

Urban Strategies Group

RESTAURANTS | RETAIL | INVESTMENTS | MIXED-USE | LAND

Commercial Real Estate Brokerage & Advisory



San Diego County

2022



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The thriving East Village neighborhood in San Diego is home to the Urban Strategies Group headquarters, as well as several of the most ambitious projects in the city.

WE ARE THE PLACEMAKERS



OUR STORY

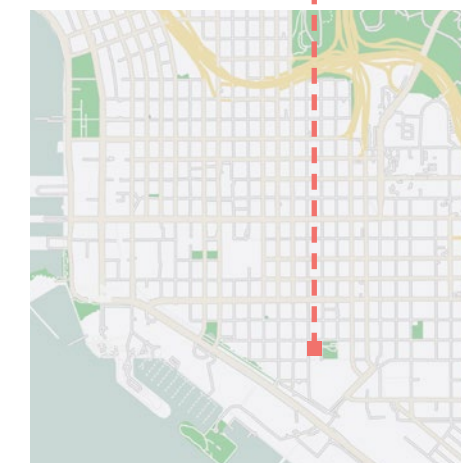
From multi-block redevelopments to a national retailer, from mixed-use properties to the hottest “foodie” concept, we specialize in leasing, selling, and consulting on multiple property types across urban and coastal markets. The Urban Strategies Group (USG) serves owners, investors, and tenants.

WE ARE PLACEMAKERS.



URBAN STRATEGIES GROUP

787 J Street
San Diego, CA 92101



 @urban_strategies_group

 @USG_SanDiego

 @USGSanDiego



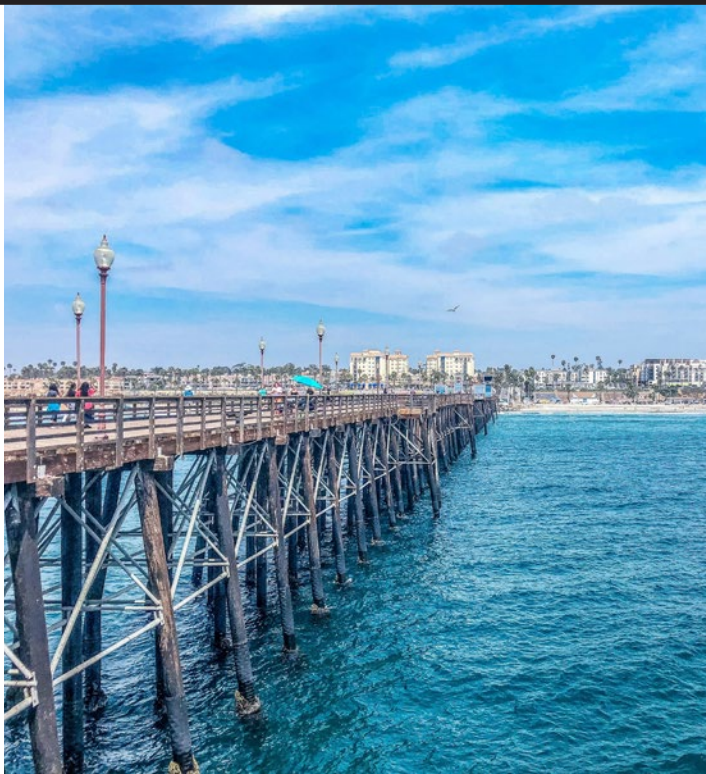
VISIT US

www.FlockeAvoyer.com/Urban-Strategies-Group

OUR EXPERTISE



With listings from downtown San Diego to Oceanside, the Urban Strategies Group provides specialized expertise that is both unique to the real estate brokerage industry and critical to success in urban environments.



TOTAL REAL ESTATE TRANSACTIONS

More than
\$1.4 Billion
&
4 Million SF

COMPLETED ACROSS
SAN DIEGO'S
URBAN MARKETS
& SOUTHERN
CALIFORNIA



Professionals with
more than 50 years of
combined experience



50+

Landlord listings



35+

Tenant rep accounts

ADVISORY & BROKERAGE SERVICES



LANDLORD REPRESENTATION

- MERCHANDISING & MARKETING
- SALES & LEASING
- GROWTH MANAGEMENT
- ASSET STRATEGY
- MARKET ANALYSIS
- MUNICIPAL CODE ANALYSIS
- DEMOGRAPHIC ANALYSIS
- PLANNING & DESIGN CONSULTING

TENANT REPRESENTATION

- SITE ANALYSIS
- MARKET PLANNING
- GROWTH MANAGEMENT
- MAPPING
- CLIENT REPORTS
- CREATIVE DESIGN
- MULTIMEDIA
- SOCIAL MEDIA



MEET THE TEAM

Our commitment is to serve our clients as a trusted advisor and top resource for urban market knowledge, providing unparalleled expertise in project planning, leasing, and selling commercial assets within high-density infill areas throughout San Diego County and Southern California.



**MICHAEL
BURTON**

SENIOR
VICE PRESIDENT

**PASQUALE
IOELE**

FIRST
VICE PRESIDENT

**CAITLIN
O'CONNOR**

MARKETING
COORDINATOR

**ANDREW
SHEMIRANI**

ASSOCIATE

**ASHLEY
TIEFEL**

SENIOR
ASSOCIATE

**CARISSA
ONDEK**

RESEARCH
ASSISTANT

SENIOR VICE PRESIDENT

Michael Burton

Retail and investment specialist, and pre-development consultant. Focuses on creating and implementing strategic initiatives both on urban assets and for high-profile users. His experiences and relationships with local, regional, and national users have provided the foundation for the USG platform; conceptualizing and implementing merchandising and leasing plans that maximize the long-term value of an asset and create vibrant walkable communities.

SENIOR ASSOCIATE

Ashley Tiefel

Focuses on representation of nationally-recognized tenants and landlords including a collection of mixed-use and street retail product throughout San Diego County. Driven by her competitive spirit, she strives to provide unmatched, exceptional service with eagerness, persistence, and resourcefulness.

MARKETING COORDINATOR

Caitlin O'Connor

Responsible for the management and administrative duties of the team and our downtown office with a special emphasis on all things related to marketing and online engagement.

