



# THE WILLIAM PENN

501-511 F STREET, SAN DIEGO, CA



**CBRE** | INVESTMENT PROPERTIES MULTIFAMILY

*A Rare, Investment Opportunity in the Heart of  
One of the Most Desirable Cities in the Nation.*







# THE WILLIAM PENN

501-511 F STREET, SAN DIEGO, CA

EXCLUSIVELY OFFERED BY CBRE INVESTMENT PROPERTIES MULTIFAMILY

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# THE WILLIAM PENN

501-511 F STREET, SAN DIEGO

*A historic building with commercial and residential value-add potential.*

## INVESTMENT OPPORTUNITY

CBRE is pleased to present the William Penn building, a historic building located in the heart of the bustling Gaslamp Quarter in downtown San Diego. Completed in 1913 with extensive seismic retrofitting and renovations in 1999, the William Penn is a mixed use development consisting of 18 residential units as well as 10,795 square feet of ground floor commercial space. The majority of the residential units (15 of 18) are tastefully furnished with unique premium grade furniture. The subject property boasts an exceptional and convenient location, providing accessibility to the exciting 24-hour live-work-play environment in Downtown San Diego.

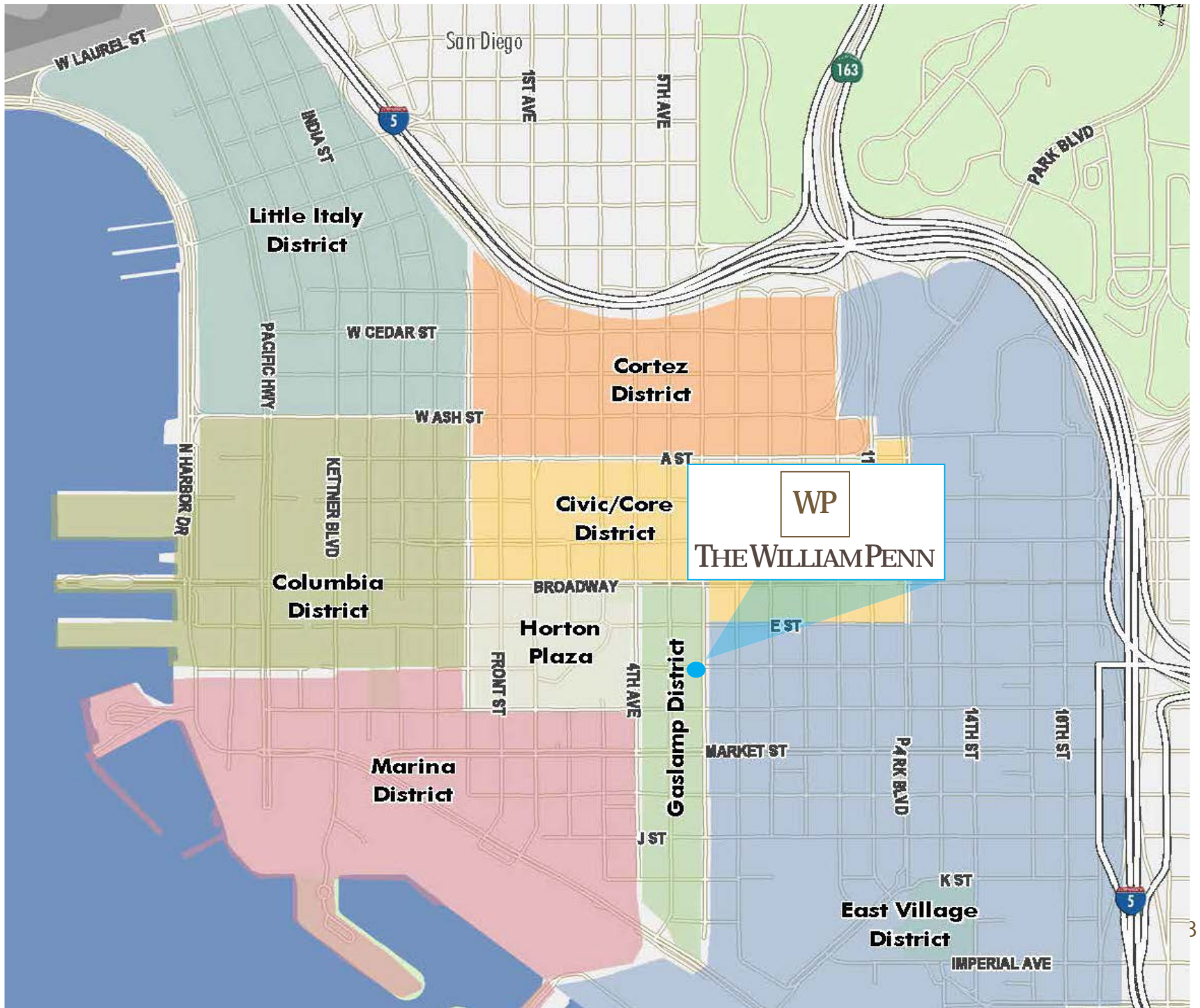
The sale of this iconic building represents an extremely rare opportunity for an investor to capitalize on excellent market fundamentals. The irreplaceable location and rich history ensure that the William Penn building will continue to command high market rents for years to come.

We invite you to learn more about the William Penn by reviewing the offering memorandum and then touring the Property with us. Please contact the lead broker, Eric Comer to arrange a site visit or for answers to questions regarding this investment offering.

