



# NewMark Merrill

COMPANIES

*When you love shopping centers it shows.*



North 2nd Street & Madison Avenue

LOCATED ON THE SOUTHWEST CORNER OF N. 2ND STREET & MADISON AVENUE, IN EL CAJON, CALIFORNIA

**GROCERY  
OUTLET**  
bargain market

**FRED LOYA  
INSURANCE**



**CHASE**

**Goodwill**

**T-Mobile**

**boostmobile**

**DOLLAR TREE**



**Project Size** 53,233 Sq. Ft. of Retail Space

## Demographics



**Daytime  
Population\***  
3 Miles . . . 42,522



**Population\***  
1 Mile . . . 38,632  
3 Miles . . . 143,601



**Traffic Count**  
Intersection . . 39,000  
Highway 8 . . . 116,000  
(Cars Daily)



**Household Income\***  
1 Mile . . \$60,498  
3 Miles . . \$84,483



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## For Lease • Prime Retail Space Available

- Ideally situated on the main retail corridor in El Cajon on the southwest corner of 2nd St & Madison Ave. with convenient access to Interstate 8.
- Only inline small tenant shop space available between Grocery Outlet, Walmart Neighborhood Market and Sprouts shopping centers.
- The Center is adjacent to Wal-Mart Neighborhood Market and anchored by Grocery Outlet, Dollar Tree, and Goodwill as well as other regionally recognized tenants.
- Excellent visibility and convenient ingress and egress.

For additional information,  
please contact:

**John Hickman**  
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or **Jae Chung**  
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**427 College Blvd  
Suite K  
Oceanside, CA 92057**

**www.newmarkmerrill.com**

\* Estimates are based on 2020 demographics for population and average income per household. Traffic count is based upon SANDAG 2010 counts. The information contained herein is not guaranteed and should be independently verified.