FIRST VICE PRESIDENT

Pasquale Ioele

Specializes in user generation for urban properties and in urban communities. Focuses on tenant interface and “match-making,” which includes identifying and soliciting target users for specific properties. His extensive experience in the retail industry and asset management gives him a unique perspective for understanding client needs.

ASSOCIATE

Andrew Shemirani

Concentrates on curating tenant relations to placemake and create amenity-driven retail. He is highly focused on landlord requirements with an emphasis on new and existing mixed-use developments in walkable San Diego communities.

RESEARCH ASSISTANT

Carissa Ondek

Compiles data and research projects, specifically giving attention to creating a framework that holds all retail data relating to downtown San Diego. Assists in administrative duties around the office along with social media outreach.

MARQUEE CLIENTS (Partial List)

Asana Partners	Manchester Financial Group
Brixton Capital	MetLife
The Casey Brown Company	MFK Partnership / Trilogy Management
Cisterra Development	Murfey Company
CityMark Development	Murphy Development
CityView Development	Oliver McMillan
Clarion Partners	Oram Hotels
Cruzan	Pacifica Companies
Dealy Development	Pacifica Enterprises
Douglas Wilson Companies	Paragon Real Estate Investments
GEM Realty	Pebblebrook Hotel Trust
Greystar Development	Pinnacle International
Hammer Ventures	R&V Management
The Hanover Company	Regency Centers
Hensel Phelps	The Richman Group
HG Daniels Co.	Sea Breeze Properties
Holland Development Partners	Shapery Enterprises
HP Investors	Shea Properties
Interstate Hotels & Resorts	Simon Property Group
JMI Real Estate	Sterling Development Corporation
Jonathan Segal Architects	Stockdale Capital Partners
J.P. Morgan	Streetlights Residential
KD Development	Sycuan Tribal Development
Lankford & Associates	Trammell Crow Residential
LeBeau Realty & Associates	UDR
Legacy Partners	Veritas Urban Development
Lennar Communities	Westcore Properties
Liberty National Corporation	Xenia Hotels & Resorts
LLJ Ventures	Zephyr Partners



“The Urban Strategies Group has been our go-to trusted advisor and brokerage team across many of our projects and property types for the better part of a decade now. We have continued to turn to the USG team because of their ‘boots on the ground’ style and proven track record.”

- **RICH GUSTAFSON**, President, CityMark Development

MIXED-USE EXPERIENCE

Urban Strategies Group's unmatched experience with mixed-use developments throughout San Diego range from small-scale neighborhood infill projects to large-scale multi-block redevelopments.

Between residential, office, hotel, education, or a combination thereof, each mixed-use project is seeking unique and creative uses and users that amenitize and generate value for the asset.

Every development, location, and community has different needs, opportunities, customer bases, and challenges. We have a proven track record of successes planning for the mix of uses, executing on the strategy, and creating places.

THE RYLAN
Vista



THE CALIFORNIAN
Point Loma



AV8
Little Italy



THE COLLINS
La Jolla



“We brought on the Urban Strategies Group to help transform our suburban office project by adding a few fast-casual restaurants in order to bring amenities to our customers. Through their marketing process, the Urban Strategies Group creatively thought outside of the box and brought us a fantastic local operator who opened an exciting restaurant/brewery, which added a tremendous amount of value to our project. We are thrilled with the outcome.”

- **GREG BOWMAN**, Vice President of Leasing, LeBeau Realty & Associates

TOWER 180
Downtown



AMENITY CREATION & PLACEMAKING

We are aligned with leading tenants in the market as well as regional and national chains; thus, we have a history of creating some of the most notable concepts across San Diego.

By collaborating with our clients, we find strategic solutions to transform spaces into vibrant gathering places. We seek out amenities that we know will enhance the neighborhood for locals and visitors alike.

When it comes to placemaking, our emphasis is on creativity, vision, and an understanding of the city that only comes with knowing San Diego firsthand over numerous years.



PURE PROJECT
Bankers Hill



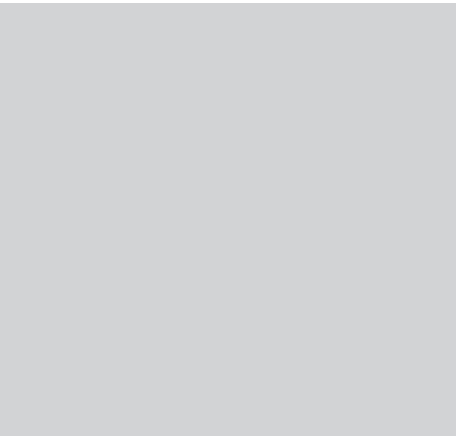
BREAKFAST REPUBLIC



CRAFT & COMMERCE



F45



CATANIA



SALT & STRAW



RAKIRAKI RAMEN



USG LISTINGS

/01

CREATING VALUE
FOR YOUR PROPERTY
& VIBRANCY IN
YOUR COMMUNITY



THE CAMPUS AT HORTON
Broadway Corridor

Under Construction: A 9-block development with ±300,000 SF retail/restaurant space & ±700,000 SF creative office space & one-acre open-air park



YUMA BUILDING
Gaslamp Quarter

For Lease: ±1,966 SF retail space with ±753 SF patio



MODE
Hillcrest

Under Construction: Multiple retail/cafe availabilities from ±1,075 SF - ±1,325 SF



ICON
Ballpark District

For Lease: ±4,014 SF restaurant space with patio



HARD ROCK HOTEL
Gaslamp Quarter

For Lease: ±4,850 SF restaurant space; ±3,970 SF bar/restaurant space



SANDBOX
Solana Beach

Under Construction: Multiple retail/restaurant availabilities from ±2,590 SF - ±7,040 SF



TOWER 180
Broadway Corridor

For Lease: Multiple retail/restaurant availabilities; ±32,974 SF corner space



THE TOWNSEND
Mission Valley

Under Construction: ±6,000 SF freestanding retail/restaurant space with large patio; ±3,600 SF space



870 W WASHINGTON ST
Mission Hills

For Lease: ±4,900 SF retail/restaurant/office space with potential patio



THE RYLAN
Vista

For Lease: Flexible retail/restaurant availabilities from ±974 SF - ±3,975 SF



CASS & FELSPAR
Pacific Beach

For Sale: ±1,396 SF cafe with ±2,100 SF patio; ±2,032 SF bar with taco shop; billboard; residential unit