## INVESTMENT SUMMARY

<i>offering price</i>	unpriced
<i>units</i>	18 residential / 2 commercial
<i>gross building area</i>	30,400 SF
<i>rentable building area</i>	± 13,950 SF Residential ± 10,795 SF Retail
<i>year built</i>	1913 (renovated 1999-2001)
<i>land area</i>	5,000 SF
<i>property parcel number</i>	535-093-01





WP  
THE WILLIAM PENN

## INVESTMENT HIGHLIGHTS

*Epicenter of Gaslamp*

*Historic building*

*High visibility Downtown location*

*Desirable ground floor retail*

*Walk score of 99*

With a rich history as part of downtown San Diego, the William Penn is a landmark of the vibrant Gaslamp Quarter. Built in 1913 as the elegant Oxford Hotel, the building was given a second life in 2000 when it reopened as luxury apartments. Combining a renovation which updated the building and the preserved historical elements, this building is an irreplaceable asset. The Gaslamp Quarter is the most well known area of downtown San Diego and is home to nearly 100 restaurants, coffee houses and nightclubs. Additionally, there are almost another 100 unique shops and galleries all within walking distance of the William Penn.

### HISTORICAL DESIGNATION:

The building is designated as historical site on the San Diego Register and the National Register of Historic Places. The interior of the building is not included in the designation.

Date of Designation: 6/2/1978



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*property description*



## INVESTMENT SUMMARY:

<i>residential address</i>	501-515 F Street, San Diego, CA 92101
<i>commercial address</i>	777 & 799 5th Avenue, San Diego, CA 92101 (recently reassigned to highlight the 5th Avenue location)
<i>building configuration</i>	Five-story building plus basement. The residential units occupy floors 2-5. The retail space occupies the ground floor, plus a mezzanine and basement.
<i>residential tenancy</i>	The units are currently being leased to long-term tenants; however, zoning would permit the units to be leased as short term rentals or hotel units.
<i>commercial tenants</i>	Maloney's Tavern has dual access on both 5th Avenue and F Street with $\pm 2,173$ SF of ground floor access leading to a $\pm 5,500$ SF basement. The corner space on the ground floor is currently vacant and consists of 3,122 SF including a mezzanine lounge.
<i>construction</i>	Brick with a full seismic retrofit in 1999.
<i>hvac</i>	Central heating and air conditioning in unit with condensers on roof. The commercial spaces has its own HVAC system on the roof.
<i>hot water supply</i>	Central boiler on the roof for residential and a separate boiler for Maloney's.
<i>parking</i>	None, as is typical of historic buildings in this location.

## UTILITIES

<i>water</i>	Provided by City of San Diego. There is a sub-meter for commercial tenants who pay per usage. One meter serves the residential units and is paid by the owner.
<i>electric</i>	Separate meters for residential and commercial with house meters for common areas. Tenants are responsible for their own electric.
<i>gas</i>	Residential units have a central meter for heating water which is paid for by the owner. Maloney's has a separate gas meter and pays directly.
<i>cable</i>	Provided by Cox Commutations. Free basic cable and internet provided to residential units. Internet is hard wired to each unit and wi-fi on each floor. Owner pays \$323/month for cable and \$69/month for internet service.





## JURISDICTION OF TAXES

<i>apn</i>	535-093-01
<i>millage rate</i>	1.17901
<i>fixed assessments</i>	\$10,350.96
<i>tax year</i>	2014-2015

### MILLS ACT ELIGIBILITY:

The property does not currently have a Mills Act Agreement. However, the property would be eligible for the Mills Act, which could mean a property tax reduction. State law provides for an alternative method of calculating property taxes for qualified historical buildings. In order to be approved, the property owner is required to demonstrate a plan for the investment of anticipated tax savings into the designated historic property. A cost estimate of needed maintenance, repairs and/or rehabilitation work is required to be provided by the property owner at the time of application.

### DEPRECIATION INCENTIVE:

Eligible for a 19-year depreciation schedule on improvements.

*Disclaimer: Buyer to independently investigate the property's eligibility for Mills Act and calculated Restricted ("Mills Act") value and 19-years depreciation. CBRE and Seller makes no warranties or guarantees that the property would be eligible or that the restricted value would be less than the annual assessed value or the current market value.*

## INVESTMENT SUMMARY

*The William Penn Hotel underwent a massive renovation from 1999-2001, including the following:*

- Roof replaced -1999
- Fire Sprinkler system was installed -1999
- Seismic Retrofit in compliance with earthquake codes -1999
- Upgraded electric system -1999
- All apartment units have forced air conditioning and heat with condensers on the roof -1999
- New HVAC systems on the roof for Maloney's and current space-2001
- Upgrade apartment interiors including: kitchens, bathrooms, doors, tile and carpet flooring, and the addition of a video intercom system – all renovations completed in 2000
- Overhaul Maloney's elevator system -1999
- Historic William Penn lighted sign refurbished including new paint and all lights replaced -2014
- Wired for cable -1999
- Lobby and Mezzanine upgraded and remodeled -2011





