



the
valley

MISSION VALLEY
SAN DIEGO



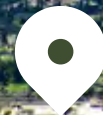
RETAIL INSITE



Centennial

LOWE

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

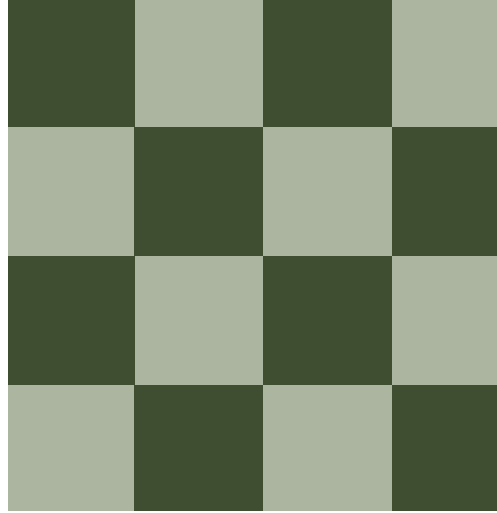


SIMON'S FASHION VALLEY MALL

163

8

237,000 CARS PER DAY

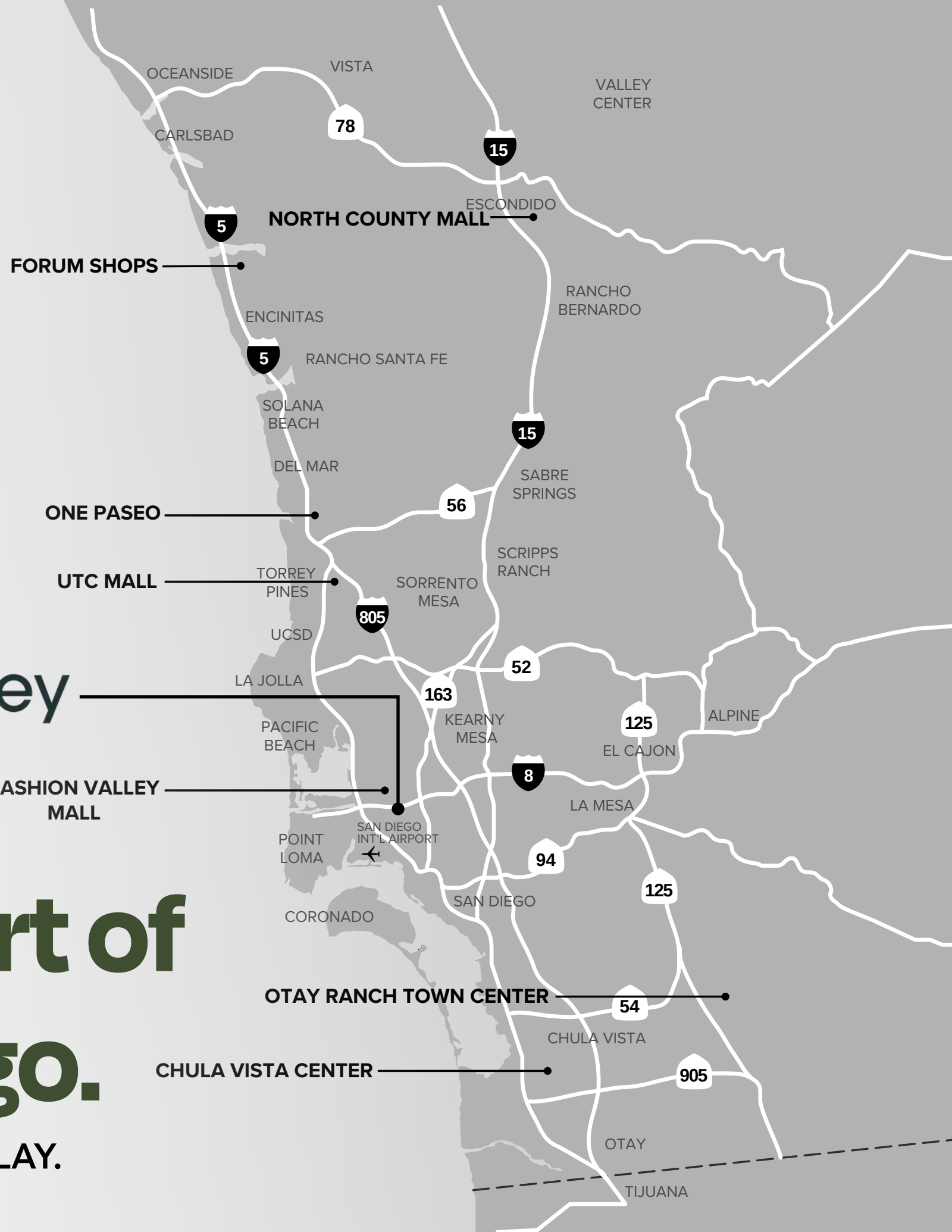


**This is
The Valley.**



The Heart of San Diego.

LIVE, WORK, EAT & PLAY.



34,000
MISSION VALLEY
APARTMENTS



125,614
MILLENNIAL POPULATION
WITHIN 10 MILES