WEST
Columbia District

Under Construction: 3-city-block development with ±78,595 SF retail/restaurant space total

USG LISTINGS

/03



3RD & A
Cortez Hill

For Lease: Multiple retail/restaurant availabilities from $\pm 1,124$ SF - $\pm 1,373$ SF



GRANGER BUILDING
Gaslamp Quarter

For Lease: Flexible retail/restaurant availabilities within $\pm 12,000$ SF space



THE MERIAN
East Village

For Lease: $\pm 4,500$ SF 2-story historic freestanding house; $\pm 1,600$ SF & $\pm 1,400$ SF retail spaces



ALEXAN GALLERIE
Mission Valley

Under Construction: $\pm 3,180$ SF retail/restaurant space; $\pm 8,392$ SF office space; 284 residential units



PARK 12
Ballpark District

For Lease: Multiple retail/restaurant availabilities from $\pm 1,311$ SF - $\pm 4,540$ SF



SECOYA
Bankers Hill

Under Construction: $\pm 2,750$ SF retail/restaurant space with patio



TWENTY BY SIX
Civic Core

For Lease: $\pm 2,010$ SF freestanding restaurant space; $\pm 13,742$ SF total retail space



BEACHWALK
Solana Beach

For Lease: Multiple retail/restaurant availabilities from ± 624 SF - $\pm 4,849$ SF



15TH & E
East Village

Under Construction: $\pm 11,000$ SF retail space with historic warehouse base



DEL MAR PLAZA
Del Mar

For Lease: Multiple retail/restaurant availabilities from ± 614 SF - $\pm 7,221$ SF



THE FARM
Poway

Under Construction: 117-acre project; Multiple freestanding retail/restaurant buildings totaling $\pm 15,886$ SF



BROADWAY TOWERS
East Village

For lease: Tower One complete; $\pm 1,413$ SF corner restaurant space with patio; ± 695 SF retail space

USG LISTINGS

/05



665 5TH AVENUE
Gaslamp Quarter

For Lease: ±9,903 SF retail / restaurant space



SLIVER BUILDING
East Village

For Lease: ±2,537 SF restaurant space with ±1,350 SF patio



SMART CORNER
East Village

For Lease: ±1,861 SF retail / restaurant space



SIXTH & G
Gaslamp Quarter

For Lease: ±1,493 SF retail space



K1
East Village

For Lease: Multiple retail / restaurant / office availabilities from ±1,302 SF - ±1,664 SF



1460 ISLAND AVE
East Village

For Sale or Lease: ±12,000 SF freestanding building



SIDEBAR / CIRO'S
Gaslamp Quarter

Business For Sale: ±6,379 SF lounge & restaurant space



MISSION HILLS PLAZA
Mission Hills

For Lease: ±3,900 SF freestanding retail / restaurant / bank space



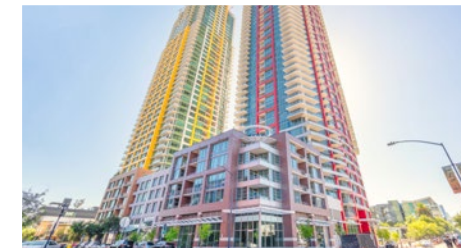
F11
East Village

For Lease: ±1,372 SF retail space



SOFIA HOTEL
Broadway Corridor

For Lease: ±2,860 SF restaurant space with patio; ±1,320 SF cafe space



PINNACLE ON THE PARK
East Village

For Lease: ±4,300 SF built-out office space with two levels; ±2,734 SF corner retail space



13TH & MARKET
East Village

For Lease: ±5,469 SF restaurant space & ±905 SF retail space



M2I
East Village

For Lease: ±3,163 SF corner retail space



BROADSTONE
East Village

For Lease: ±3,104 SF retail space & ±1,801 SF retail space



FAHRENHEIT
Ballpark District

For Lease: ±795 SF restaurant / bar space



731 W FIR ST
Little Italy

For Lease: ±3,300 SF retail / restaurant spaces in freestanding homes



SIMON LEVI BUILDING
Ballpark District

For Lease: ±8,565 SF retail / restaurant space with rooftop bar



MANCHESTER FINANCIAL BUILDING
La Jolla

For Lease: ±16,602 SF total retail space; ±77,362 SF mixed-use Class A office building



SIGNATURE TENANTS

From the coolest foodie concept to high-street retailers and big-name restaurants, we have cultivated relationships with some of the most reputable and established tenants across local, regional, and national platforms.

By aligning ourselves with strategic, forward-thinking individuals and brands, we have created synergistic partnerships allowing for maximum market penetration.

In a world defined by trends, the ability to be nimble and adaptive while leaving a lasting impact is the key to success in our industry, and for the signature tenants we represent.

(Partial List)

BAKED **BAKED CAFE**
Bagels & breakfast goods

BARONS **BARONS MARKET**
Family-run grocery store

BLENDERS **BLENDERS EYEWEAR**
Sunglasses

BOBBOI **BOBBOI NATURAL GELATO**
Organic gelateria

BARBUSA **BARBUSA**
Modern Sicilian Italian cuisine

BEE SIDE **BEE SIDE BALCONY**
Mediterranean-Californian cuisine

BLUE BOTTLE **BLUE BOTTLE COFFEE**
Specialty coffee roaster

CARVANA **CARVANA**
Car ATM

“The Urban Strategies Group are a phenomenal group of advisors and partners to Shake Shack as we grow the brand in the San Diego market. From the start, they grasped the brand, what makes us different, and have worked diligently to execute a successful strategy.”