## PROPERTY AMENITIES

*lobby*

*elevator service*

*laundry facility*

*mezzanine with tv & cable*

*intercom buzzer entry system*

*security camera on each floor*

*wi-fi on each floor*

*nearby restaurants & retail*

*considered "walker's paradise"*

*nearby public transportation*

*desirable retail space*

*fire sprinkler system*

WP

501-511 F STREET, SAN DIEGO, CA



## UNIT AMENITIES

*furnished apartments\**

*high speed internet access*

*basic cable and internet*

*9-foot ceiling height*

*forced air*

*dishwasher*

*microwave*

*custom horizontal blinds*

*accent walls*

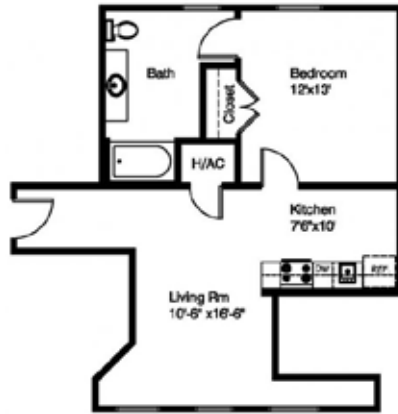
*skylights\**

*intercom buzzer entry system*

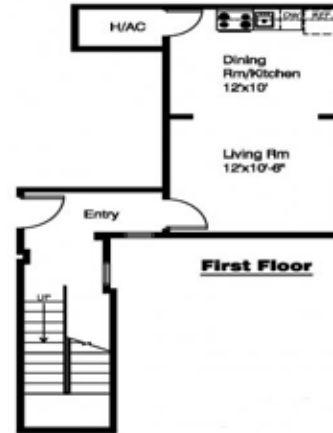
*\*select units*

**FLOOR PLANS**

*Cabrillo - 614 sf*  
Plan A



*Coronado - 767 sf*  
Plan C

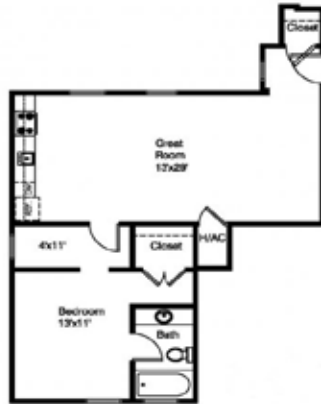


*Spreckles - 738 sf*  
Plan B



## FLOOR PLANS

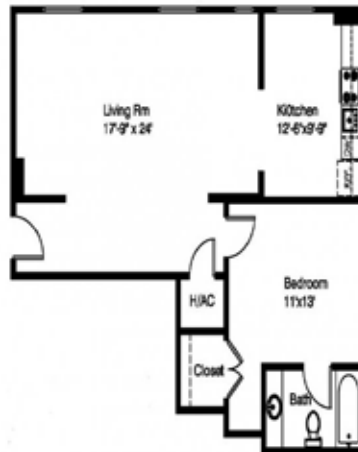
*Presidio- 747 sf*  
Plan D



*Requa - 743 sf*  
Plan F



*Horton- 807 sf*  
Plan E



*Balboa- 805 sf*  
Plan G





POINT LOMA

*Within Gaslamp Quarter:*

*120 retail stores*

*112 restaurants*

*10 coffee shops*

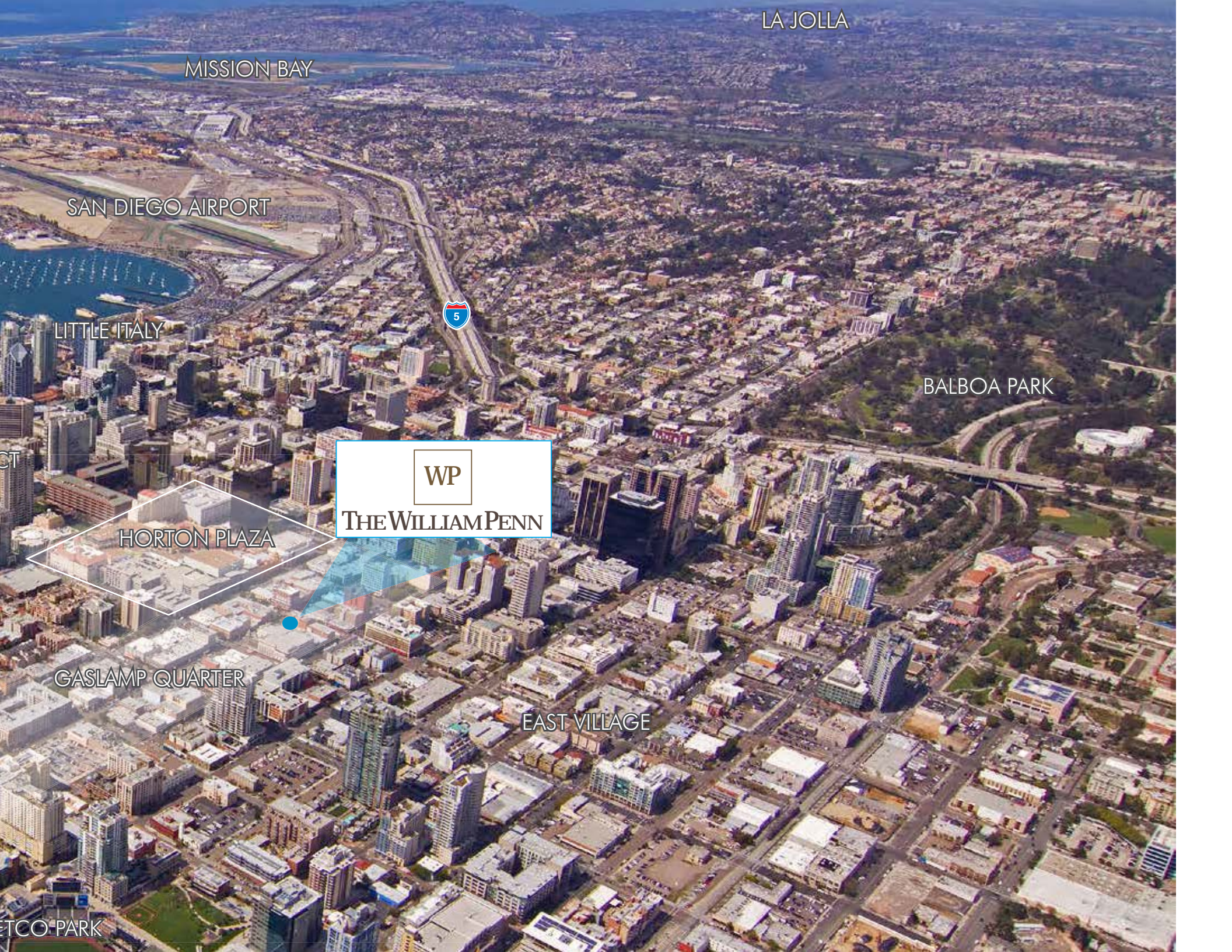
*32 bars + nightlife*

*35 fitness & recreation*

SEAPORT VILLAGE

MARINA DISTRICT

CONVENTION CENTER



LA JOLLA

MISSION BAY

SAN DIEGO AIRPORT

LITTLE ITALY

BALBOA PARK

WP

THE WILLIAM PENN

HORTON PLAZA

GASLAMP QUARTER

EAST VILLAGE

PETCO PARK

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*financials*



## FINANCIALS

### INCOME SUMMARY

# Units	Unit Type	Average Sq. Ft. *	Total Sq.Ft.	\$ Rent	\$/Sq.Ft.	Total Rent
15	1bd/1ba - Furnished	775	11,625	\$1,679	\$2.17	\$25,185
3	1bd/1ba - Unfurnished	775	2,325	\$1,372	\$1.77	\$4,116
<b>18</b>	<b>Total/Avg</b>	<b>775</b>	<b>13,950</b>	<b>\$1,628</b>	<b>\$2.10</b>	<b>\$29,301</b>

### ANNUALIZED GROSS INCOME

Laundry						\$1,300
Vacancy	5.00%					(\$17,581)

### ADJUSTED GROSS INCOME COMMERCIAL

	Square Feet	Monthly	
Maloney's Rent	7,673	\$19,700	\$236,400
Maloney's CAM Income	-	\$6,713	\$80,556
Vacant	3,122	\$14,000	\$168,000
Projected CAM Income	-	\$3,229	\$38,751

### ADJUSTED GROSS INCOME COMMERCIAL

**\$523,707**

### EFFECTIVE GROSS INCOME

**\$857,738**

### Less Estimated Expenses:

		\$/YEAR	
Property taxes (current)		\$94,748	
Property taxes - Fixed Assessments		\$10,351	
Insurance Fire Liability		\$23,237	
Insurance - Earthquake		\$20,676	
<u>Controllable Expenses</u>			
