

➤ Key Facts



With sunny average temperatures around 72°, a huge range of attractions, and a relaxed yet energizing spirit, San Diego is a favorite for visitors from all over the world. Ideally situated in the heart of this tourist activity, Old Police Headquarters captures the traveler's attention as an enchanting destination for dining, retail and entertainment.

LOCATION

- *Old Police Headquarters is nestled between downtown and the waterfront.*
- *A short walk from the city center, PETCO Park, the San Diego cruise ship terminal and other waterfront attractions*
- *A five-minute drive from San Diego International Airport*
- *Easy access to Interstates 5, 805 and 15, Highway 163 and State Route 94*

CONVENTION CENTER

The San Diego Convention Center's close proximity, a quick six-minute walk to Old Police Headquarters, will ensure increased foot traffic and ample sales opportunities for both restaurateurs and retailers.

- *Average projected convention attendance has steadily increased each year, with an estimate of over 800,000 visitors projected in 2009*
- *The median age of visitors is 43, with median household income of \$105,800*

SEAPORT VILLAGE

Old Police headquarters is located adjacent to Seaport Village. With an estimated 4 million visitors annually, Seaport Village has the highest volume of all shopping centers psf in downtown San Diego.

- *\$652 psf average annual retail sales*
- *\$563 psf average annual restaurant sales*
- *\$876 psf average annual quick serve restaurant sales*

Key Facts



GASLAMP QUARTER

The vibrant atmosphere of century old architecture, galleries, theaters, boutique shops, restaurants and nightlife found in San Diego's historic Gaslamp Quarter will drive traffic to nearby Old Police Headquarters.

- *An estimated 6.8 million people visited Gaslamp in 2008*
- *Gaslamp offers over 100 restaurants providing ample foot traffic to the area*

PETCO PARK

Petco Park is the home of the San Diego Padres, with an average of 30 thousand attendees per home game.

- *An estimated 3 million attendees visit Petco Park annually*
- *Petco Park is less than a mile from Old Police Headquarters*
- *Easily transport to Petco Park is accesible via trolley stop 2 blocks from OPH*

DOWNTOWN BUSINESS SECTOR

Downtown San Diego is home to over 10,700 businesses and 35 hotels.

- *There are over 11,700 hotel rooms within 3 miles of OPH*
- *In 2008 these hotels operated at a 72% occupancy rate with an average room rate of \$125/night*
- *Downtown businesses host over 61,000 employees within a 1-mile radius of Old Police Headquarters, over 159,000 within 3-mile radius, and over 316,000 within a 5-mile radius.*
- *66% of these downtown business employees are white-collar professionals*

RESIDENTS

The unique sense of place at Old Police Headquarters has the potential to draw residents from as far away as North County, San Diego County's most affluent area.

- *2.2 million San Diego area residents are within a 40 minute drive time of OPH*
- *Over 150,000 residents within an average drive time of 13 minutes to OPH have a median HH income of \$76,000 or an average HH income of \$104,000*
- *There are 12,000 households within 3 minutes drive time of downtown San Diego*