- **ANDREW MCCAUGHAN**, Chief Development Officer, Shake Shack

civico **CIVICO 1845**
Italian cuisine

CVS **CVS**
National pharmacy chain

fit **FIT ATHLETIC**
Luxury fitness club

Jersey Mike's **JERSEY MIKE'S**
National sandwich chain

LIVE NATION **LIVE NATION**
National events promoter

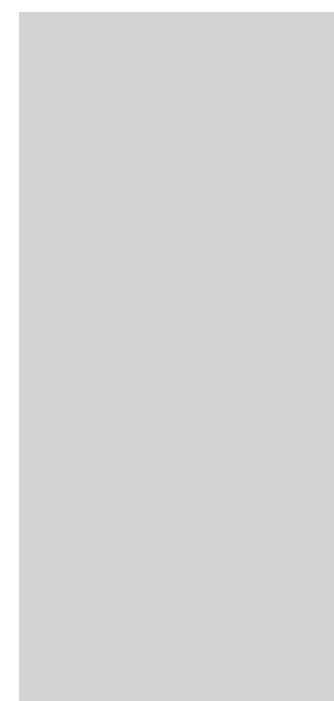
The Container Store **THE CONTAINER STORE**
Storage & organization supplies

F45 **F45**
Functional fitness

GRAVITY HEIGHTS **GRAVITY HEIGHTS**
New American cuisine & brewery













LA PUERTA **LA PUERTA**
Mexican cuisine

LOLA 55 **LOLA 55**
Mexican cuisine



SIGNATURE **TENANTS**



	MARINE LAYER <i>Clothing</i>		NEKTER <i>National juicery</i>
	NORTH PARK BEER CO. <i>Local brewery & taproom</i>		PANDA EXPRESS <i>National fast food chain</i>
	RMD GROUP <i>Restaurant group</i>		ROVINO THE FOODERY <i>Italian cuisine</i>
	SHAKE SHACK <i>National gourmet burger chain</i>		SWEETGREEN <i>Healthy salad chain</i>
	TOM'S WATCH BAR <i>American gastropub</i>		TRUST RESTAURANT GROUP <i>Restaurant group</i>
	VALLEY FARM MARKET <i>Specialty grocery store</i>		WILLIAMS SONOMA <i>Kitchenwares & home furnishings</i>