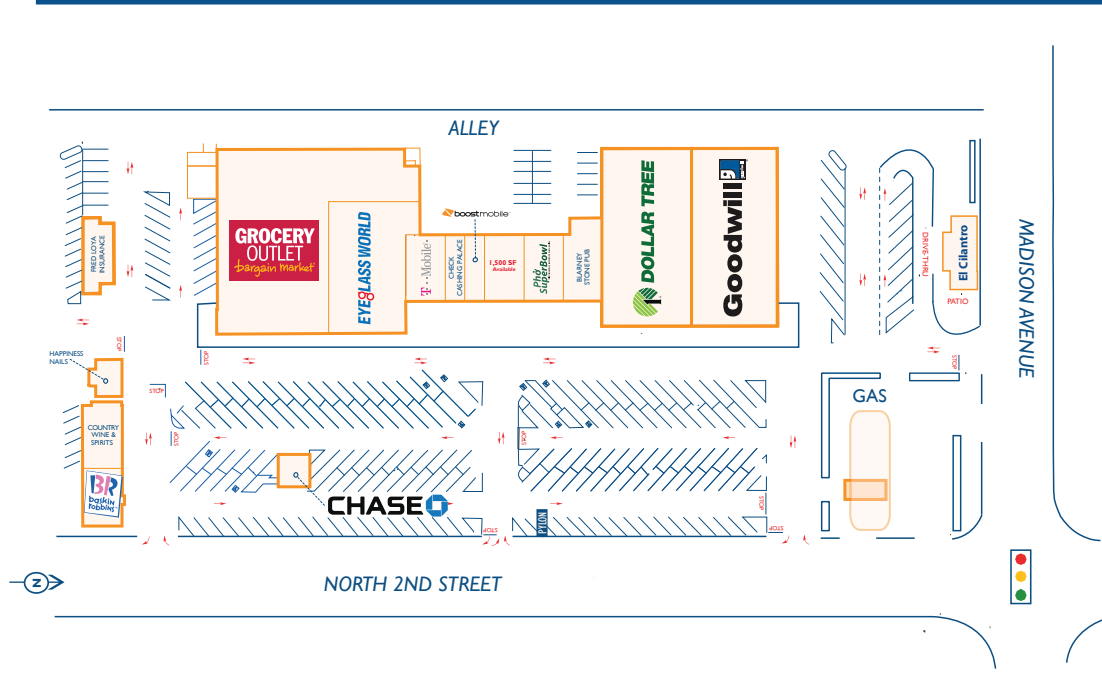
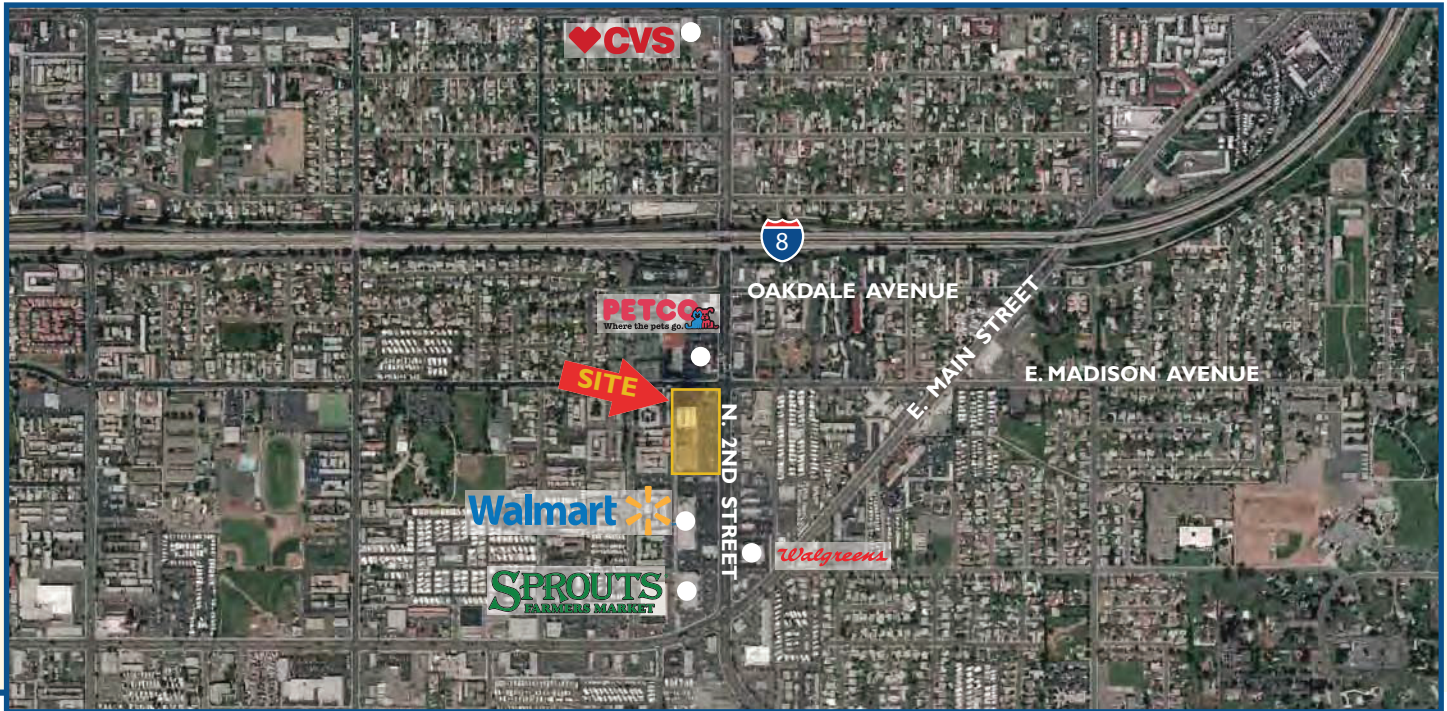


