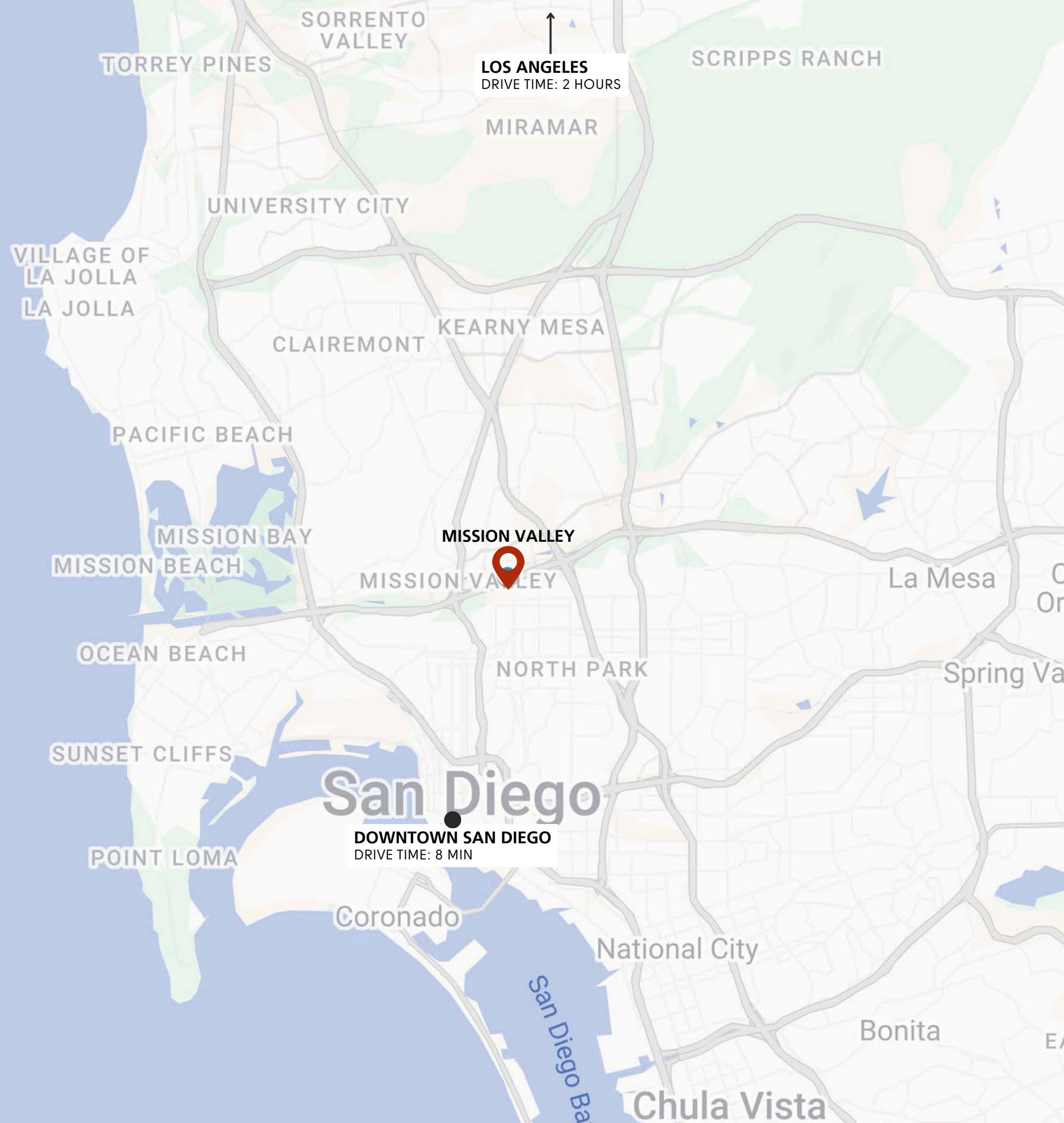


MISSION VALLEY

SAN DIEGO | CALIFORNIA





SAN DIEGO, CALIFORNIA

SAN DIEGO IS THE
2ND LARGEST CITY
IN CALIFORNIA



COASTAL CAPITAL OF INNOVATION & QUALITY OF LIFE

San Diego metropolitan area is **approximately 3.34M** people and remains the **2nd largest city in the state**.