RECENT TRANSACTIONS



LA PUERTA
Mission Hills

- Carleton Management
- Lease - Tenant
- May 2020



THE FOODERY
East Village

- UDR
- Lease - Landlord & Tenant
- May 2019



SPIRO'S GREEK CAFE
La Jolla

- Sunset Lending Management
- Lease - Landlord
- January 2020



HUNTRESS & LUMI
Gaslamp Quarter

- HP Investors
- Lease - Landlord & Tenant
- December 2017



VALLEY FARM MARKET
La Jolla

- Murfey Construction
- Lease - Landlord & Tenant
- August 2019



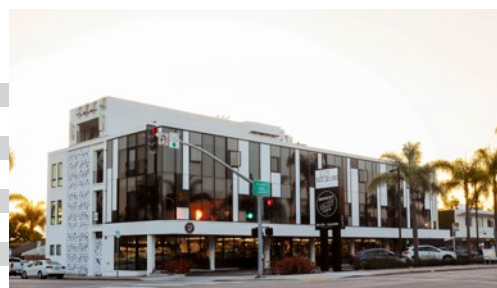
NORTH ITALIA
Del Mar

- Kilroy Realty
- Lease - Tenant
- February 2018



CARDELLINO
Mission Hills

- Paragon Real Estate Inv.
- Lease - Landlord & Tenant
- August 2019



VALLEY FARM MARKET
La Jolla

- Murfey Construction
- Lease - Landlord & Tenant
- August 2019



BLENDERS
Encinitas

- Perl South Coast Hwy 2
- Lease - Tenant
- October 2020



MENDOCINO FARMS
Broadway Corridor

- Hammer Ventures
- Lease - Landlord & Tenant
- April 2019

RECENT TRANSACTIONS



BOBBOI GELATO
Little Italy

- CityMark
- Lease - Landlord & Tenant
- August 2018



HERB & SEA
Encinitas

- 2nd & D LLC
- Lease - Landlord
- August 2017



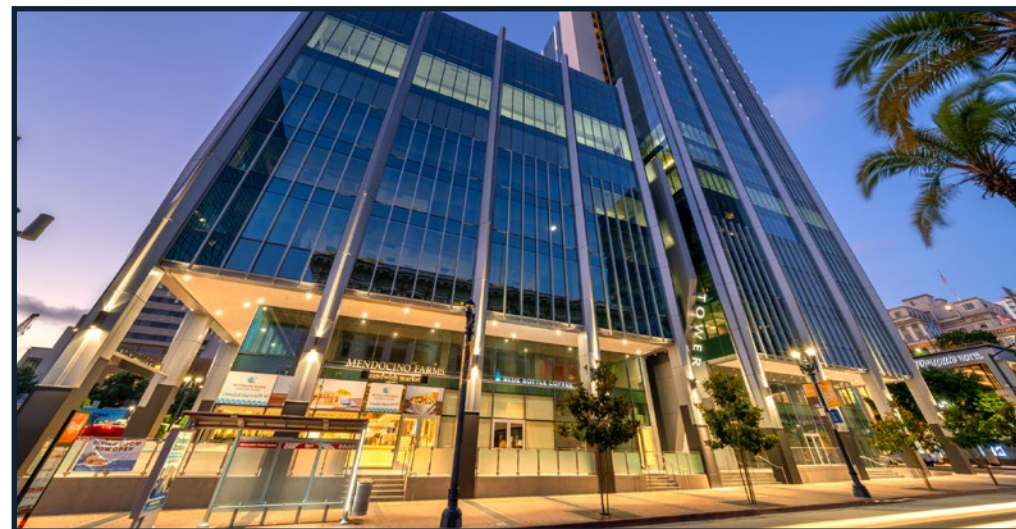
SHAKE SHACK
Little Italy

- Bruno Family
- Lease - Landlord & Tenant
- August 2017



THE HENRY
Coronado

- Kleege Enterprises
- Lease - Tenant
- November 2017



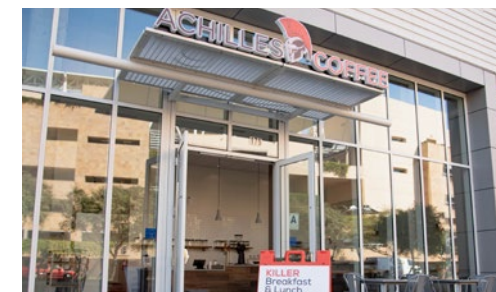
BLUE BOTTLE
Broadway Corridor

- Hammer Ventures
- Lease - Landlord
- November 2018



COIN-OP GAME ROOM
Gaslamp Quarter

- HP Investors
- Lease - Landlord
- May 2017



ACHILLES COFFEE
Ballpark District

- Greystar
- Lease - Landlord
- February 2019



ZINQUE
Little Italy

- CityMark
- Lease - Landlord
- November 2017



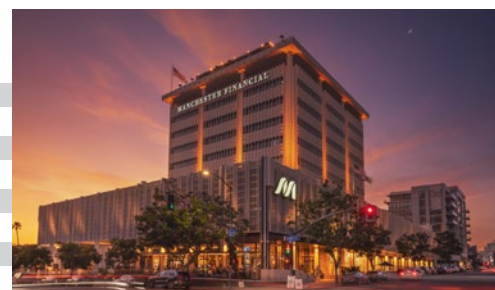
SHAKE SHACK
Mission Valley

- The Dinerstein Companies
- Lease - Tenant
- March 2017



FIG TREE CAFE
Gaslamp Quarter

- J.P. Morgan
- Lease - Landlord & Tenant
- November 2020



CIVICO BY THE PARK
Bankers Hill

- Manchester Financial
- Lease - Landlord & Tenant
- April 2018



EDGE CYCLE
East Village

- Pinnacle International
- Lease - Landlord & Tenant
- March 2018



LOLA 55
East Village

- Lowe Enterprises
- Lease - Tenant
- April 2017



10 BARREL BREWING CO.
East Village

- HP Investors
- Lease - Landlord & Tenant
- March 2017

RECENT TRANSACTIONS



LOST ABBEY
East Village

- Trammell Crow Residential
- Lease - Landlord
- January 2020



PALMYS
Pacific Beach

- Murfey Construction
- Lease - Landlord
- February 2021



JAI JUS
East Village

- Pinnacle International
- Lease - Landlord & Tenant
- November 2019



COAL BROS
Civic Core

- HP Investors
- Lease - Landlord
- September 2020



F45
Ballpark District

- Greystar
- Lease - Landlord
- November 2017



BEESEID BALCONY
La Jolla

- 1025 Prospect LLC
- Lease - Tenant
- June 2021



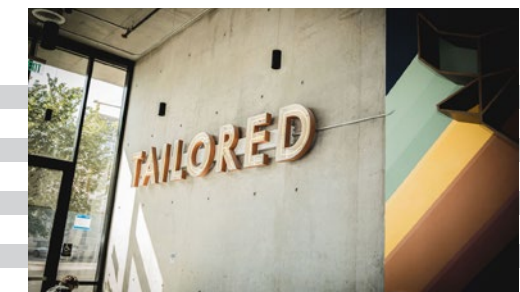
COFFEE'N'TALK
College Area

- HSRE Paseo Place
- Lease - Landlord & Tenant
- February 2021



NEKTER
Broadway Corridor

- Hammer Ventures
- Lease - Landlord & Tenant
- February 2021



TAILORED HAIR FOR MEN
East Village

- HP Investors
- Lease - Landlord & Tenant
- February 2019

NOTABLE TRANSACTIONS

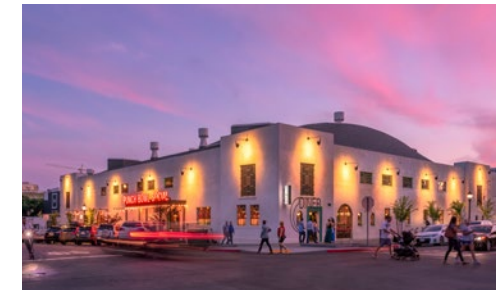
“ I would strongly recommend that you use the Urban Strategies Group for any urban retail job... [Their] knowledge of the downtown San Diego marketplace is second to none. ”

- **TED ELDREDGE**, President and CEO, Manchester Financial Group



GRAVITY HEIGHTS *Sorrento Mesa*

- LeBeau Realty & Associates
- Lease - Tenant
- November 2016



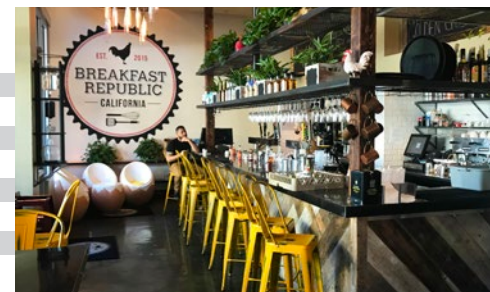
PUNCH BOWL SOCIAL *East Village*

- HP Investors
- Lease - Landlord
- August 2016



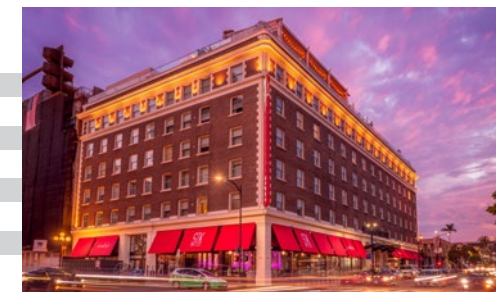
KETTNER EXCHANGE *Little Italy*

- Broadmoor Pacific LLC
- Lease - Landlord
- September 2013



BREAKFAST REPUBLIC *Gaslamp Quarter*

- J.P. Morgan
- Lease - Landlord
- October 2016



STK *Gaslamp Quarter*

- Xenia Hotels & Resorts Inc.
- Lease - Tenant
- July 2015



DUKES, TOP OF THE COVE *La Jolla*

- SGL Holdings
- Lease - Landlord & Tenant
- August 2014



URGE COMMON HOUSE *San Marcos*

- Sea Breeze Properties
- Lease - Tenant
- January 2017



CVS *Gaslamp Quarter*

- HP Investors
- Lease - Landlord & Tenant
- April 2016



URBAN OUTFITTERS *Pacific Beach*

- Taylor Family Trust
- Lease - Tenant
- March 2012

NOTABLE SALE TRANSACTIONS

Whether a cash purchase transaction, acquisition loan, or owner-user analysis underwriting, Urban Strategies Group can provide the highest level of service to a seller and/or buyer for a real estate investment property. By canvassing the San Diego market, we have gained an understanding of where new product can be successful, an ability to identify opportunities for adaptive reuse and highest best use, and an insight into how the projects perform from a leasing and/or sale standpoint.