Management Fees Apartments	4.00%	\$14,064	
Management Fees Commercial	3.00%	\$15,711	
Maintenance		\$21,817	
Repairs		\$22,432	
Utilities		\$43,123	
Payroll (includes Housing allowance)		\$16,410	
Misc. maintenance, adv, bank, computer, lic		\$5,900	(\$288,470)
Exp/psf:	\$11.66		

### NET OPERATING INCOME

**\$569,269**

### Financial Notes:

\*See rent roll detail for unit square footage and floor plans.

[1] Property Taxes are shown per actual amounts on the 2014-2015 tax bill. Property taxes are reassessed at time of sale and are based on Millage Rate of 1.17901% plus fixed assessments.

[2] Property Management Fees: R.A. Snyder manages the residential units. Viewpoint Equities manages the commercial. Viewpoint Equities is an entity of the current owner of William Penn.

## RENT ROLL

<i>apt</i>	<i>type</i>	<i>floor plan</i>	<i>sf</i>	<i>furnished</i>	<i>move-in date</i>	<i>lease expires</i>	<i>rent</i>	<i>deposit</i>	<i>notes</i>
201	1/1	A Cabrillo	614	Unfurnished	12/1/2007	MTM	\$1,250	\$1,000	Faces back of 5th Ave. Access panel for Maloney's elevator in unit
202	1/1	B Spreckels	738	yes	3/31/2014	3/30/2015	\$1,600	\$1,500	
203	1/1	E Horton	807	yes	8/12/2011	MTM	\$1,600	\$1,450	
204	1/1	D Presidio	747	yes	9/16/2015	MTM	\$1,450	\$500	
205	1/1	C Coronado	767	Unfurnished	-	-	Vacant	-	Market Rent \$1,500
301	1/1	G Balboa	805	Unfurnished	10/3/2003	MTM	\$1,365	\$1,100	
302	1/1	B Spreckels	738	yes	8/25/2014	3/31/2015	\$1,700	\$1,500	Corporate Rental
303	1/1	E Horton	807	yes	11/7/2014	2/6/2015	\$1,800	\$1,500	
304	1/1	F Requa	743	yes	10/9/2014	3/29/2015	\$1,650	\$1,500	
401	1/1	G Balboa	805	yes	1/9/2015	5/31/2015	\$1,850	\$1,500	
402	1/1	B Spreckels	738	yes	4/28/2014	4/30/2015	\$1,700	\$1,500	
403	1/1	E Horton	807	yes	3/29/2012	7/31/2015	\$1,600	\$1,450	
404	1/1	F Requa	743	yes	-	-	Vacant	-	Market Rent \$1,600
405	1/1	C Coronado	767	yes	6/13/2014	6/30/2015	\$1,600	\$1,500	
501	1/1	G Balboa	805	yes	6/27/2014	6/30/2015	\$1,750	\$1,500	Skylights
502	1/1	B Spreckels	738	yes	9/26/2012	7/31/2015	\$1,750	\$1,500	
503	1/1	E Horton	807	yes	8/28/2013	MTM	\$1,800	\$1,500	Corporate Rental
504	1/1	F Requa	743	yes	8/30/2014	8/26/2015	\$1,650	\$1,500	Skylights
18	Total						\$26,115	\$22,000	





## COMMERCIAL LEASE SUMMARY

<i>tenant name</i>	Maloney's
<i>date opened</i>	March 17, 2000
<i>sf</i>	7,673
<i>landlord contribution</i>	1999 - \$80,500 2004 - \$45,000
<i>security deposit</i>	\$10,654
<i>begins</i>	09/16/1999
<i>end</i>	03/31/2016