Tourism is a major economic driver in San Diego with **32M annual visitors in 2024**, a 2M increase since 2023, generating more than **\$22B in economic impact**.

San Diego's military presence plays a vital role in the local economy, contributing to **more than \$63B annually** and **supporting approximately 370,000 jobs**.

San Diego is home to Balboa Park, the **largest urban cultural park in the U.S.**, featuring 15 museums, art galleries, lush gardens, the Tony Award-winning Globe Theatres and the renowned San Diego Zoo, attracting over 14M visitors each year.

With more than **7,000 farms**, San Diego holds the record of having the **greatest number of farms in the country**.

For the fourth consecutive year, San Diego was ranked **America's Greenest City** for its renewable energy usage, abundance of solar installations, and strong environmental policies.

San Diego is home to **17 higher education facilities** including San Diego State University with more than 39K students.

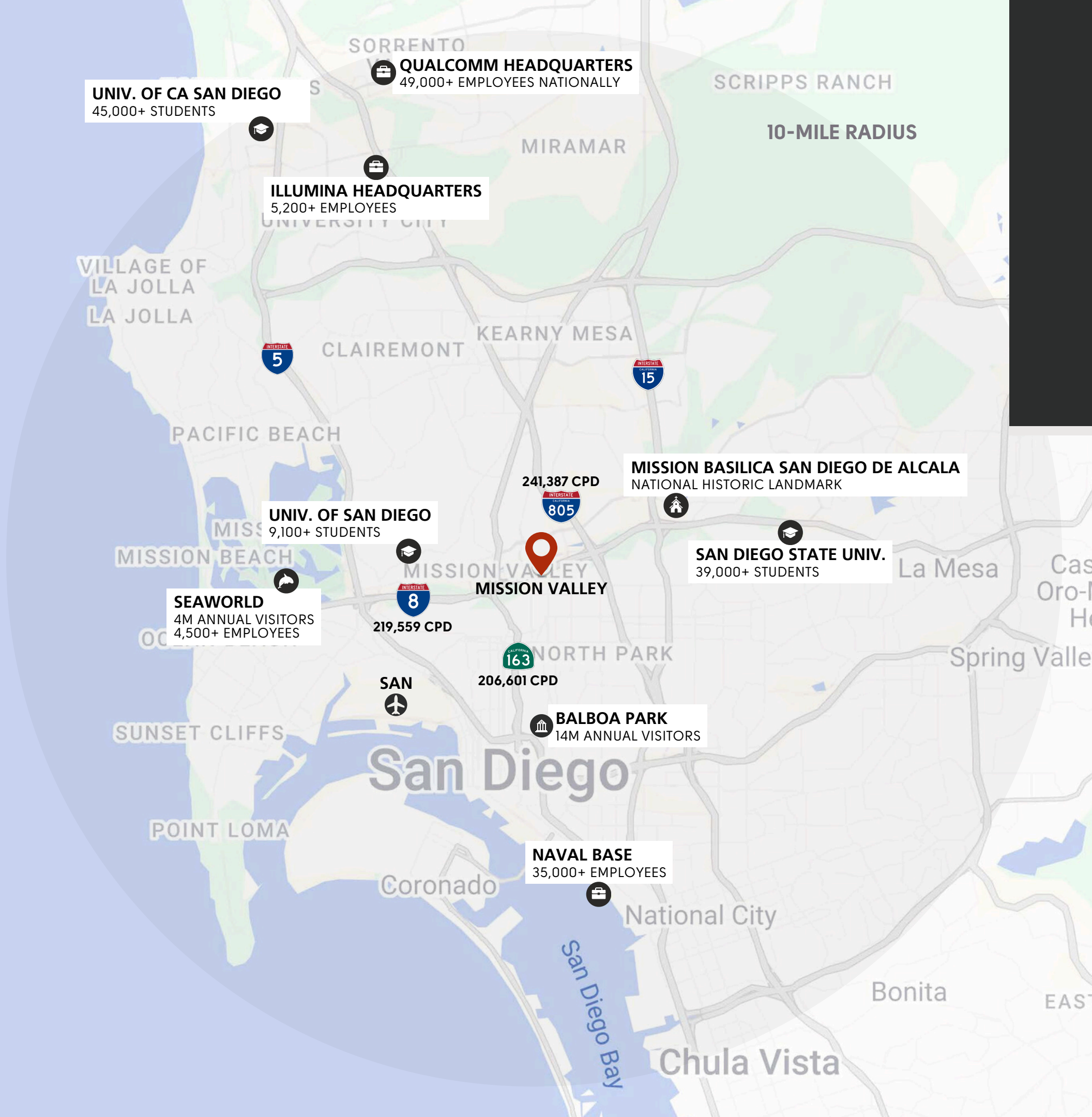


😊 #3

HAPPIEST U.S. CITY BASED
ON QUALITY OF LIFE

💰 35%

HIGHER AVERAGE HHI OF **\$108,206**
VS. THE NATIONAL AVERAGE



THE CENTER OF IT ALL

10-MILE RADIUS EMPLOYEES
770,981

10-MILE RADIUS HIGHER ED. STUDENTS
302,932

Mission Valley is where San Diego naturally comes together.

Perfectly positioned in the center of it all, it's the heartbeat between the coast and downtown, campus and canyon. As the city continues to thrive as an epicenter of innovation, culture and growth, **Mission Valley is the community hub**, bringing people together.

IT'S ALL IN THE DETAILS

MORE THAN
1.1M SF

RETAILERS
66

RESTAURANTS
14

Nestled in the heart of San Diego, Mission Valley serves the community as the **go-to destination** to shop, dine and connect. From **best-in-class brands** to **year-round events**, Mission Valley has a little something for everyone.



