

FOR LEASE

# *THE HAWTHORNE BUILDING*

2001 Fourth Ave | San Diego, CA 92101

PROJECT BY

H.G. FENTON COMPANY



NEW BANKERS HILL NEIGHBORHOOD CAFÉ  
SPACE SERVING 75 NEW APARTMENTS

**CBRE**



# FOR LEASE

## PROPERTY HIGHLIGHTS

- ±650 rentable SF space available for lease
- Shared outdoor courtyard seating additional ±540 SF
- Shared lobby with seating also adds an additional ±345 SF
- Memorable location: includes 75 new apartments in restoration and adaptive re-use of iconic building
- Corner location and entry at Grape and 4th – great street exposure & signage opportunities
- Electrical: 120/208V, 200 amp, 3 phase
- Grease Trap: 75 gallon grease interceptor
- HVAC provided
- Water: 1" cold water line
- On the NE corner of Fourth Ave and Grape Street
- Across the street from Sharp Medical Clinic
- Traffic Counts:
  - Fourth Ave | 17,897 AWDT
  - Grape Street | 1,858 AWDT
- High foot traffic and densely populated trade area
- New bike lane improvement project currently underway, bringing more bike, scooter and pedestrian access



## NEARBY TRAFFIC GENERATORS (3 MILE RADIUS)



28,185

Combined daily traffic on  
Fifth Ave & Fourth Ave



64,6632

Daytime Population



210,582

Residential Units



10,997,805

Total Office SF



16,962

Hotel Rooms



28,445

Total Businesses



2.1 M

Annual Petco Park  
Attendees



792,165

Annual Ferry &  
Cruise Passengers

# PROPOSED RENDERINGS | DESIGN CONCEPTS



PROPOSED COURTYARD



PROPOSED LOBBY



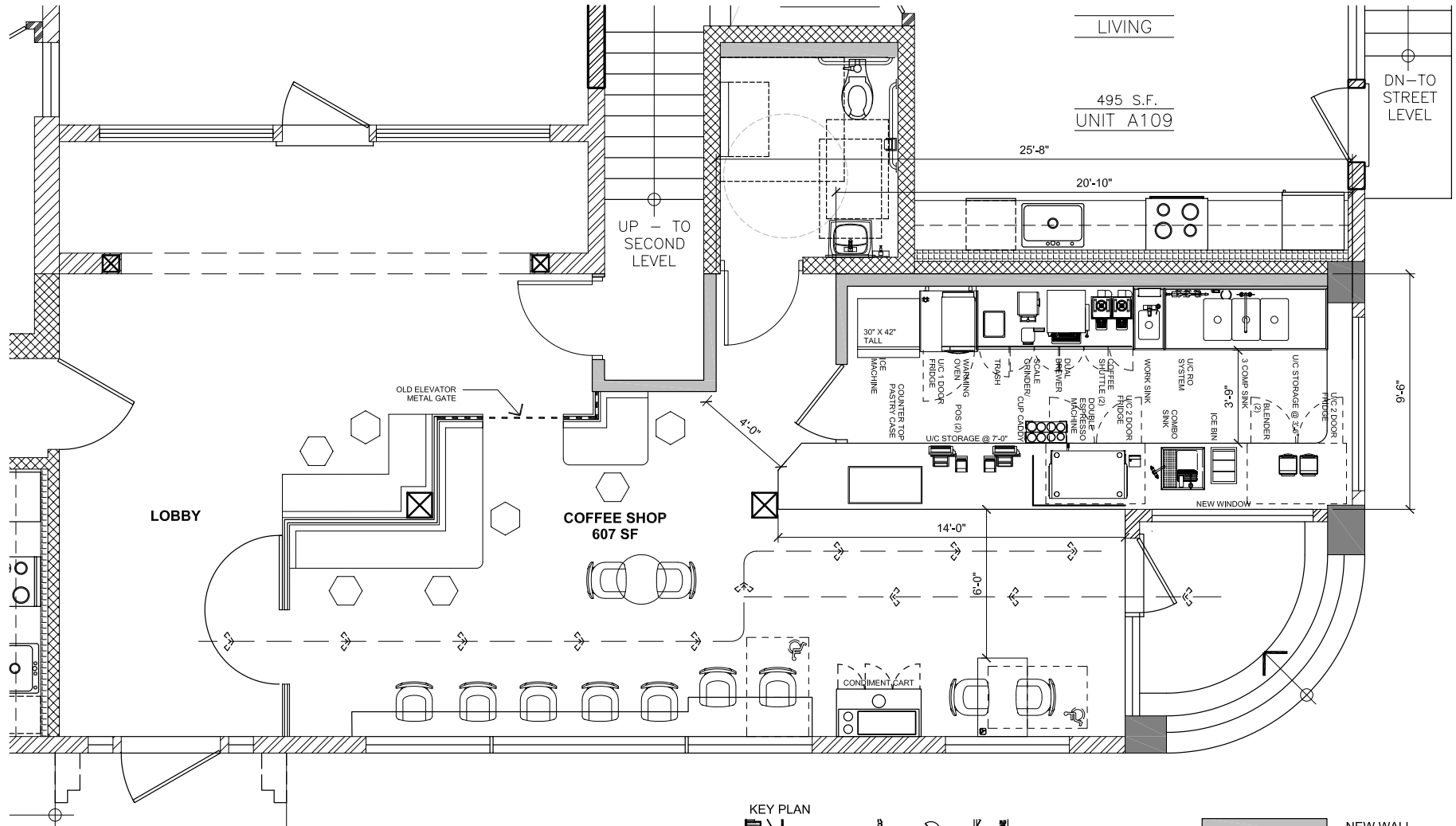
BI-FOLD WINDOW WITH  
TREMENDOUS STREET  
EXPOSURE & NATURAL  
VENTILATION

## THE HAWTHORE BUILDING REDEVELOPMENT TO 75 LUXURY APARTMENTS





# PRELIMINARY SITE PLAN



KEY PLAN



NEW WALL

0 2' 4' 8'  
SCALE: 1/4"=1'-0" @ 11"x17"