## RENT

<i>current annual rent</i>	\$19,034.60 April 1, 2015 \$19,701
<i>rent/sf/month</i>	\$2.48
<i>cam/sf/month</i>	\$87.5 estimate per month
<i>date of increase</i>	<i>new rent amount</i>
<i>04/01/2011</i>	\$16,880.60
<i>04/01/2012</i>	\$17,324.80
<i>04/01/2013</i>	\$18,390.92
<i>04/01/2014</i>	\$19,034.60
<i>04/01/2015</i>	\$19,700.81
<i>percentage rent</i>	7%

## GENERAL CAM EXPENSES

<i>property tax</i>	34.9 %
<i>* house meter (monument sign)</i>	71.08 %
<i>* fire alarm</i>	71.08 %
<i>* repairs + maint.</i>	71.08 %
<i>insurance</i>	earthquake & liability 71.08 %
<i>Maloney elevator</i>	100%
* allows 10% admin fee	



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*comparables*

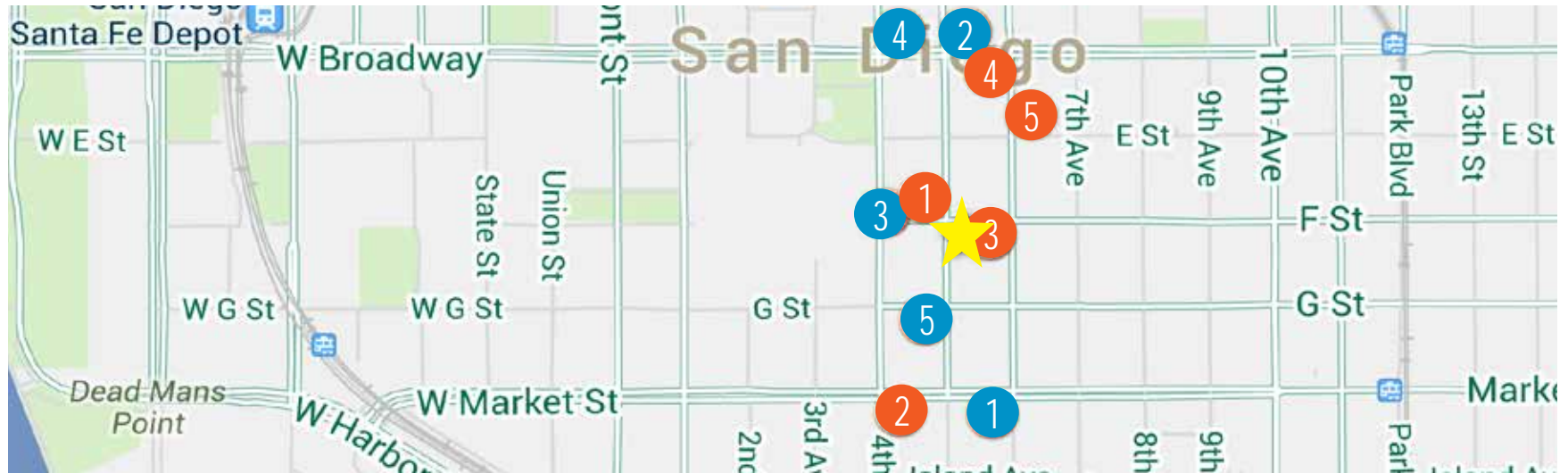




VACANT COMMERCIAL SPACE

## RENT COMPARABLES

	  <i>William Penn</i>	  <i>Steele Lofts</i>	  <i>Broadway Lofts</i>	  <i>Horton 4th Ave</i>	  <i>Viridian Lofts</i>	  <i>Old City Hall</i>
Address	501-515 F Street	529 Market St	1007 5th Ave	808 4th Ave	1023 4th Ave	664 5th Ave
City	San Diego, 92101	San Diego, 92101	San Diego, 92101	San Diego, 92101	San Diego, 92101	San Diego, 92101
# of Units	18	84	84	66	33	12
Built	1914	1907	1909 Renov 2005	1994	1961 Renov 2003	1887 Renov 1990
1 Bedroom	1x1 Flat	Studio Loft/ Open Floorplan	Studio Loft/ Open Floorplan	1x1 Flat	1x1 Flat	Studio Loft/ Open Floorplan
Avg Rent	\$1,625	\$1,450	\$1,780	\$1,631	\$1,750	\$2,200
SF	775	785	797	806	1030	1,100
Rent/SF	\$2.10	\$1.85	\$2.23	\$2.02	\$1.70	\$2.00
1 Bedroom	1x1 Townhome	Studio Loft/ Open Floorplan	1x1 Flat	1x1 Loft		
Avg Rent	\$1,650	\$1,695	\$2,224	\$2,000		
SF	775	1,061	886	1,197		
Rent/SF	\$2.13	\$1.60	\$2.51	\$1.67		
Amenities	Elevator	Controlled Access, Elevator	Controlled Access, 20 Storage Lockers, and On-Site Leasing Office	Controlled Access, Elevator, Fitness Center, Private Patio/Balcony, Air Conditioning, Outside Storage	Controlled Access, Individual A/C Units, Balconies in Select Units	Storage Unit
Laundry	Common Laundry	Common Laundry	In-Unit Stacked Washer/Dryer	Common Laundry	Common Laundry & Washer/Dryer in select units	In-Unit Washer/Dryer
Parking	None	None	None	Parking garage with 75 spaces.	Parking garage	None



