

# THE CHANGING FACE OF MISSION VALLEY RETAIL

May 1, 2019

**M**ission Valley has long been the geographic center and crossroads of San Diego County connecting North County, East County and South County. It's bisected by Interstate 8, Interstate 805, Interstate 15 and Highway 163 along with the Green Line of the San Diego Trolley. It's also been considered the epicenter of retail for the County which is evidenced by 6 Million SF of retail, two of the largest regional shopping malls in the region (Fashion Valley Mall and Westfield Mission Valley) as well as companies like IKEA, Bloomingdales and Neiman Marcus choosing to have their only location in the region within Mission Valley.

I could go on talking about density of population, the proximity of the University of San Diego and San Diego State University, proximity to Balboa Park and the San Diego Zoo, Seaworld, Old Town, the beaches and over 5,000 hotel rooms; all of which have contributed to help make Mission Valley a regional asset for all of San Diego. However, there are a number of new projects underway, including three major developments, which will change the future of Mission Valley and make it an even more exciting area.

## *RIVERWALK*

At the western end of Mission Valley, the 27 hole Riverwalk Golf Course is being planned for redevelopment. The  $\pm 200$  acre Riverwalk



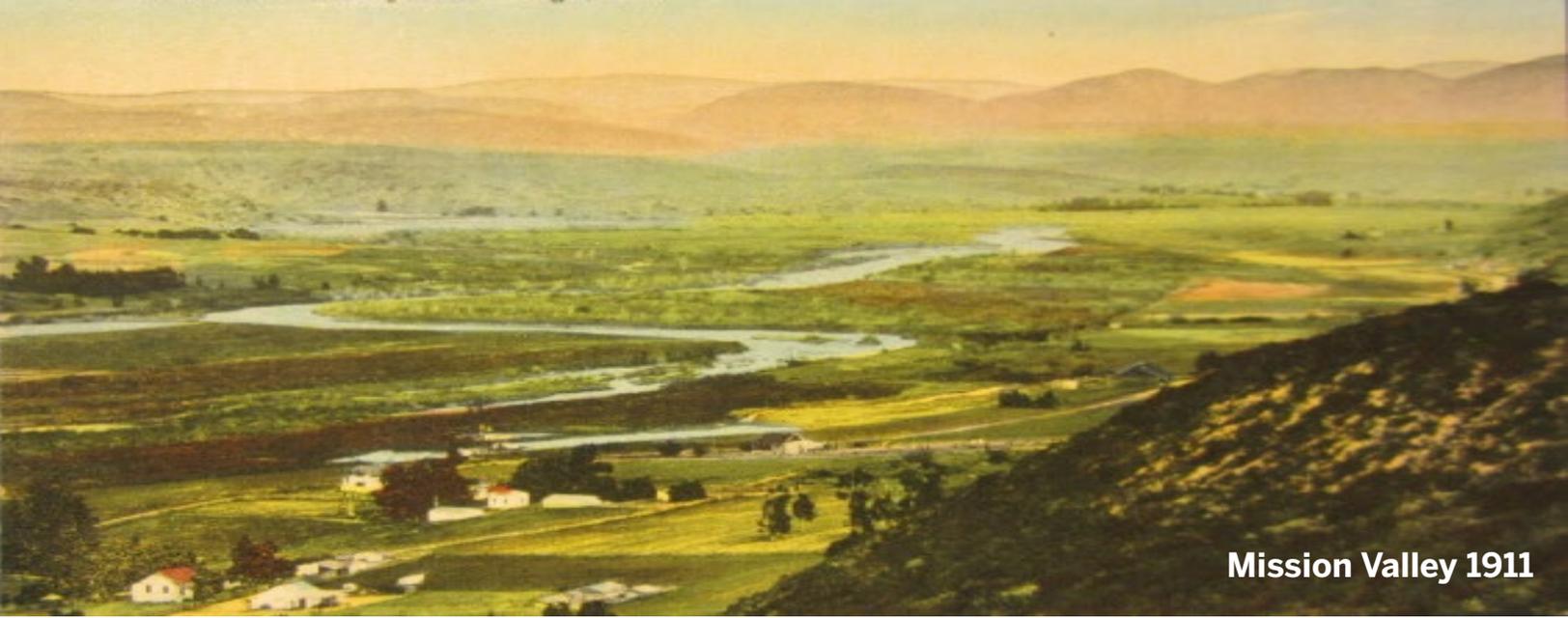
property has been operated as a golf course since 1947, but is now being planned to accommodate up to 4,000 residential units, 1 Million SF of office and  $\pm 70,000$  SF of retail along with a new trolley stop and  $\pm 80$  acres of public parks. The project is currently working itself through the City with construction expected to start as early as 2021.

## *SDCCU WEST*

At the eastern end of Mission Valley is the much anticipated and highly debated redevelopment of SDCCU (formerly Qualcomm) Stadium by



San Diego State University. Totalling  $\pm 166$  acres, the SDSU West redevelopment is anticipated to include a  $\pm 35,000$  seat stadium,  $\pm 1.6$  million SF of office/tech/research space



## Mission Valley 1911

(also known as the innovation district) ±4,600 residential units, hotels, ±95,000 SF of retail and ±89 acres of open space along the San Diego River. This project should take 10-15 years to complete and is anticipated to start in 2020.

### *CIVITA*

In the middle of Mission Valley is the development of Civita. The neighborhood of Civita includes ±235 acres and is envisioned to include up to ±4,800 residential units as well ±400,000 SF of retail, ±600,000 SF of office and hotels and ±60 acres of public parks. Civita is well under construction and should be fully built out in approximately 5 years. When completed, Civita will be a vibrant, urban, walkable neighborhood with convenient shopping, entertainment and restaurants where people will be able to enjoy the sidewalk cafes and share a coffee, a drink or a meal with their neighbors and visitors alike.



As Civita nears completion and SDSU West and Riverwalk begin, these 3 distinctly separate neighborhoods within the community of Mission

Valley will provide much needed housing in a centrally located area, near public transportation and will cater primarily to a younger, skilled work force. Over the next decade, these new projects will guide Mission Valley to become the next trendy, hip neighborhood much like Little Italy, North Park and South Park are today. Civita will be setting the bar high with not only its urban, walkable feel, but also with its critical mass of housing, office, retail and hotels all while being sustainable and environmentally friendly. Together with SDSU West and Riverwalk, I believe these new neighborhoods will change the face of Mission Valley for generations to come.



Stewart Keith  
Senior Vice President  
skeith@flockeavoyer.com