10.9M
THE VALLEY 2026
VISITOR COUNT



Visits Per Year

9.8M

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

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

Top Producing Tenants Here To Stay

 #2 Location in Nation

 #1 Location in Nation

 #2 Location in Nation

 #1 Location in California

 #1 Location in Nation

 #1 Location in San Diego

Major Pulling Power

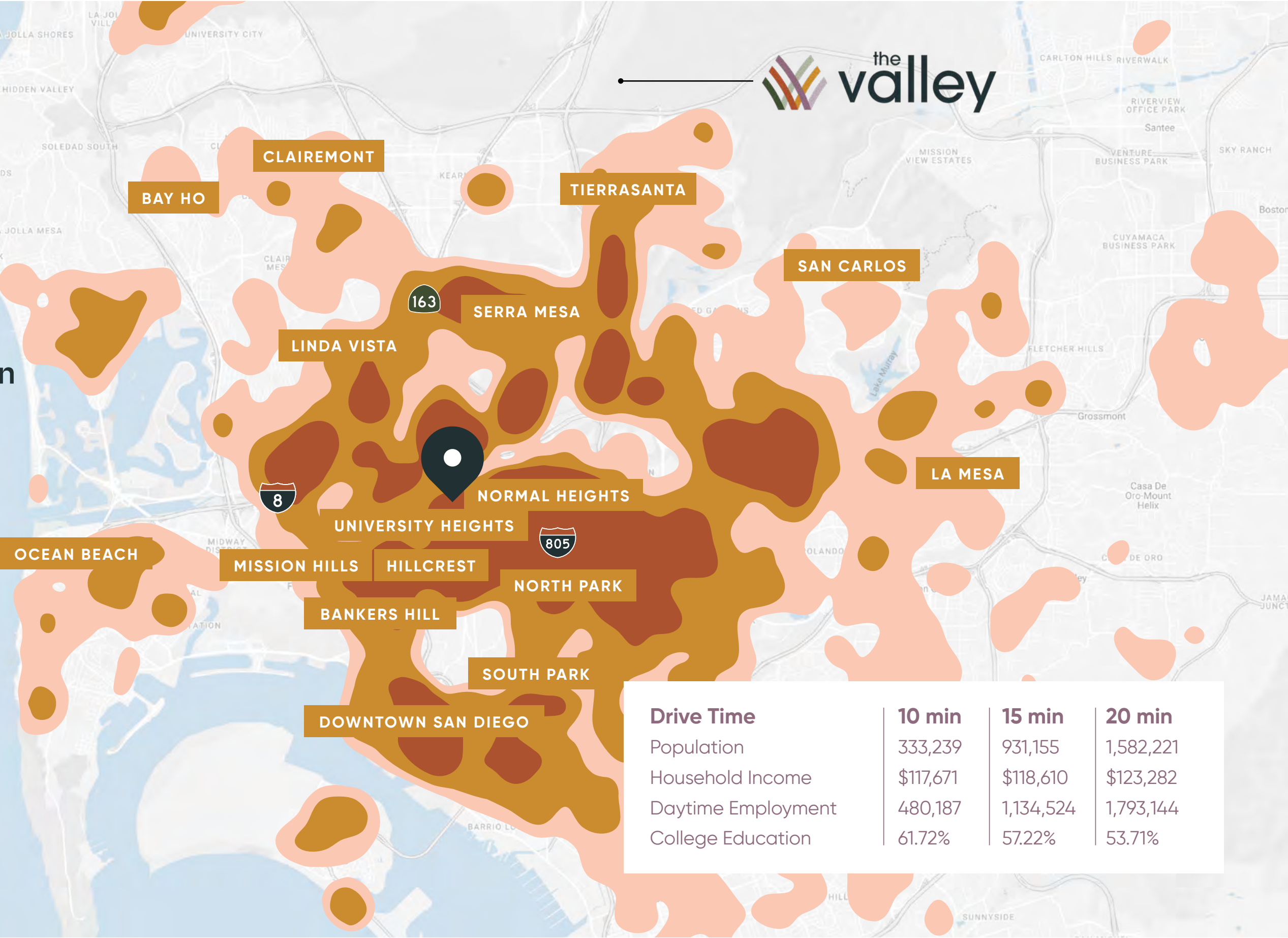
70% of visits derived from a dense population of nearly 1M.