Building Name	<i>William Penn</i>	<i>Keating</i>	<i>557 4th Avenue</i>	<i>George Hill</i>	<i>Samuel Fox</i>	<i>Baeumanor</i>
Address	799 5th Ave	818-822 5th Ave	557 4th Ave	527-545 F St	531 Broadway	923 6th Ave
Lease Start Date	On the Market	1/12/201	1/1/2013	11/1/2012	9/1/2014	7/16/2014
Tenant Name	TBD	Cafe 21	Japanese Fusion	ADIR, LLC Encore Champagne Bar	Pipirin Holdings, Inc.	Art Hookah, LLC
Size (SF)	3,122	3,80	2,000	3,995	1,860	2,425
Rent/SF/Month	\$4.95	\$4.16	\$4.00	\$3.50	\$2.65	\$2.69
Services		NNN	NNN	NNN	NNN	NNN
Terms	TBD	120 Months with annual rent changes (unknown)	84 Months with 3.0% per year escalations	66 Months	60 Months with 3.0% per year escalations	36 Months with 3.0% per year escalations
Other		The ground floor was previously leased by Croce's Jazz Restaurant and Bar. Café 21 moved from a smaller location in the Gaslamp	Restaurant	Restaurant	New restaurant concept. Landlord gave 5 months rent abatement. Inferior location	Lounge serving food, alcoholic beverages and smoking hookah. Inferior location

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*san diego market*



## SAN DIEGO

Downtown San Diego is in the heart of one of the most desirable cities in the nation. Downtown offers a breathtaking waterfront location, moderate year-round temperatures and an exciting 24-hour live-work-play environment.

Downtown occupies a 2.4-square-mile area, bordered by scenic San Diego Bay and lush Balboa Park. Its positioned as the region's transportation system hub and provides excellent regional and international access.

Downtown San Diego had an estimated population base of 34,393 in 2015, which is projected to grow to 37,976 by 2020. With more than 5,000 businesses and 90,000 people working downtown, San Diego has a dynamic and robust business climate. Downtown San Diego serves as the cultural, financial and government (City, County, State and Federal) centers and central business district of San Diego with major employers that include Sempra Energy, Bank of America, Union Bank of California as well as various government organizations, the convention center, tourism groups and the bulk of San Diego County's law firms. Recently

there has been an influx of high-tech tenants drawn to "creative space" within the market. These younger workers are attracted to the vibrant urban environment and the ability to work close to their homes.

Downtown San Diego offers eight distinctive neighborhoods - Little Italy, Cortez Hill, Core, Columbia, East Village, Gaslamp Quarter, Horton Plaza and Marina - each with its own history, character and lifestyle.

Downtown's young, vibrant population is drawn by the ability to live in a scenic,

safe and vibrant atmosphere with homes within walking distance of workplaces, shopping, schools, recreation, entertainment, public transit and more. Downtown's eight neighborhoods have also become major visitor destination spots, and the redevelopment activity of recent years has transformed the center city. The thriving business base offering a multitude of services, coupled with unprecedented development during the past two decades, makes Downtown an ideal location for anything from start-up ventures to well-established multi-million dollar enterprises.



## GASLAMP QUARTER

The William Penn Hotel is located in the thriving Gaslamp Quarter neighborhood of Downtown San Diego. In the 1870s, Alonzo Horton built a wharf at the foot of Fifth Avenue and a development boom ensued. The resulting historic Gaslamp Quarter is one of the city's premier dining, shopping, entertainment destinations with its old-fashioned gas lamps, brick sidewalks and Victorian-style buildings dating back to the late 1800s.

Located directly across the street from the Convention Center, this historic neighborhood features an eclectic blend of more than 100 restaurants including sidewalk cafés, coffee houses and pubs, art galleries, boutiques, and specialty stores, live theaters and dance clubs. This 16.5-block neighborhood is now recognized on the National Register of Historic Places.



## DOWNTOWN NEIGHBORHOODS

### *East Village*

Encompassing more than 325 acres and located east of the Gaslamp Quarter and southeast of the Core district and Cortez Hill, East Village is the largest district in the downtown of San Diego. East Village has gone through extensive and rapid redevelopment, especially near PETCO Park, which opened its doors in 2004. While charming artist's lofts, studios, galleries and shops are scattered throughout the area reflective of its rich cultural history, the East Village neighborhood has been a hub of new construction. The Harbor Drive Pedestrian Bridge, which opened in Spring 2011, makes it easier for pedestrians to access the East Village from the harbor area and the Convention Center.

### *Marina District*

The Marina District was once comprised of warehouses and vacant lots, but through redevelopment beginning in the early 1980s, now includes a variety of residential, hotels, restaurants, cultural attractions and dedicated open space and parks. Bordered by the waterfront, the Gaslamp Quarter and the Columbia neighborhood, attractions in the Marina District include the Martin L. King, Jr. Promenade; the Children's Park with its urban forest, reflecting pond and fountain; historic Pantoja Park, the Children's Museum; a portion of the Asian Pacific Thematic Historic District and two trolley stops. Additionally, Seaport Village and the San Diego Convention Center are located within the Marina District making this waterfront location a dynamic center for entertainment and business.

### *Little Italy*

Italians, primarily from Genoa, Italy and Sicily, were drawn to California by the climate and the geographical similarity to their homeland. San Diego's Little Italy is an evolving neighborhood that is a great place to live, shop, dine and visit. It offers bay views, art and cultural festivities and fine food with over a half-dozen annual festivals hosted in Little Italy.





*Considered as the heart of San Diego's nightlife, the vibrant Gaslamp Quarter is filled with rooftop bars, music and dance venues, trendy lounges and happening restaurants spilling out onto the sidewalks. Surrounded by 19th century buildings that have been restored to their original Victorian-era grandeur, the thousands of locals and visitors get to enjoy the thrilling after hours entertainment scene.*