“We were very pleased with Michael and his team. He sold our commercial property in Pacific Beach for a great price. He was a good communicator and kept us informed throughout the process. He structured the deal to accommodate the buyer’s 1031 exchange and still closed escrow in a timely manner. We would definitely use him again.”

- **MICHAEL D. TURK**, President, KD Development

FLOCKE &
AVOYER

SAN DIEGO
COUNTY SALE
PLATFORM

1.67B+
TOTAL SALE
CONSIDERATION

359+
TOTAL SALE
TRANSACTIONS



ALBERTSONS
East Village

Transaction Type
NNN Lease Investment

Total Consideration
\$22,000,000

Representation
Seller



1MISSION
Mission Hills

Transaction Type
NNN Lease Investment

Total Consideration
\$8,600,000

Representation
Seller & Buyer



CASS & FELSPAR
Pacific Beach

Transaction Type
NNN Lease Investment

Total Consideration
\$5,000,000

Representation
Seller & Buyer



THE PARK
Bankers Hill

Transaction Type
NNN Lease Investment

Total Consideration
\$3,000,000

Representation
Seller



SALVATION ARMY
East Village

Transaction Type
Land Sale

Total Consideration
\$40,000,000

Representation
Seller



ICON
Ballpark District

Transaction Type
Retail Condo & Investment Sales

Total Consideration
\$3,220,000 (3 sale transactions)

Representation
Seller & Buyer



FAMOSA
Point Loma

Transaction Type
NNN Lease Investment

Total Consideration
\$1,900,000

Representation
Seller



1470-1490 ISLAND AVE
East Village

Transaction Type
Land Sale

Total Consideration
\$5,100,000

Representation
Buyer



PINNACLE MUSEUM
Marina District

Transaction Type
Retail Condo Sales

Total Consideration
\$2,630,000 (2 sale transactions)

Representation
Seller



BROWN FIELD
Otay Mesa

Transaction Type
Land Sale

Total Consideration
\$30,290,080

Representation
Buyer

CASE STUDY

Description

Urban Strategies Group was tasked with the goal of finding a relocation site for The Salvation Army’s San Diego HQ, which would allow the Army to leverage the land value & sale of its current downtown property to pay for a new facility. The relocation site would have to accommodate land entitlements for five different uses – retail, residential, office, warehousing, and distribution, all at one property.

After securing the relocation site in Otay Mesa and structuring a Purchase & Build-to-Suit for The Salvation Army, USG was then provided the Exclusive Listing for the disposition of their downtown property. After generating multiple offers and countless interests, the Buyer was selected based on The Salvation Army’s needs for a quick close and short-term lease back while the new Salvation Army site was to be built.

The final result culminated with two transactions involving three parties, who were all truly committed to the end goal. USG was able to work with some of the finest companies and leaders in their fields of expertise: The Salvation Army, Murphy Development (Seller & Developer of the Army’s relocation site), and Kilroy Realty (Buyer & Future Developer for the downtown site).



Site
1335 Broadway, 901 Park Boulevard
East Village - San Diego, CA 92101

Size
100,000 SF

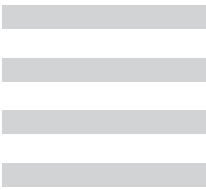
Buyer
Kilroy Realty Corp.

Seller
The Salvation Army

Total Consideration
\$40,000,000

Transaction
Land Sale - Seller Representation

Date
August 2019



“We’ve been eyeing the East Village for a while. It is a place in transition, with far-reaching possibilities.”

- **JOHN KILROY**, Chairman and Chief Executive Officer, Kilroy Realty



Site
Brown Field Technology Park
Otay Mesa - San Diego, CA 92154

Size
128,000 SF

Buyer
The Salvation Army

Seller
Murphy Development

Total Consideration
\$30,290,080

Transaction
Land Sale, Build-to-Suit - Buyer Representation

Date
September 2019



CASE STUDY

Description

Urban Strategies Group was tasked with repositioning one of downtown’s most historic buildings, The Grand Pacific Hotel, located at the “main & main” corner of the Gaslamp Quarter, 5th Avenue & J Street. Built in 1887, the property had lost most of its mystic, with the ground floor being occupied by mostly short-term tenancy and the upper floors almost vacant.

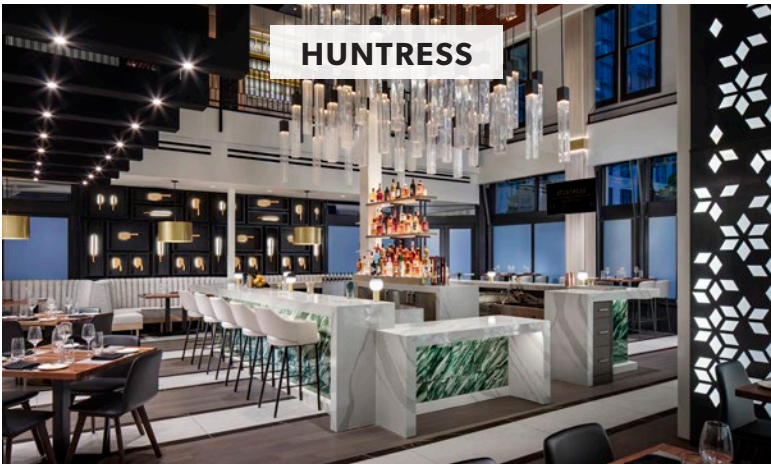
The site was acquired by HP Investors in 2016. As one of downtown San Diego’s most active commercial property investors, the company was committed to restoring the hotel and making sure the future tenancy & operations were worthy of the asset and its prominent location in the heart of downtown. After more than a year of analysis and initial marketing, HP & USG decided the property would be best served with a single master tenant, as opposed to the then-current configuration with multiple tenants. Furthermore, after USG procured multiple proposals in a competitive LOI process with various F&B operators vying for the landmark location, the decision was made to put the asset in the hands of a local operator instead of one of several national and international tenants who had made strong proposals.

