.2% of market)

37 Median Age

Attributes:

- Well educated affluent residents
- Technologically savvy consumers. They are active and health conscious
- Environmentally conscientious but also image-conscious: both impact their purchasing.

DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
2019 Population	33,507	213,433	511,605
2024 Population	37,274	227,086	534,054
2019-2024 Annual Growth Rate	2.15%	1.25%	0.86%
2019 Households Estimate	18,899	97,432	197,250
2024 Households Projection	21,354	104,875	207,844
2019 Average Household Income	\$102,044	\$96,581	\$90,868
2024 Average Household Income	\$119,708	\$114,382	\$107,438
2019 Housing Units	22,911	107,158	213,858
2019 Average Value	\$789,926	\$825,513	\$743,522
2019 Businesses	6,482	17,129	28,443
2019 Employees	67,031	195,186	345,111

PROPOSED BUILDING

SOUTHWARD VIEW
CORNER OF FIFTH & HAWTHORN

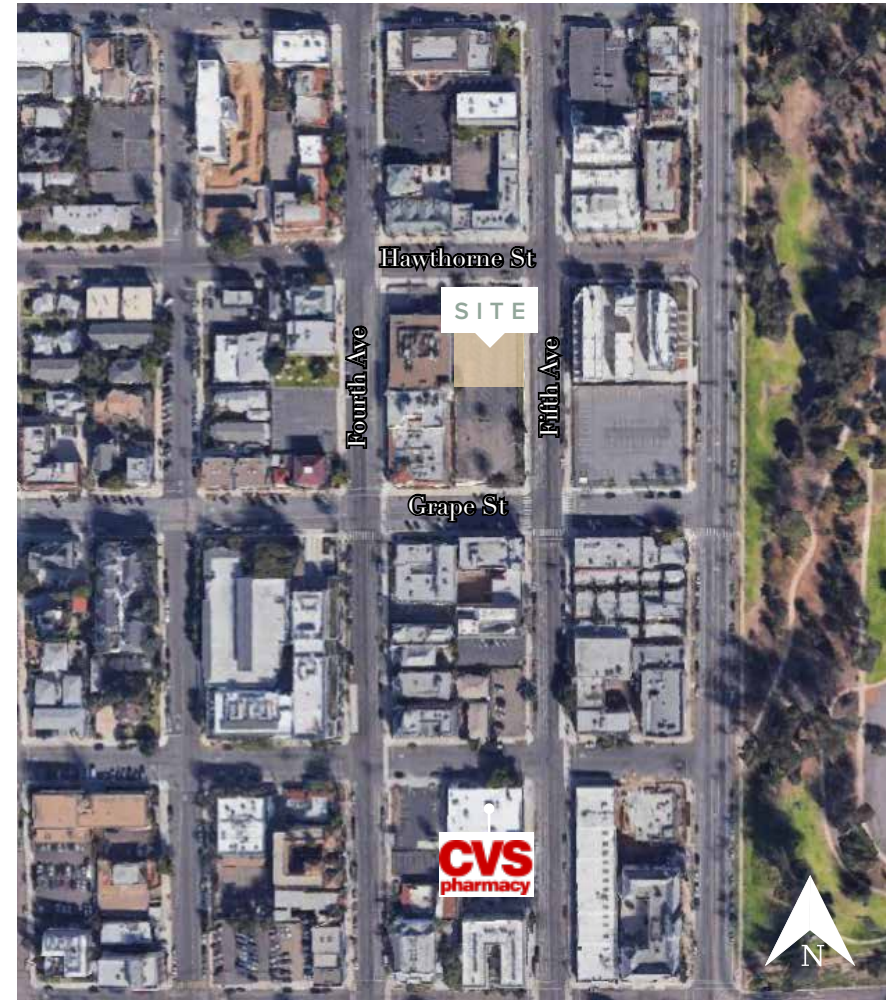


AERIAL MAP

SOUTHBOUND TOWARDS DOWNTOWN



BIRD'S EYE



FIFTH AVE & HAWTHORN ST

San Diego, CA 92101

PLEASE CONTACT:

REG KOBZI

Senior Vice President

Lic. 00917639

+1 858 546 4604

reg.kobzi@cbre.com

JOEL WILSON

First Vice President

Lic. 01237516

+1 858 546 4651

joel.wilson@cbre.com

MICHAEL PETERSON

Vice President

Lic. 01969317

+1 858 646 4749

michael.peterson@cbre.com

© 2021 CBRE, Inc. All rights reserved. This information has been obtained from sources believed reliable, but has not been verified for accuracy or completeness. You should conduct a careful, independent investigation of the property and verify all information. Any reliance on this information is solely at your own risk. CBRE and the CBRE logo are service marks of CBRE, Inc. All other marks displayed on this document are the property of their respective owners, and the use of such logos does not imply any affiliation with or endorsement of CBRE. Photos herein are the property of their respective owners. Use of these images without the express written consent of the owner is prohibited.