## NEARBY ENTERTAINMENT VENUES

*Horton Grand Theatre*

*Hard Rock Hotel*

*The Onyx Room*

*Moonshine Flats*

*Balboa Theatre*

*The Field Irish Pub*

*The Topsy Crow*

*Tin Roof*

*Spreckels Theatre*

*Barleymash*

*Analog*

*Side Bar*

*Avenue Q*

*Henessey's Tavern*

*Parq Night Club*

*Altitude Sky Lounge*

*Rooftop600*

*House of Blues*

*Maloney's*

*The Shout House*

*Stage Bar and Grill*

*Dublin Square Irish Pub*

*Double Deuce*

*Fluxx Nightclub*

*Gaslamp Speakeasy*

*Patrick's Gaslamp Pub*

*The Noble Experiment*

*Encore Champagne Bar*

*Lounge Six*

*Tivoli Bar & Grill*

*The American Comedy Club*

*Prohibition*

\* List is not inclusive

## NEARBY RESTAURANTS

*Searsucker*

*Bang Bang*

*Double Standard*

*Meze*

*La Puerte*

*Magnolia Tap +Kitchen*

*Spike's Africa Fresh Fish Grill*

*Nobu*

*Parq Restaurant*

*Full Moon Sushi*

*Fogo de Chao Brazilian*

*Lou & Mickey's*

*Rei Do Gado Brazilian*

*Taka*

*Grant Grill*

*Blue Point*

*Maloney's*

*Dobson's Bar & Restaurant*

*Bice Ristorante*

*The Melting Pot*

*Osetra the Fishhouse*

*de'Medici*

*Greystone the Steakhouse*

*Pinzimini*

*Jsix*

*Salvatore's Cucinca Italiana*

*Chianti Restaurant*

*Roy's Restaurant*

*Double Standard*

*The Marble Room*

*The Oceanaire Seafood Room*

*Florent Restaurant & Bar*

\* List is not inclusive

*The experience of Downtown San Diego would not be complete without diving into the dining scene. Downtown San Diego is a bustling destination with an abundance of quality dining, entertainment and specialty restaurants and venues.*



## DOWNTOWN ATTRACTIONS

### *Convention Center*

The San Diego Convention Center is located on the sparkling San Diego Bay in the heart of a vibrant downtown and has consistently been recognized as one of the top convention centers in the world. Abundant, flexible space and five-star service make the San Diego Convention Center the meeting planners' choice for hosting major conventions, trade shows, meetings and special events. The convention center offers over 1.1 million square feet of space, including 615,000 square feet of exhibit space and the Sails Pavilion, a 90,000-square-foot special event area. The \$520 million expansion to the Center, which will include over 400,000 square feet of additional exhibitor and meeting space, as well as a 500-room expansion of the Hilton San Diego Bayfront Hotel, is currently in process undergoing environmental review and permitting.

### *Seaport Village*

With panoramic views of San Diego Bay, Coronado and evening sunsets, Seaport Village features four miles of meandering cobblestone pathways bordered by ponds, lakes, and fountains along the San Diego Bay. Comprised of 14 acres of waterfront living, including over 50 specialty shops and 20 dining establishments, Seaport Village recreates a harbor side setting of a century ago.

### *North Embarcadero Visionary Phase 1*

NEVP Phase 1 will increase and enhance the public's access to San Diego Bay through a wide esplanade and waterfront promenade. Through its groves of jacaranda trees and world-class public art, the public will feel welcomed into this area, which is the first leg of a signature linear public park that will eventually run the entire 1.2 mile length of the North Embarcadero. From the City, NEVP Phase 1 will frame views of the Bay down West Broadway and C Street. The project will also capture and treat storm water to improve the water quality of San Diego Bay. Through the contribution of construction and tenant jobs, along with laying the foundation for adjacent redevelopment, NEVP Phase 1 will provide a significant economic benefit to the region and to the State of California.





### *Petco Park*

PETCO Park opened in 2004, replacing Qualcomm Stadium as the home park of Major League Baseball's San Diego Padres. PETCO Park is conveniently located across the street from the Convention Center, adjacent to the Gaslamp Quarter, two blocks from the downtown terminal of the San Diego Trolley light rail system and directly next to DiamondView Tower. The ballpark was constructed by San Diego Ballpark Builders, a partnership with Clark Construction, Nielsen Dillingham and Douglas E. Barnhart, Inc. The construction cost of over \$457 million was partially publicly financed, while the Padres contributed \$153 million for a 30% equity stake and signed a 30-year lease. PETCO, Inc. paid \$60 million over 22 years for naming rights of the stadium.

PETCO Park is spectacular in every way, combining the best sight lines in baseball with breathtaking views of the San Diego city skyline, the San Diego Bay, Coronado, and Balboa Park. Architecturally magnificent, it celebrates the sea, the sky, the natural beauty, cultural diversity and unique spirit of San Diego. The 42,000-

seat open-air ballpark includes fifty-eight suites, seven restaurants and lounges, six tower lofts and five party suites. The Western Metal Supply Company building serves as a focal point in left field. The four-story brick building is a historic San Diego landmark that is now home to the Padres team store, a roof-top private party area, a restaurant, and a bar.

The stadium pays homage to Tony Gwynn, the eight-time National League batting champion who spent his entire major league career with the Padres, with a 10-foot statue of Gwynn on the stadium grounds and the address of the stadium – 19 Tony Gwynn Way.



## SAN DIEGO ATTRACTIONS



### LANDMARKS AND TOURIST ATTRACTIONS

*Balboa Park*

*San Diego Zoo*

*USS Midway*

*Coronado Island*

*Central Library*

*Sea World*

*Safari Wild Park*

*Legoland*

*Old Town State Historic Park*

*San Diego Museum of Art*

*Mission Basilica San Diego de Alcala*

*La Jolla Shores*

*La Jolla Caves*

*Maritime Museum of San Diego*

*Mission Bay*

## SAN DIEGO EMPLOYMENT

San Diego County has evolved from a small military town located between Los Angeles and Mexico into one of the nation's most diverse economic and cultural regions.

North County San Diego is one of the most affluent regions in the state of California and hosts the world's largest golf industry hub. South County San Diego is home to an industrial and manufacturing base fueled by large defense contractors, medium-sized family-owned companies and international Maquiladoras. East County San Diego is a mix of established older neighborhoods, rural communities, and expansive open space.