30% 50% 70%

Centrally Convenient

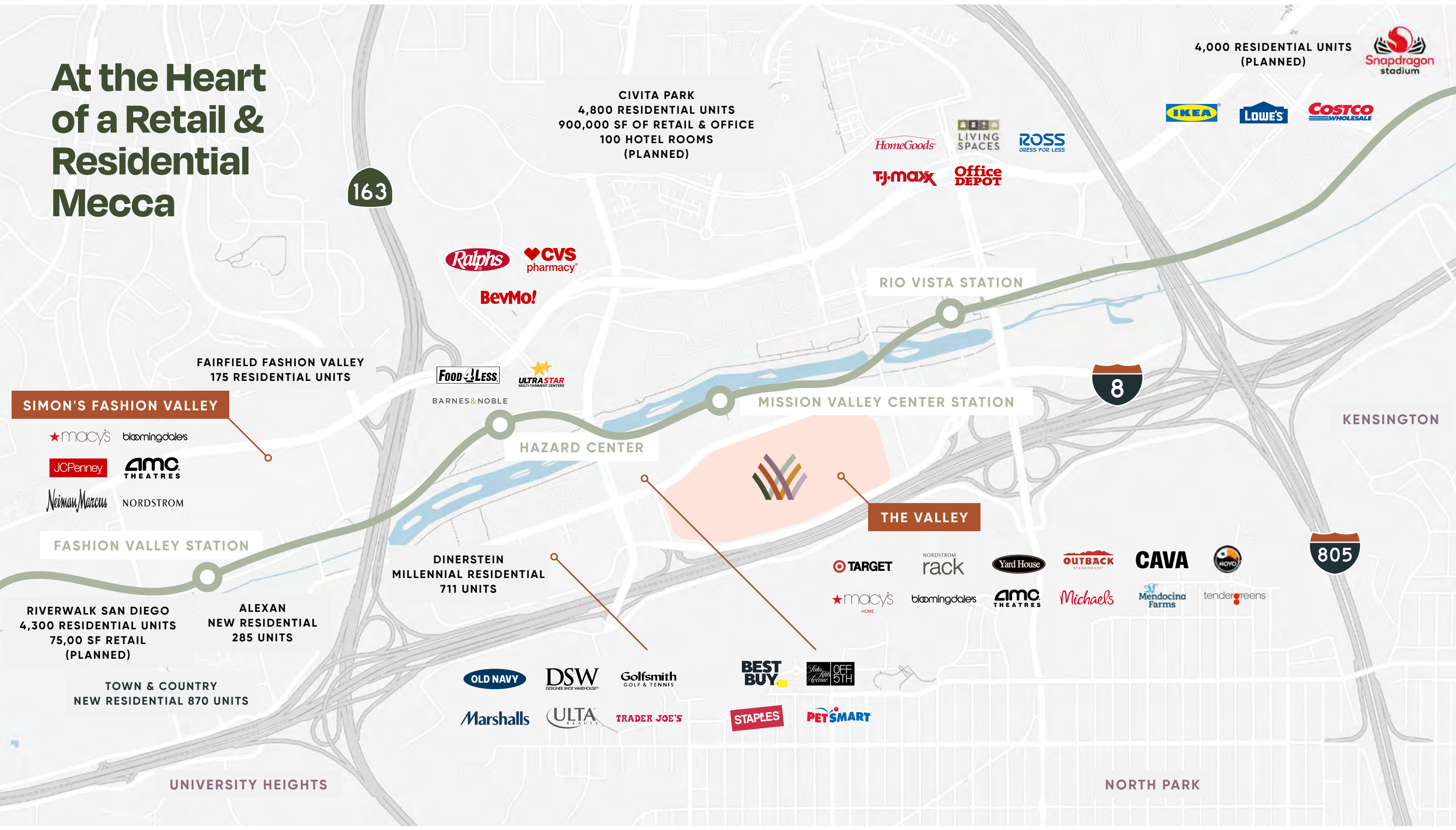
Painless driving times for true trade area.
1.6M population with 123k average household
Income within 20 minute radius.