PROPERTY AERIAL

MORE THAN
301,483 CPD



BEST BUY

PETSMART
LA Z BOY

TARGET

SANDBOX^{VR}
GREAT FOOD • CLASSIC ROCK
Yard House
THE LARGEST SELECTION OF CRAFT BEER

Sheraton

Saks OFF 5TH

Staples

bloomingdale's
the outlet store

NORDSTROM Rack

24 HOUR FITNESS
PACSUN francesca's

amc

228,388 CPD

CARVANA

IN-N-OUT BURGER

CAMINO DE ESTE 9,457 CPD

CAMINO DE LA REINA 16,713 CPD

CAMINO DE LA REINA N 25,562 CPD

MISSION CENTER RD 21,273 CPD

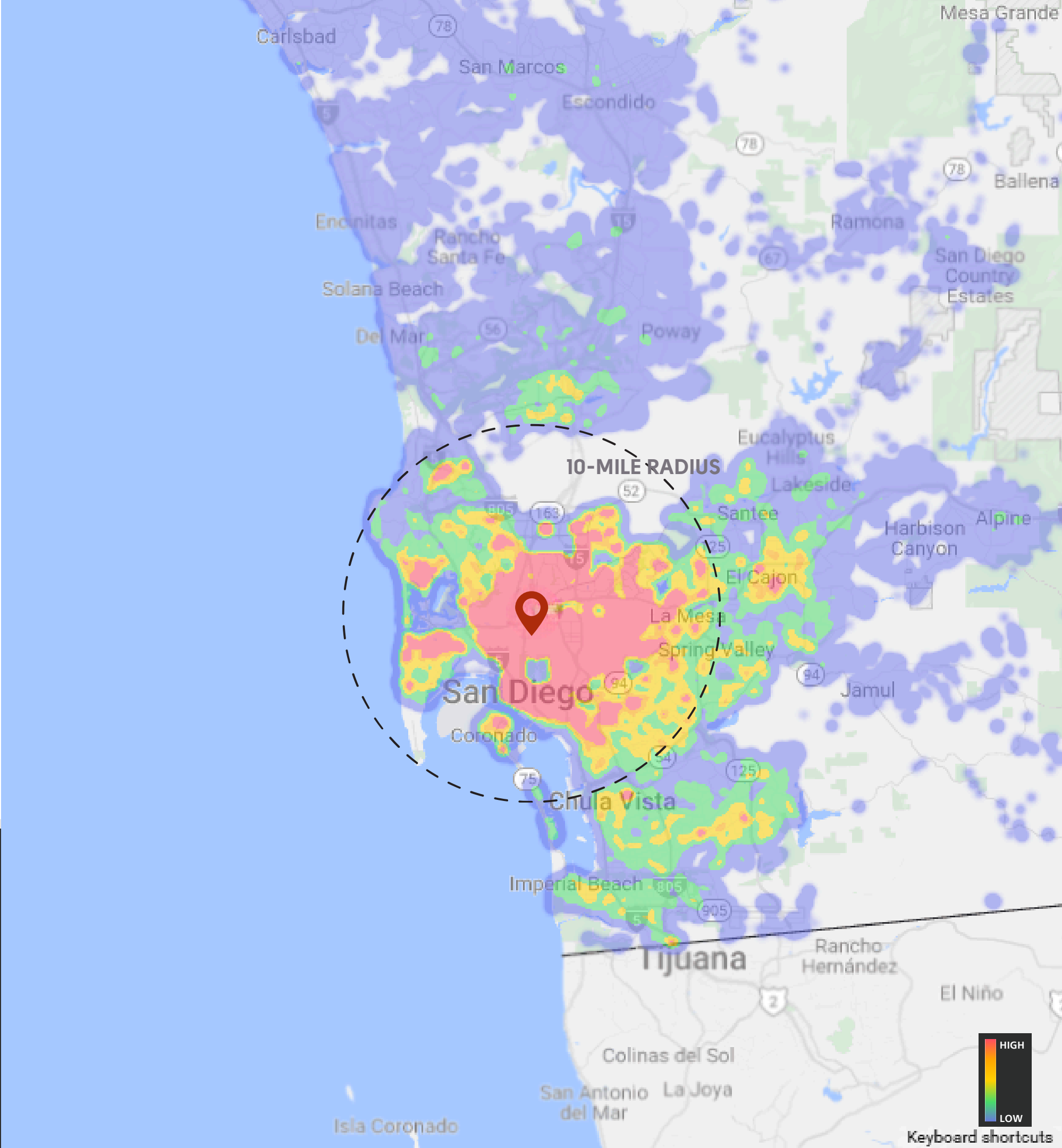
TRAFFIC DATA

Annual Visits	10.1M
YOY Visit Increase	3%
Annual Avg. Visit Frequency	4.1
Avg. Dwell Time	62 MINS

TRUE TRADE AREA DEMOGRAPHICS

Population	880,718	Average HHI	\$116,000
Daytime Population	1M	HHI \$150K-\$200K	11%
Households	351,716	HHI \$200K+	14%
Family Households	183,716	College Degree+	71%
Millennials	30%		
Gen X	18%		

WITHIN A 5 MILE RADIUS OF MISSION VALLEY
MORE THAN 6,100 HOUSEHOLDS
EARN \$500K OR MORE IN ANNUAL HHI



CORE CUSTOMER INSIGHTS

SPENDING PATTERNS

Household Income \$500K+	2%	+
Avg. Discretionary Income	\$58,202	+
Discretionary Income \$125K-\$150K+	7%	+

ABOVE
U.S. AVERAGE

PSYCHOGRAPHICS

Young Professionals 32%

Well-educated young professionals starting their careers in white-collar or technical jobs.

Educated Urbanites 24%

Well educated young singles living in dense urban areas working relatively high paying jobs.



MISSION VALLEY'S CORE CUSTOMERS ARE IDENTIFIED AS THE **MOST EDUCATED** PSYCHOGRAPHIC SEGMENTS IN PLACER.AI.





AN ELEVATED EXPERIENCE

Mission Valley offers an elevated experience for its guests, boasting a variety of top-tier brands, with even more to come.

Target ranks **#1 of 292** statewide with **3.5M annual visits**.

Nordstrom Rack ranks **#2 of 53** statewide based on visits.

Francesca's ranks within the **#1 of 16** statewide based on visits.

Bloomingdales Outlet's is **one of three** in the state.

Buffalo Wild Wings ranks within the **top 8% of stores** statewide based on visits.



TARGET



Bath & Body Works®



PAC SUN





MORE THAN 15 EVENTS EACH YEAR WITH THOUSANDS OF ATTENDEES



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