Over the last two decades, the San Diego region has developed its own progressive identity as a leader in defense development, biotechnology, sustainable energy, wireless and telecommunications technologies, electronics manufacturing and agriculture.

Large international corporations like Qualcomm have established their headquarters in San Diego but the regional economy is not dependent on Fortune 500 firms or large companies establishing their corporate headquarters

here. San Diego is unique in that relatively small companies comprise the vast majority of employers in the region, creating a dynamic and diverse economy. More entrepreneurial than most markets, an estimated 90% of San Diego companies have 20 employees or less.

### *Downtown Employment*

Downtown San Diego has an employment base of over 90,000 people, of which 50% are segregated in services such as hotels, business, legal and recreation. This is expected to grow by 20% by 2030 as numerous companies are relocating due to the desirability of working and living in the revitalized urban downtown market. In August 2013, Sempra Energy signed a 25-year lease with Cisterra Development to move their headquarters to a new 16-story, 305,000 square foot building to be built on the block bounded by Island, Seventh and Eighth avenues and J Street, between the Gaslamp Quarter and Petco Park.

*Downtown's employment is expected to grow 20% by 2030.*

Completion date is estimated for August 2015 and will bring additional employment to the ballpark district.

The Irvine Company currently has an office project in the development stage, located at 880 West Broadway. The building is a 480 foot, 34-story office tower and will consist of 680,000 SF of office and 5,000 SF retail. Once built it will be the gateway to San Diego's downtown business district, which stretches up Broadway and will play an important role in the North Embarcadero Visionary Plan and the master plan for the blocks surrounding the iconic Santa Fe railroad station.



## SAN DIEGO EMPLOYMENT

### *Defense*

San Diego has the largest military complex in the country and is clearly a leader in homeland security efforts. One-fifth of the U.S. Naval Fleet is stationed here, including two Navy super-carriers (the USS Nimitz and USS Ronald Reagan), as well as the Space and Naval Warfare Systems Center (SPAWAR) with an annual operating budget of \$4.0 billion. Camp Pendleton Marine Base is located in the northwest corner of the county and the Marine Corps Recruit Depot is located just north of downtown. San Diego has one of the strongest defense-based R&D sectors in the world with an annual economic impact of \$32 billion—approximately 311,000 jobs are military and/or defense-related (25%). The largest defense employers include Science Applications International Corporation (SAIC), Northrop Grumman, Lockheed Martin, Titan Corporation, General Atomics and General Dynamics. The ripple effect of defense spending adds another estimated \$10.6 billion annually to the local economy.

### *Manufacturing*

Manufacturing industries such as computers and electronics, communications and recreational goods contribute significantly to the regional economy, adding an estimated \$7 billion annually to the GRP. Long considered the golf capital of the world, San Diego is home to many leading golf manufacturers, including Titleist, TaylorMade, Cobra, Callaway Golf and Ashworth.

According to the National University System Institute for Policy Research (NUSPIR), in 2008 the game of golf in San Diego County had a total direct and indirect economic value of \$3.7 billion and was responsible for 26,900 jobs. Spending on golf-related supplies and services from those living outside of the county totaled \$1.5 billion. This is equal to the region annually hosting 10 Super Bowls.

### *Tourism*

The city of San Diego is a coveted destination for domestic and international travelers that contributed almost \$7.5 billion to the local economy in 2011. Tourism is now the fourth largest revenue generator in San Diego County behind manufacturing and the military.

The recent expansion of the convention center and opening of the Padres' Petco Park downtown have fueled a tremendous amount of redevelopment in and around the already popular Gaslamp Quarter downtown. Often overlooked in the downtown area is Little Italy, which like the Gaslamp Quarter has enjoyed a vigorous renaissance in recent years.

*At 5.2% unemployment rate, San Diego's unemployment rate is decreasing faster than many major metropolitan areas in the country, due to the regions diverse economic base, strong tourism draw and continuous influx of business interests, investors and new residents.*

### *Communications*

The communications industry in San Diego is at the forefront of wireless technology innovation with an annual economic impact of \$11.5 billion. Communication giants such as Qualcomm, Kyocera, Sony, Intel, Sun Micro-systems, Oracle, Ericsson, Motorola, LG, Hewlett Packard, Cisco Systems and Nokia have local operations, helping to position San Diego as the wireless capital of the world. Tremendous growth in the region's software and computer services segment have established San Diego as a national leader in computer software, programming, systems integration, data processing and other related computer services.

### *Biotech & Pharmaceuticals*

Over 500 biotech companies in San Diego County employ more than 36,000 people and generate approximately \$7.5 billion annually. As a national leader in biotechnology and life sciences, San Diego is the 3rd largest global biotech cluster. Companies and institutions in San Diego received 1,748 NIH awards totaling approximately \$852 million, representing close to 25% of California's total. Major bioscience firms include Biosite, Invitrogen, Neurocrine Biosciences, Pfizer, Merck and Johnson & Johnson.

### *Venture Capital*

As a Metropolitan Statistical Area, San Diego County (population 3 million) consistently ranks as one of the top venture capital regions in the country. In 2012, San Diego companies received over \$1.1 billion in 101 deals – ranking the region as the fifth largest venture capital market in America behind NY Metro (pop. 19 million), LA/ Orange County (pop. 13 million), New England (pop. 11 million), and the top venture capital market of Silicon Valley (pop. 7 million). According to PricewaterhouseCoopers, San Diego venture capital funding is focused on strong early stage investment concentrated in the life sciences.

### SAN DIEGO COUNTY LARGE EMPLOYERS

US Department of Defense	133,323
Federal Government	45,500
State of California	42,900
UC San Diego	27,391
County of San Diego	15,050
Sharp Healthcare	42,900
Scripps Health	14,097
San Diego Unified School District	14,603
Qualcomm	11,400
City of San Diego	10,057
Kaiser Permanente	7,731
General Atomics	7,448





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