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

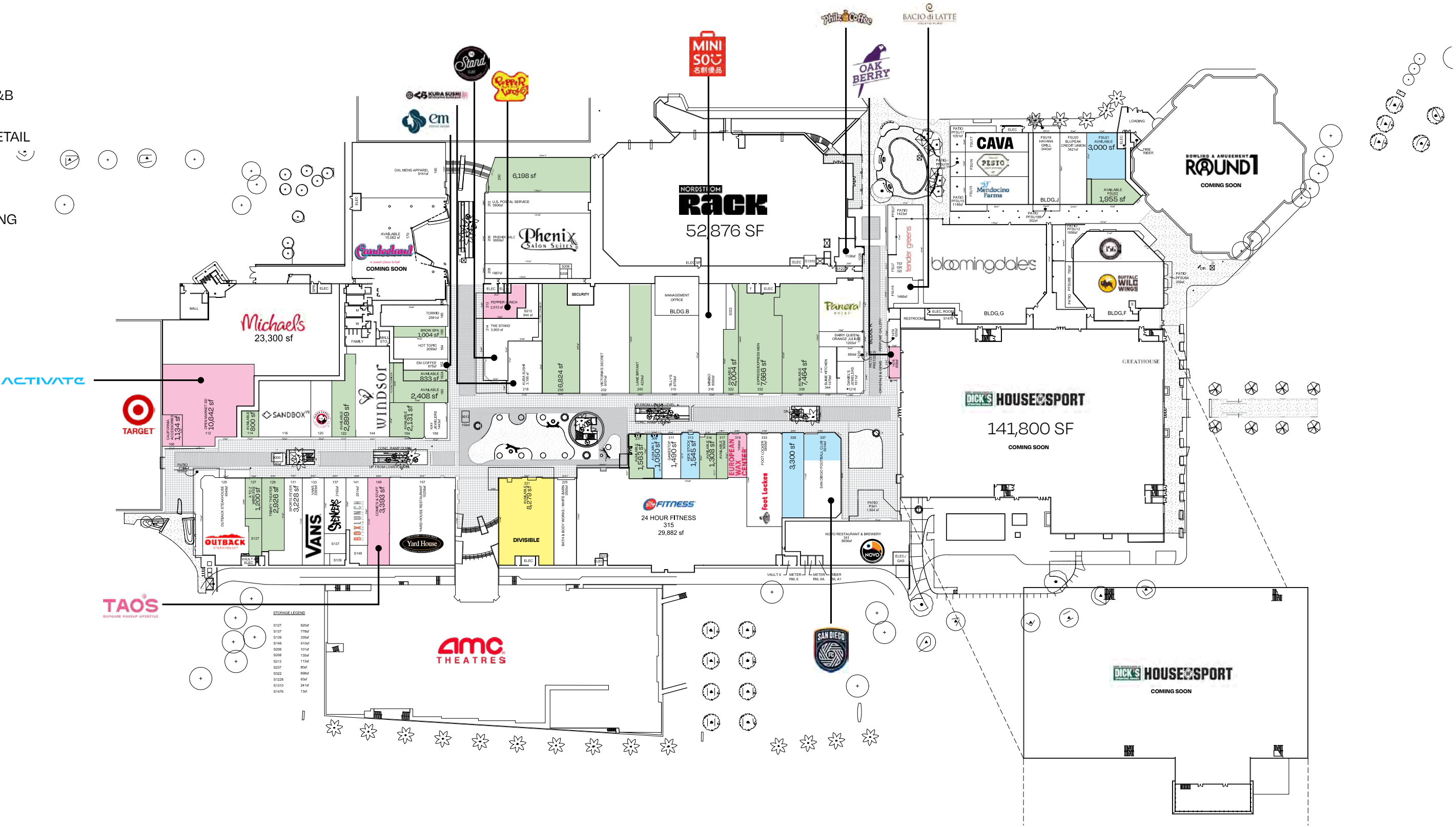


RESIDENTIAL EXPANSION



THE VALLEY MERCH PLAN

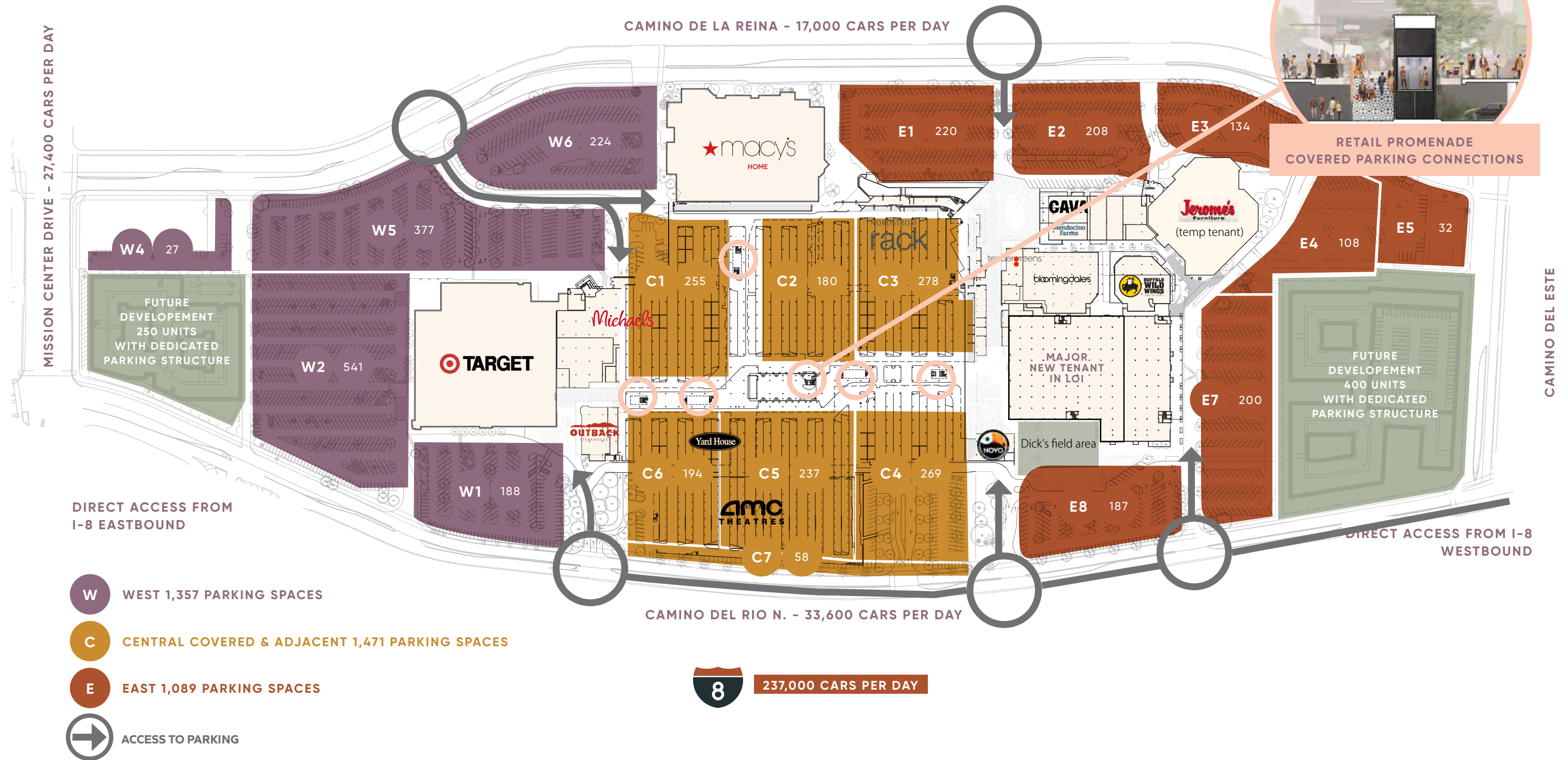
- SIGNED
- AVAILABLE F&B
- AVAILABLE RETAIL
- EXISTING
- LEASE PENDING



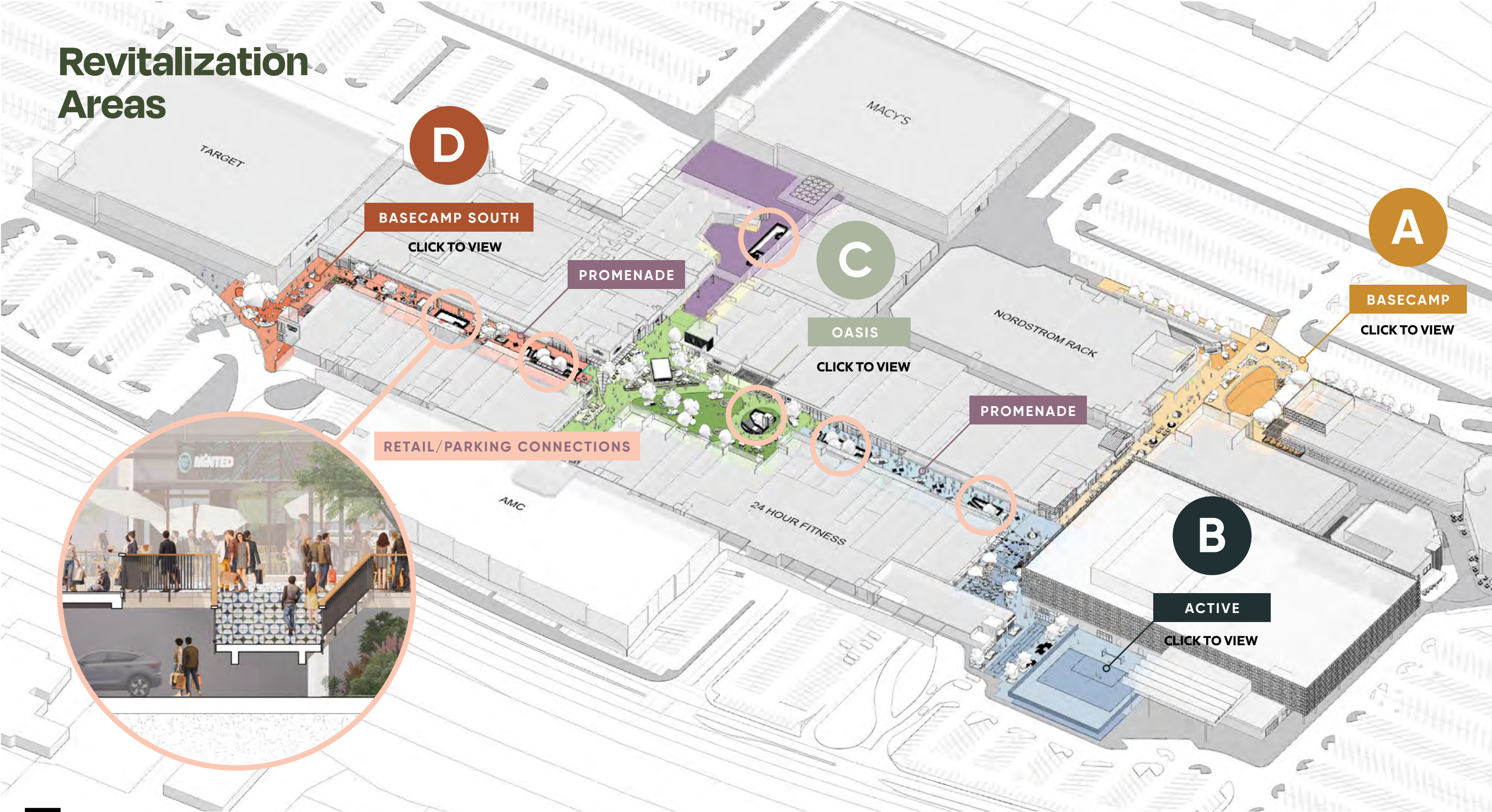
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ABUNDANT PARKING & ACCESS TO SOUTERRAIN PARKING DECK

