

SERENA PATTERSON



AFFILIATIONS AND MEMBERSHIPS

ICSC

CREW San Diego

McKinley School Foundation

CONTACT DETAILS

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Urban Property Group

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AREA OF EXPERTISE

As a native San Diegan and 20-year veteran of commercial real estate, with extensive experience in retail strategy, marketing and merchandising in mixed-use developments, urban street fronts and tourist driven locations, nothing has been more exciting than seeing my own neighborhood transform block by block.

I share this passion of transformative retail with our Urban Property Group members who are all focused in San Diego's urban core and coastal communities. In order to provide owners, developers and landlords with the full range of leasing, investment and advisory services, it is imperative to understand the neighborhood dynamics. Aside from working with funny, innovative and highly-driven entrepreneurs, the team has provided me with invaluable insight, access and understanding into all aspects of leasing and valuation. As retail has changed dramatically over the last ten years, creating multidimensional communities is even more vital for long term success of owners, developers and business owners alike.

BUSINESS AND EDUCATIONAL BACKGROUND

2020 - present: Principal, Urban Property Group, San Diego, CA

2014 - 2020: Associate, Colliers International, San Diego, CA

2002 - 2014: Associate, Burnham Real Estate/Cushman & Wakefield, San Diego, CA

San Diego State University (B.A. in Communications - Public Relations)

PERSONAL BACKGROUND

- Married to Sean Patterson
- Two children: Mason & Curren
- Born and raised in San Diego
- Currently lives in Coronado
- Interests include: going to the beach, hiking, hanging with her family

RECENT LEASE TRANSACTIONS

- 4,000 SF | 1673 Kettner | Phoenix Marketing, LLC
- 3,054 SF | 7844 Girard Ave | Sunny Days Retail
- 694 SF | 1237 Prospect | Lobster West
- 1,385 SF | 2907 Shelter Island Dr | Volt Cycle
- 2,818 SF | Mission Brewery Plaza | HGA Architects
- 2,469 SF | 409 F St | La Borra del Cafe

PARTIAL CLIENT LIST

- Investcal Realty
- Rivo Holdings
- Corona Investments LP
- Sunset Lending Management, LLC
- Pacifica Bay View LLC
- ACE Equities
- Daniel Weiss
- BOSA
- Paragon
- Cain International
- Ron Rerlman
- Foley Development
- Scott Bloom
- Howard Greenberg