RMD Group was ultimately selected by HP due to their depth of knowledge of the market, experience in rebuilding historic buildings, and creative ideas for maximizing the property to its full potential. With more than two years of design, development, & construction, and more than 12 million dollars invested, the building was transformed into a multi-concept venue operated solely by RMD. The first two floors are dedicated to Huntress, a high-energy and modern steakhouse. The third floor serves as a standalone event space with its own operations separate from the restaurants. The showstopper of the project is Lumi, a rooftop restaurant & bar in partnership with international acclaimed chef Akira Back. The completion of the project and the opening of the multi-concept venue has acted as a catalyst to reinvigorate the Gaslamp in a post-pandemic world, bringing a new level of sophistication and injection of energy into downtown’s most historic district.



“Michael Burton and the USG team have been our go-to leasing broker in downtown San Diego for years now. They are our strategic partner in the downtown market for their proven track record and knowledge of the marketplace.”

- **SUMEET PAREKH**, Managing Partner, HP Investors



Site
376 5th Avenue
Gaslamp Quarter - San Diego, CA 92101

Size
15,000 SF

Landlord
HP Investors

Tenant
RMD Group - Lumi & Huntress

Total Consideration
\$9,000,000

Transaction
Lease - Landlord & Tenant Representation

Date
December 2017

COMMUNITY INVOLVEMENT

“Members of the Urban Strategies Group continue to demonstrate their commitment to Little Italy and Downtown. They are actively involved with various planning committees and with charitable events that benefit the community. Pasquale serves on our Board of Directors and proves knowledgeable and professional, and the team is always striving to help make Little Italy and Downtown a world-class destination. We appreciate the company’s continued support of our neighborhood and our vision.”

- **MARCO LI MANDRI**, Chief Executive Administrator, Little Italy Association (January 2018)

OUR AFFILIATIONS





DONE DEALS



1,258+
RESTAURANTS



212+
BANKS /
CREDIT UNIONS



169+
FITNESS



110+
GROCERY /
DRUG STORES



173+
SOFT GOODS



248+
MEDICAL /
DENTAL



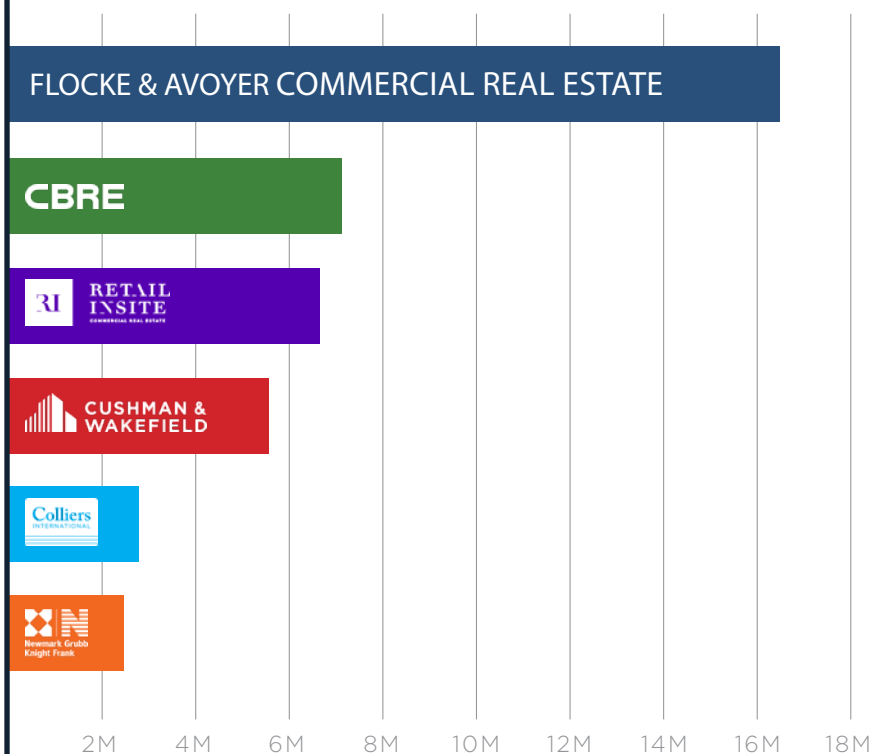
177+
HOME /
FURNISHINGS

WE WILL MAKE IT HAPPEN.

When it comes to commercial real estate, Flocke & Avoyer knows retail. Since its founding in 1985, Flocke & Avoyer has completed more than \$4.5 billion in total lease and sales consideration (5,000 transactions), making it one of the leading brokerage firms in Southern California.

Our clients have entrusted us for 35 years with their most valuable assets, holdings and portfolios.