# EL CAJON TOWN & COUNTRY

## FOR LEASE

Prime Retail Space Available

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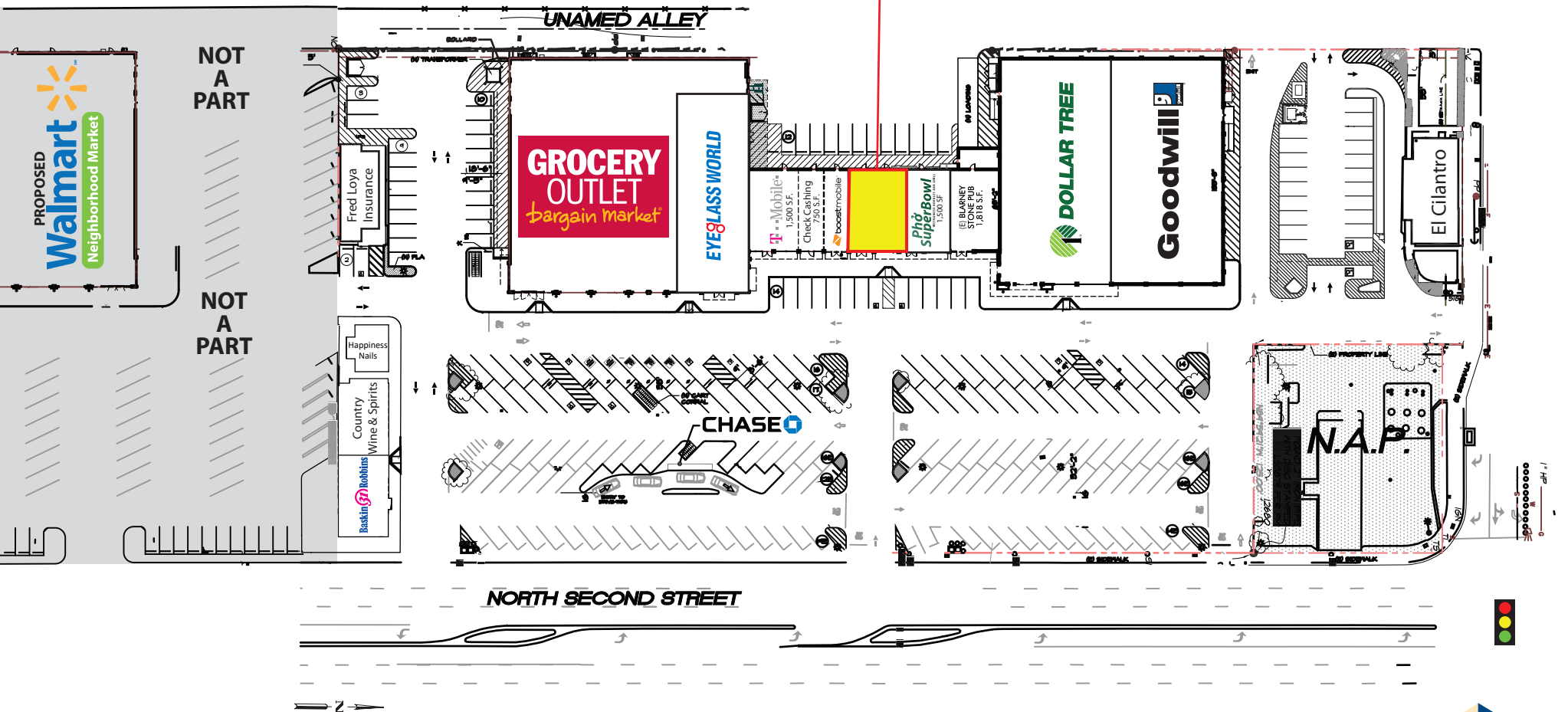
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Located at the southwest corner of  
2nd Street and Madison Avenue  
El Cajon, California



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Landlord makes no representation that any of the above tenants or building configurations will exist now or in the future. Tenants depicted may be proposed and may not actually occupy the proposed buildings. The dimensions and square footages shown are estimates only and not guaranteed



## Executive Summary

776 El Cajon Town & Country 2  
320 N 2nd St, El Cajon, California, 92021  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 32.79879  
Longitude: -116.93581

	1 mile	2 miles	3 miles
<b>Population</b>			
2000 Population	33,943	92,432	130,604
2010 Population	36,659	97,778	137,808
2020 Population	38,632	101,773	143,601
2025 Population	39,305	103,320	145,936
2000-2010 Annual Rate	0.77%	0.56%	0.54%
2010-2020 Annual Rate	0.51%	0.39%	0.40%
2020-2025 Annual Rate	0.35%	0.30%	0.32%
2020 Male Population	48.7%	48.9%	49.1%
2020 Female Population	51.3%	51.1%	50.9%
2020 Median Age	33.6	34.2	36.0

In the identified area, the current year population is 143,601. In 2010, the Census count in the area was 137,808. The rate of change since 2010 was 0.40% annually. The five-year projection for the population in the area is 145,936 representing a change of 0.32% annually from 2020 to 2025. Currently, the population is 49.1% male and 50.9% female.