COFFEE SHOP  
Floor Plan Layout 04

**AO** Architecture.  
Design.  
Relationships.  
www.aoarchitects.com

**The Hawthorne**  
San Diego, CA

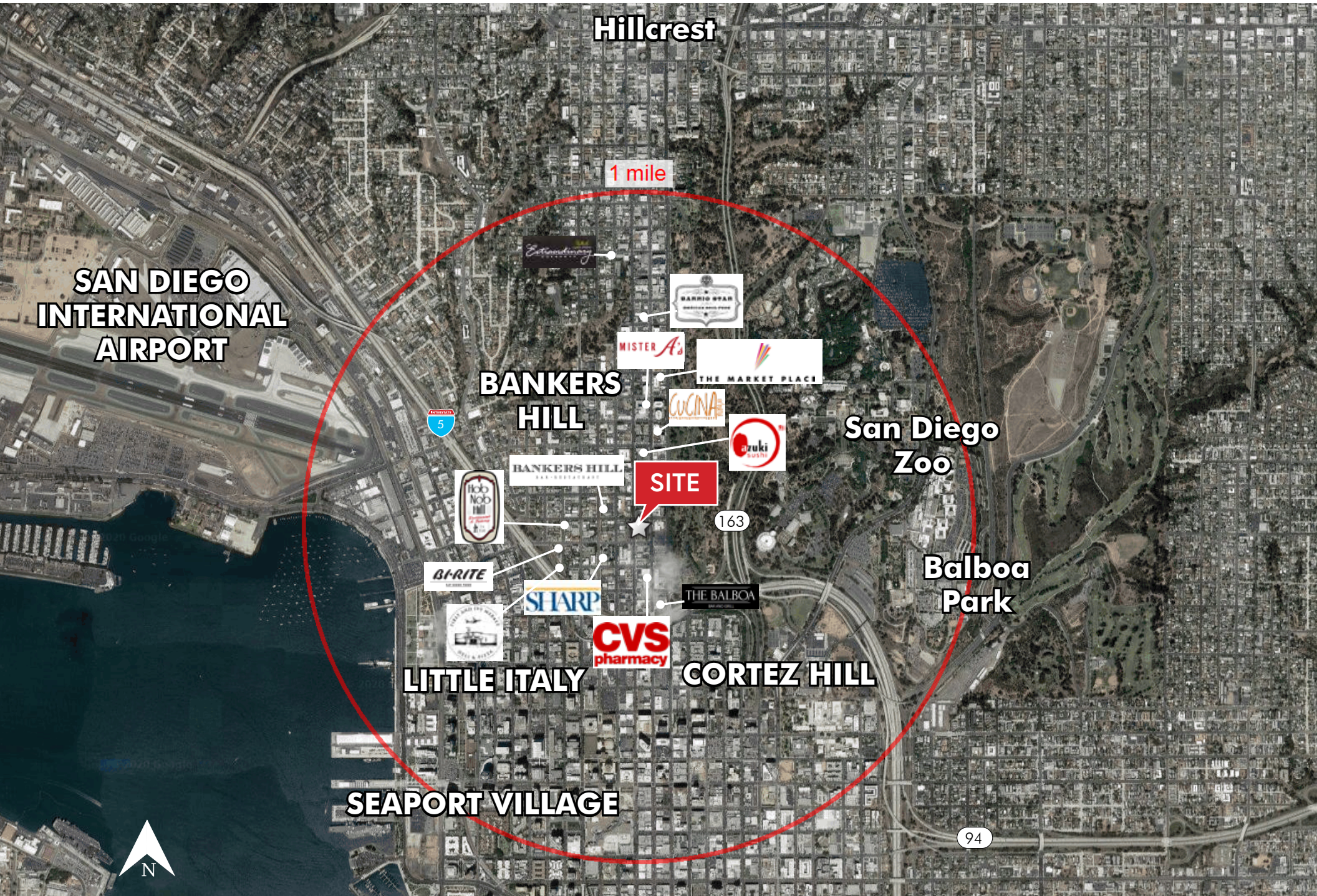
H.G. FENTON COMPANY

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Job No. 2200-258  
Date 07-17-20



# AERIAL MAP



Hillcrest

1 mile

**SAN DIEGO  
INTERNATIONAL  
AIRPORT**

**BANKERS  
HILL**

**San Diego  
Zoo**

**Balboa  
Park**

**LITTLE ITALY**

**CORTEZ HILL**

**SEAPORT VILLAGE**

**SITE**

163

94

N



# CONSUMER BEHAVIOR PROFILE

(Represents 71.6% of the consumers within one mile radius)



## METRO RENTERS

Uptown Individuals (56.4% of market)

33 Median Age

Attributes:

- Well-educated consumers, many currently enrolled in college.
- Spend a large portion of their wages on rent, clothes, and the latest technology.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Socializing and social status very important.



## LAPTOPS AND LATTES

Uptown Individuals (15.2% of market)

37 Median Age

Attributes:

- Well educated affluent residents
- Technologically savvy consumers. They are active and health conscious
- Environmentally conscientious but also image-conscious: both impact their purchasing.

# DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
2019 Population	33,507	213,433	511,605
2024 Population	37,274	227,086	534,054
2019-2024 Annual Growth Rate	2.15%	1.25%	0.86%
2019 Households Estimate	18,899	97,432	197,250
2024 Households Projection	21,354	104,875	207,844
2019 Average Household Income	\$102,044	\$96,581	\$90,868
2024 Average Household Income	\$119,708	\$114,382	\$107,438
2019 Housing Units	22,911	107,158	213,858
2019 Average Value	\$789,926	\$825,513	\$743,522
2019 Businesses	6,482	17,129	28,443
2019 Employees	67,031	195,186	345,111





# THE HAWTHORNE BUILDING

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