Over 3,900 Parking Spaces



MAJOR COMMON AREA RENOVATION



THE VALLEY - BASECAMP



[CLICK HERE RETURN TO MAP](#)

PROPOSED

THE VALLEY - BASECAMP



[CLICK HERE RETURN TO MAP](#)

THE VALLEY - ACTIVE



[CLICK HERE RETURN TO MAP](#)

THE VALLEY - ACTIVE



[CLICK HERE RETURN TO MAP](#)

THE VALLEY - ACTIVE



[CLICK HERE RETURN TO MAP](#)

THE VALLEY - OASIS



[CLICK HERE RETURN TO MAP](#)

PROPOSED

THE VALLEY - OASIS



24

[CLICK HERE RETURN TO MAP](#)

THE VALLEY - OASIS



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THE VALLEY - OASIS



[CLICK HERE RETURN TO MAP](#)

THE VALLEY - OASIS



[CLICK HERE RETURN TO MAP](#)

THE VALLEY - OASIS



[CLICK HERE RETURN TO MAP](#)

PROPOSED

THE VALLEY - BASECAMP SOUTH



[CLICK HERE RETURN TO MAP](#)

PROPOSED

THE VALLEY - BASECAMP SOUTH



[CLICK HERE RETURN TO MAP](#)

THE VALLEY - BASECAMP SOUTH



[CLICK HERE RETURN TO MAP](#)

PROPOSED

CENTRAL COMMON AREA PARKING CONNECTION



PROPOSED



the
valley

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