### Median Age

The median age in this area is 33.6, compared to U.S. median age of 38.5.

### Race and Ethnicity

2020 White Alone	61.6%	65.0%	68.5%
2020 Black Alone	7.1%	6.8%	5.8%
2020 American Indian/Alaska Native Alone	0.9%	0.8%	0.8%
2020 Asian Alone	4.0%	3.7%	3.7%
2020 Pacific Islander Alone	0.4%	0.5%	0.5%
2020 Other Race	17.6%	15.0%	13.1%
2020 Two or More Races	8.5%	8.2%	7.5%
2020 Hispanic Origin (Any Race)	35.6%	32.6%	29.8%

Persons of Hispanic origin represent 29.8% of the population in the identified area compared to 18.8% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 72.4 in the identified area, compared to 65.1 for the U.S. as a whole.

### Households

2020 Wealth Index	46	65	92
2000 Households	12,233	33,181	46,663
2010 Households	12,248	33,419	47,397
2020 Total Households	12,635	34,389	48,938
2025 Total Households	12,788	34,777	49,557
2000-2010 Annual Rate	0.01%	0.07%	0.16%
2010-2020 Annual Rate	0.30%	0.28%	0.31%
2020-2025 Annual Rate	0.24%	0.22%	0.25%
2020 Average Household Size	2.96	2.89	2.88

The household count in this area has changed from 47,397 in 2010 to 48,938 in the current year, a change of 0.31% annually. The five-year projection of households is 49,557, a change of 0.25% annually from the current year total. Average household size is currently 2.88, compared to 2.85 in the year 2010. The number of families in the current year is 34,415 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

August 11, 2020





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	1 mile	2 miles	3 miles
<b>Mortgage Income</b>			
2020 Percent of Income for Mortgage	41.0%	37.5%	35.1%
<b>Median Household Income</b>			
2020 Median Household Income	\$41,375	\$50,152	\$59,162
2025 Median Household Income	\$45,012	\$53,825	\$64,378
2020-2025 Annual Rate	1.70%	1.42%	1.70%
<b>Average Household Income</b>			
2020 Average Household Income	\$60,498	\$70,665	\$84,483
2025 Average Household Income	\$67,073	\$78,051	\$93,314
2020-2025 Annual Rate	2.08%	2.01%	2.01%
<b>Per Capita Income</b>			
2020 Per Capita Income	\$19,838	\$23,791	\$28,948
2025 Per Capita Income	\$21,871	\$26,169	\$31,858
2020-2025 Annual Rate	1.97%	1.92%	1.93%

### Households by Income

Current median household income is \$59,162 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$64,378 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$84,483 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$93,314 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$28,948 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$31,858 in five years, compared to \$37,691 for all U.S. households

<b>Housing</b>			
2020 Housing Affordability Index	53	62	67
2000 Total Housing Units	12,585	34,174	48,024
2000 Owner Occupied Housing Units	3,960	12,455	21,874
2000 Renter Occupied Housing Units	8,273	20,727	24,788
2000 Vacant Housing Units	352	992	1,362
2010 Total Housing Units	12,949	35,236	49,802
2010 Owner Occupied Housing Units	4,111	12,826	22,311
2010 Renter Occupied Housing Units	8,137	20,593	25,086
2010 Vacant Housing Units	701	1,817	2,405
2020 Total Housing Units	13,307	36,111	51,186
2020 Owner Occupied Housing Units	4,202	13,144	23,019
2020 Renter Occupied Housing Units	8,433	21,245	25,919
2020 Vacant Housing Units	672	1,722	2,248
2025 Total Housing Units	13,499	36,603	51,932
2025 Owner Occupied Housing Units	4,342	13,527	23,690
2025 Renter Occupied Housing Units	8,446	21,249	25,868
2025 Vacant Housing Units	711	1,826	2,375

Currently, 45.0% of the 51,186 housing units in the area are owner occupied; 50.6%, renter occupied; and 4.4% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 49,802 housing units in the area - 44.8% owner occupied, 50.4% renter occupied, and 4.8% vacant. The annual rate of change in housing units since 2010 is 1.23%. Median home value in the area is \$497,114, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 3.05% annually to \$577,585.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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