

RαDD

A DISTRICT BY IQHQ

IQHQ



RETAIL INSITE

thisisradd.com

This is
RαDD

±1.7M SF
district

6
city blocks

±200K SF
retail

5 acres
green space



DEMOGRAPHICS

Area Snapshot



**1.77 million
daytime
population**

WITHIN A
20-MINUTE DRIVE



**36.5 years
median age**

WITHIN A 15-MINUTE DRIVE

**38.5 years
median age**

WITHIN A 10-MINUTE DRIVE



**±\$145K average
household income**

WITHIN A 5-MINUTE DRIVE

**\$8.83 billion
annual retail spend**

WITHIN A 5-MINUTE DRIVE



THE NEIGHBORHOOD

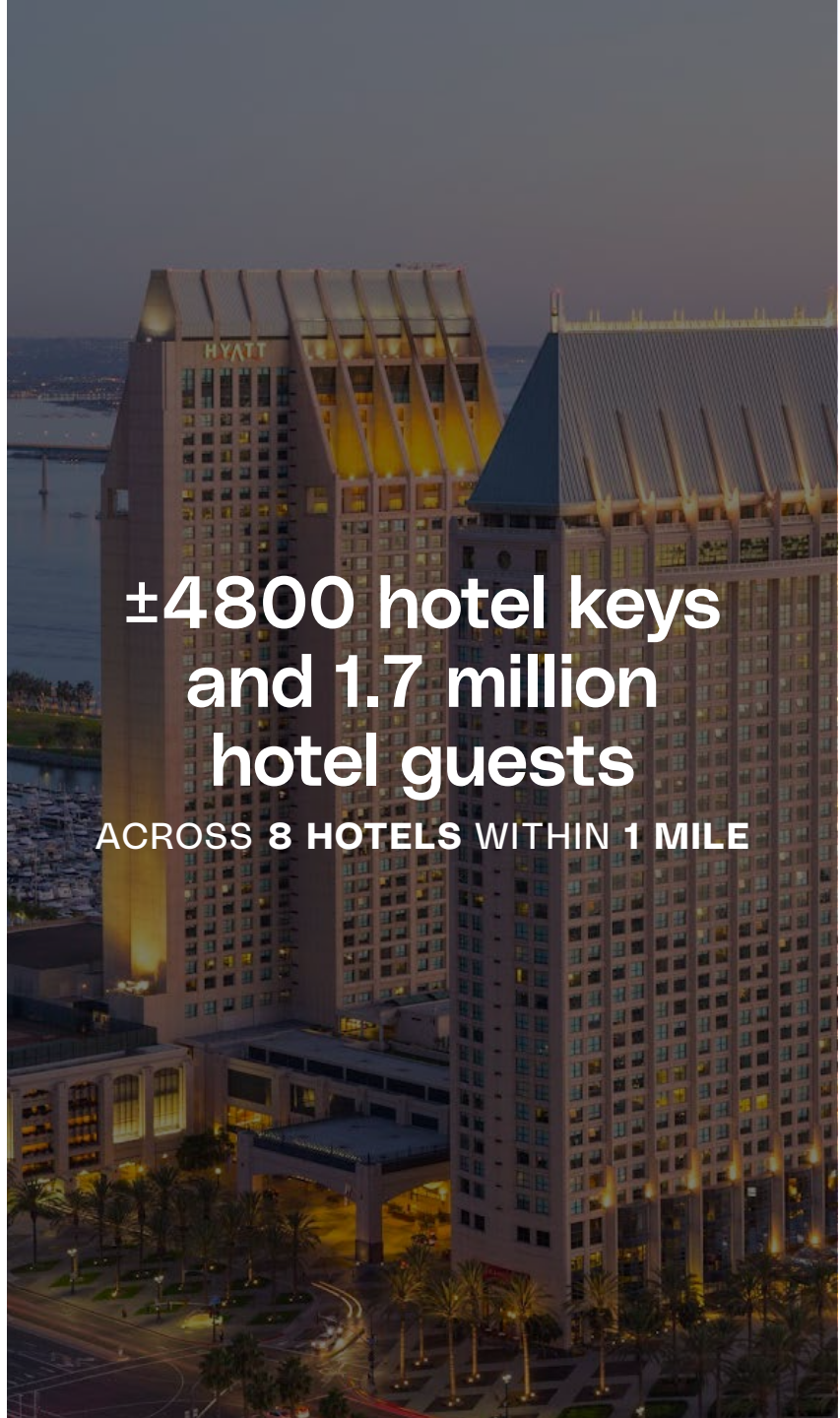
Built-In Demand

17 parks

WITHIN A 3-MILE RADIUS

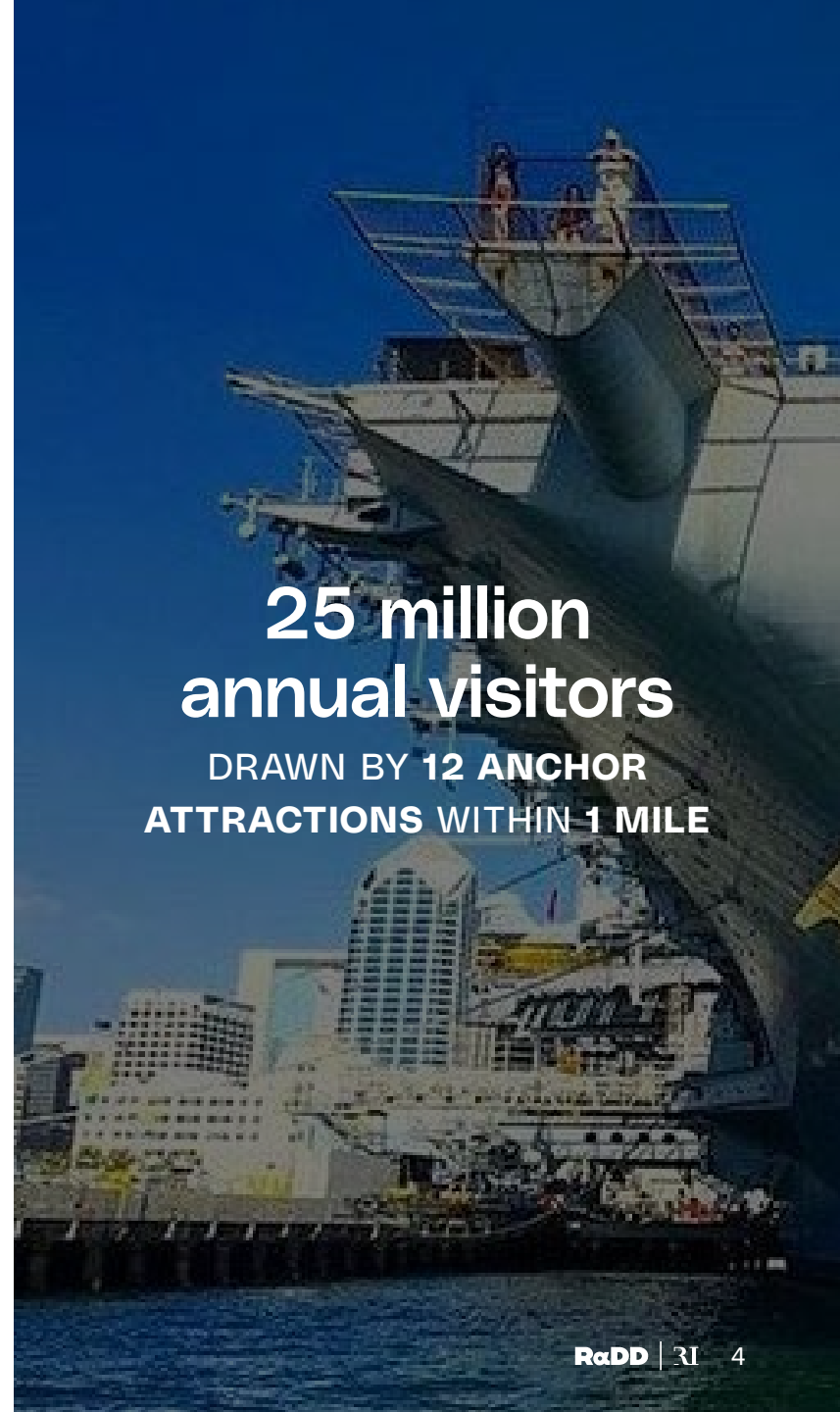
**13 miles of jogging
and biking paths**

