BY AN EXCLUSIVE RETAIL EXPERIENCE

PACIFIC GATE
SAN DIEGO
BY Nat Bosa

AN EXCLUSIVE RETAIL EXPERIENCE

CBRE
AN ICON IN THE SAN DIEGO SKYLINE, A LANDMARK IN THE CITY’S EVOLUTION.
INTRODUCING PACIFIC GATE

Pacific Gate is a skyscraper that reflects the evolution in the skyline that it graces. San Diego has a well-deserved reputation as America’s finest city and provides a lifestyle of which few places can boast. This iconic tower, by one of the world’s leading architectural practices, is symbolic of how Downtown San Diego has become one of the world’s most livable places, a place that has attracted a residential offering that can truly claim to be ‘Super Prime’.

Over the past four decades, real estate developer Nat Bosa has earned an unparalleled reputation for creating residences of the very highest quality, for seeing the untapped potential in neighborhoods, and for his own personal integrity. Pacific Gate, which sets a new standard for luxury living in San Diego, is his finest achievement to date and is an expression of his deep personal affection for the city.

Marking this new golden era for downtown, and set on the magnificent Pacific coastline, Pacific Gate is a collection of truly world-class residences with breathtaking views that represent the apogee of sophisticated living in the heart of downtown.
“NOW, I’VE BEEN IN SAN DIEGO 17 YEARS AND THERE’S BEEN A BIG DIFFERENCE. BUT I THINK THE NEXT 17 YEARS ARE GOING TO SEE A MUCH BIGGER DIFFERENCE.”

 Nat Bosa
In all things, it’s always about the experience. It’s what we see when we walk through the appeal of a specific place and space. It’s every detail, every deliberate touch that makes for an extraordinary, memorable, experiential environment.
DESIGNED DOWN TO ARRIVAL
SAN DIEGO IS EMERGING AS ONE OF THE WORLD’S NEWEST SUPERSTAR CITIES, AND PACIFIC GATE IS ITS FIRST SUPER PRIME PROPERTY.
Affluent and authentic, seeking luxury and a place where hospitality is ingrained in the fabric of the Pacific Gate experience. The Pacific Gate customer pursues an inspired landscape, crafted in visionary thinking and architectural excellence.
Populated with a mature consumer base earning well above the area income average, there is an opportunity to provide top-tier dining experiences and wide ranging services providers offering uncompromised and sought after amenities and services.
San Diego hosts 34M visitors every year spending over $9B annually

Downtown population has doubled the amount of bachelor degrees and is higher than the San Diego County average

The downtown population is slated to double by 2020
TENANT TRENDS THAT ARE INCREASINGLY GAINING MOMENTUM INCLUDE RESTAURANTS AND BOUTIQUE FITNESS. RESTAURANTS CONTINUE TO BE THE DRIVER FOR RETAIL DEVELOPMENT. FASHION TENANTS ARE LOOKING AT THE RESTAURANT CO-TENANCY AS MUCH AS THE OTHER FASHION AND APPAREL RETAILERS.

Downtown has double the number of 25-35 year olds than the San Diego County average

3M SF of office space within 4 blocks with an estimated 11,000 employees

CBRE Economic Advisors projects rent growth of 16% over the next 3 years
THESE ARE THE TOP CONSUMER SEGMENTATIONS, COMPRISED OF BOTH RESIDENTS IN THE PACIFIC GATE TOWER, AS WELL AS RESIDENTS IN ADJACENT BUILDINGS AND THE DAYTIME OFFICE POPULATION.

TOP TIER

MEDIAN HOUSEHOLD INCOME: $157,000
MEDIAN AGE: 46.2
+ Earn over 3 times the US Household Income
+ Prefer upscale salons, spas and fitness centers
+ Highly educated
+ Attentive to good nutrition and work out regularly
**TRENDSETTERS**

**MEDIAN HOUSEHOLD INCOME:** $51,000  
**MEDIAN AGE:** 35.5

+ Educated, young singles who aren’t ready to settle down  
+ Spend disposable income on upscale city living, physical fitness and entertainment  
+ Dress head to toe in the most current fashions  
+ Vacations are often spontaneous and chronicled on their Facebook pages

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**LAPTOPS & LATTES**

**MEDIAN HOUSEHOLD INCOME:** $93,000  
**MEDIAN AGE:** 36.9

+ Cosmopolitan and connected  
+ Predominately single, well educated professionals  
+ Affluent and partial to city living and its amenities  
+ Spend money on dining out, travel, treatments at day spas and regular lattes at Starbucks

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**URBAN CHIC**

**MEDIAN HOUSEHOLD INCOME:** $98,000  
**MEDIAN AGE:** 42.6

+ Sophisticated lifestyle  
+ Travel extensively  
+ Drink imported wine and appreciate high quality coffee  
+ Physical fitness is a priority and enjoy activities such as yoga, kayaking and tennis

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**METRO RENTERS**

**MEDIAN HOUSEHOLD INCOME:** $52,000  
**MEDIAN AGE:** 31.8

+ Strive to be sophisticated, interested in fine arts  
+ Highly mobile and highly educated  
+ Income is close to national average, but they spend a larger portion of their wages on rent, dining out and clothes.  
+ One of the fastest growing segments
REDEFINING THE SAN DIEGO SKYLINE

- Ruth's Chris Steak House
- Starbucks
- Stone Brewing Tap Room
- Ryan Bro's Coffee
- Windham San Diego Bayside
- Shino Shushi & Kappo
- Bayside Units: 232
- Saffire Tower Units: 97
- Grande North Units: 221
- Grande South Units: 212
- Pacific Gate

Units: 600
Units: 232
Units: 97
Units: 221
Units: 212
Units: 600
AVAILABLE FOR LEASE

5,559 SF

22” ceilings

Electrical: There are 4 services provided for retail. Assignments to each space to be determined on an “as needed” basis.

- 800 amp, 480v
- 600 amp, 480v
- 200 amp, 480v
- 200 amp, 480v

Plumbing: Domestic cold water lines supplied and sanitary vents

- 2” cold water, 3” vent
- 2” cold water, 3” vent
- 1” cold water, 2” vent
- 1” cold water, 2” vent
- 1” cold water, no vent

Gas: Landlord has proposed two meters with SDGE that are tentatively approved, with one (1) 1” 2 lb service at 1,500 CFH and one (1) 1 ¼” 2 lb service at 1,500
RETAIL
SITE PLAN

BROADWAY (10,200 ADT)

PACIFIC HIGHWAY (10,100 ADT)

AVAILABLE
5,559 SF

MALARKEY
RESTAURANT
GROUP CAFE
WHERE LUXURY MEETS URBAN LIVING