FLOCKE & AVOYER LEADS IN SAN DIEGO COUNTY BY RETAIL SQUARE FOOTAGE



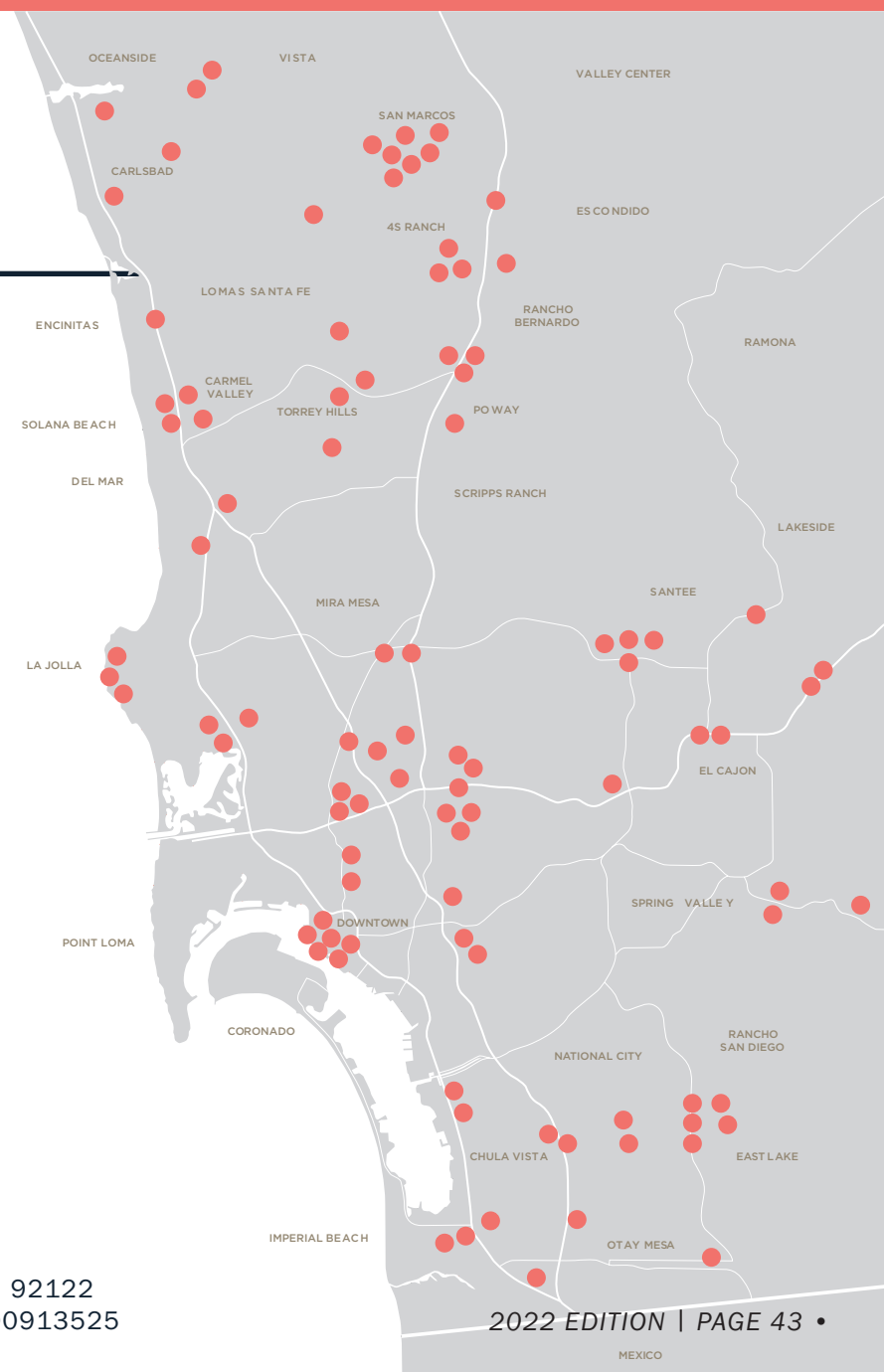
Sources: CoStar Market Share Report (April 2019) and Flocke & Avoyer

150+
SHOPPING CENTERS

16M+
SQUARE FEET

5,000+
TRANSACTIONS

75+
EXCLUSIVE TENANTS



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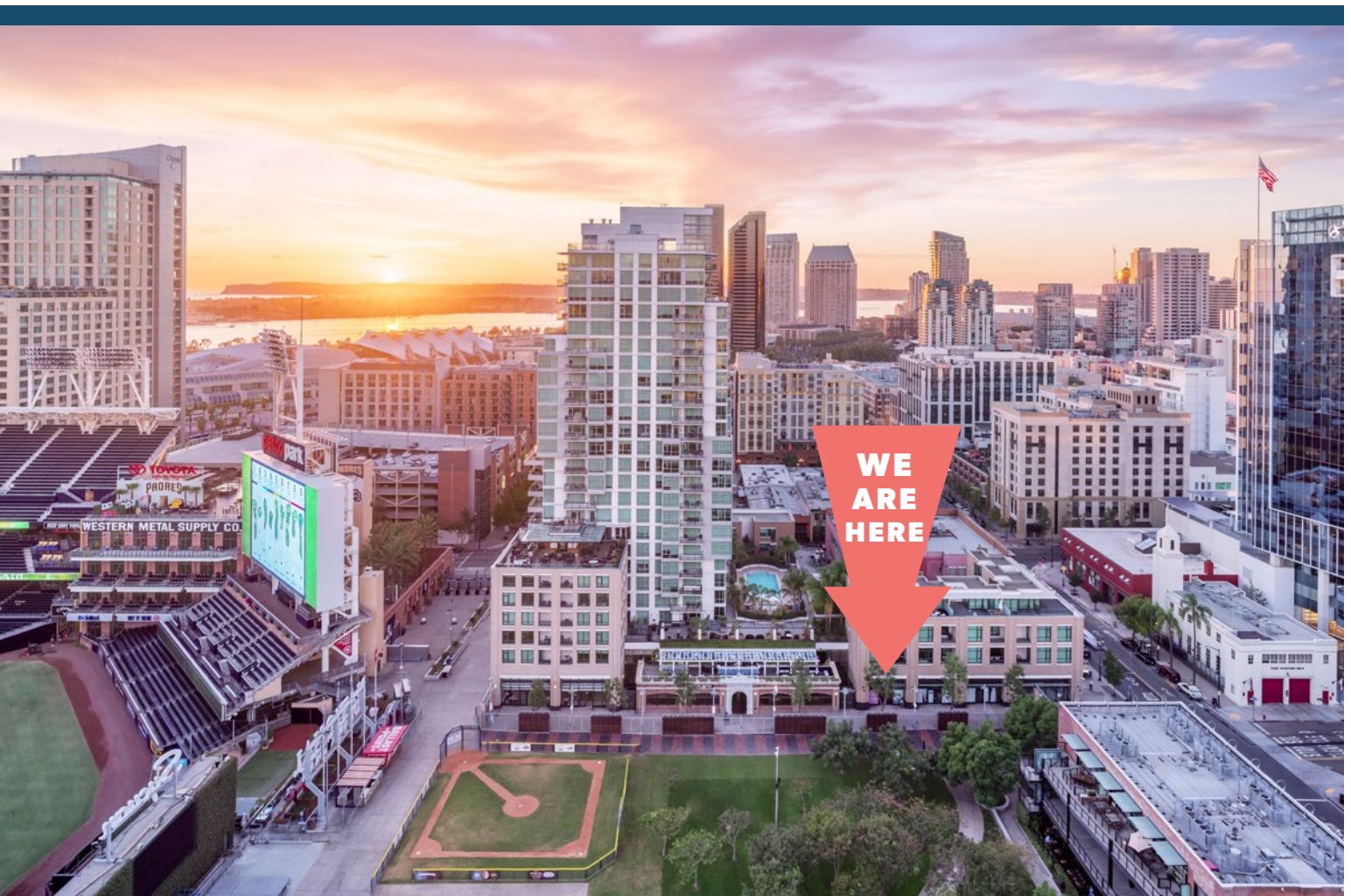
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