CONNECTED TO RADD



**±4800 hotel keys
and 1.7 million
hotel guests**

ACROSS 8 HOTELS WITHIN 1 MILE



**25 million
annual visitors**

DRAWN BY 12 ANCHOR
ATTRACTIONS WITHIN 1 MILE

Unrivalled Connectivity



2 blocks
from Coronado
ferry access



RETAIL & RESTAURANTS

Success Stories in the Neighborhood

±127
restaurants
within 1 mile

PORTSIDE
PIER

RUTH'S
CHRIS
STEAK HOUSE

SENECA



The
Cheesecake
Factory

Puesto

Eddie V's
PRIME SEAFOOD



MALIBU
FARM
SAN DIEGO

THE
FISH MARKET
Sea food market & restaurant

Shorebird



CURRENT & UPCOMING

Brands at RaDD

EQUINOX

The Bungalow

RIVIAN

 lululemon

Javier's

PARADISE
DYNASTY
樂天
皇朝
LEGEND OF XIAO LONG BAO

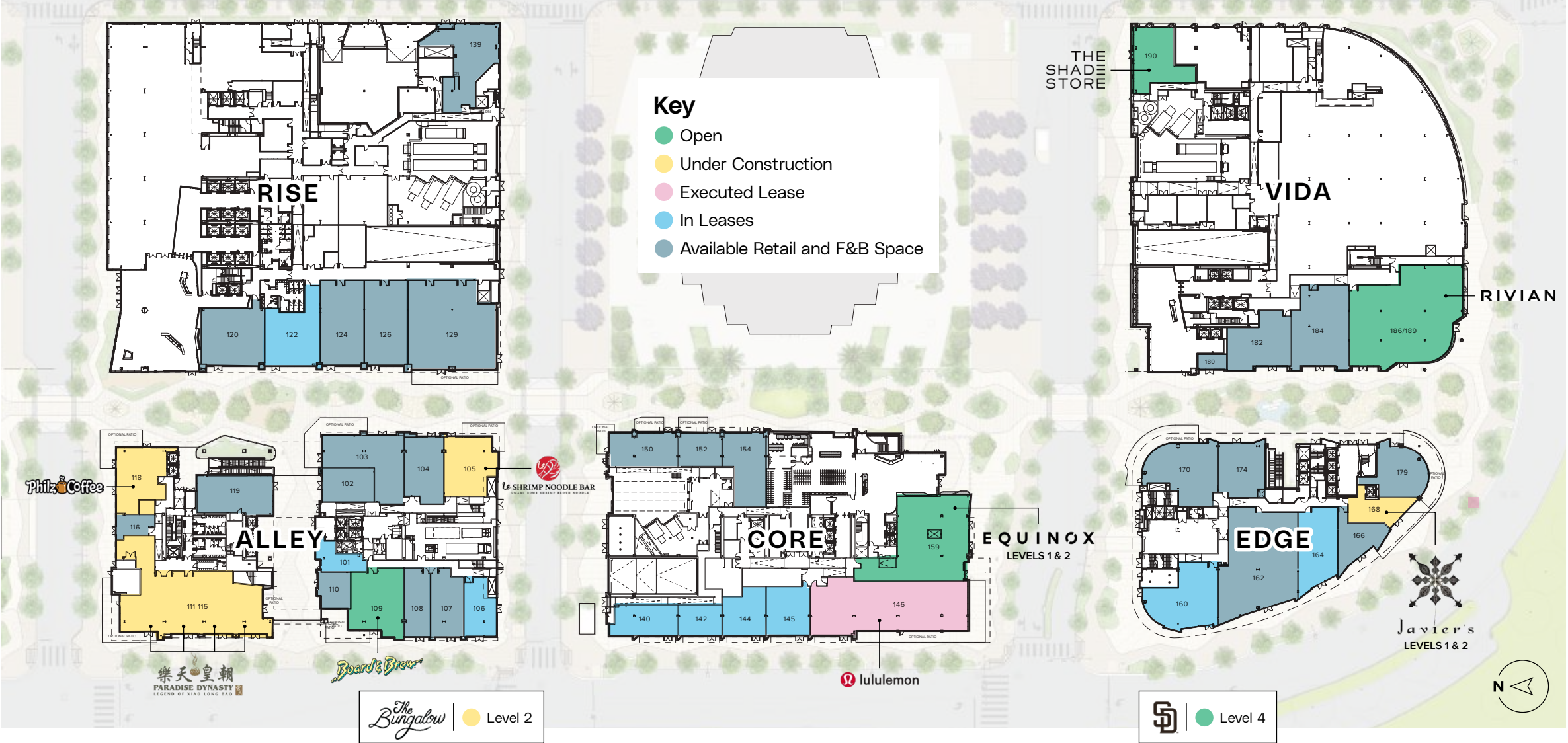
THE
SHADE
STORE

Board & Brew™

Philz Coffee

SD | ENE

Merchandising Mix



DISTRICT OVERVIEW

RaDD at a Glance



Santa Fe
Depot

RISE

770K SF Total
15K SF Retail

W Broadway

Luxury
Hotel
(FUTURE)

PROGRESS
PARK

Broadway
Pier

Freedom Park
(OPENING 2028)

Navy Pier

ALLEY

133K SF Total
72K SF Retail

Manchester Pl

CORE

240K SF Total
48K SF Retail

N Harbor Dr

Tuna
Harbor

Pacific Hwy

Waterfront Pl

VIDA

415K SF Total
12K SF Retail

EDGE

105K SF Total
63K SF Retail

N Harbor Dr

Ruocco
Park



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.

TOTAL SIZE

133K SF

RETAIL SIZE

72K SF

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

F&B / RETAIL

Philz Coffee

Board & Brew

The Bungalow

樂天皇朝
PARADISE DYNASTY
LEGEND OF XIAO LONG BAO

SHRIMP NOODLE BAR
SHRIMP NOODLE BAR



Alley

Direct connection to the waterfront



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	RETAIL SIZE
770K SF	15K SF

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



Rise

Lobby entrance from promenade



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

F&B / RETAIL

EQUINOX  lululemon



Core

Indoor-outdoor lobby along promenade



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 capacity for up to 1,100 guests

F&B / RETAIL



Edge

Pedestrian promenade along Edge



BUILDING OVERVIEW

Vida

925 Waterfront Place

Positioned as the anchor of RaDD, Vida commands views from both Pacific Highway and North Harbor Drive and sits just steps from the shops and dining at Seaport Village and The Headquarters.

TOTAL SIZE
415K SF

RETAIL SIZE
12K SF

- 8 levels
- Ample frontage for outdoor seating

F&B / RETAIL

RIVIAN

THE
SHADE
STORE



Vida

View from Harbor Drive & Pacific Highway



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@riretail.com

CHRIS HODGMAN
858.523.2098
chodgman@riretail.com

NATALIE WARD
858.704.6455
nward@riretail.com

IQHQ

BROOKE RIEDMAN
760.271.0750
briedman@iqhqreit.com

JEFF OESTERBLAD
858.349.1911
joesterblad@iqhqreit.com