

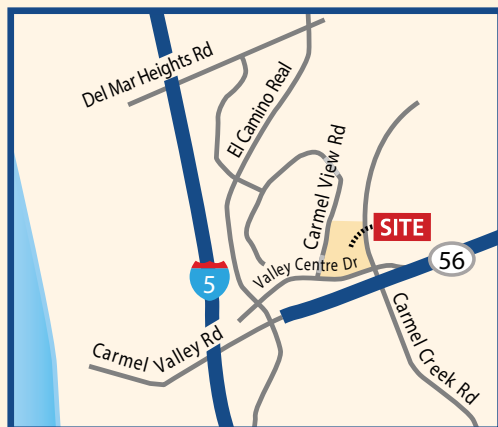


# NewMark Merrill COMPANIES

*When you love shopping centers it shows.*



LOCATED AT THE CORNER OF VALLEY CENTRE DR & CARMEL CREEK RD, SAN DIEGO, CA



## Project Size 144,576 Sq. Ft. of Retail Space Demographics



**Total Daytime  
Population \***  
3 Miles .. 48,166



**Population \***  
1 Mile ... 15,998  
3 Miles .. 68,983



**Household Income \***  
1 Mile ... \$165,690  
3 Miles .. \$209,095



**Traffic Count \***  
Intersection. . . 26,434 ADT



NewMark Merrill  
COMPANIES

## For Lease Prime Retail Space Available

- Well located off Highway 56 (near Interstate 5) in the desirable Carmel Valley community of San Diego.
- Anchored by a high-volume Pavilions and historically over 95% leased.
- Perfect tenant mix of grocery, hardware, restaurant (including a food court), service and retail to be a one-stop shopping center for the community.
- Ideally positioned near a substantial number of households, businesses and hotels.
- Thoughtful design and architecture make this a very recognized and popular center in this trade area.
- Caters to the affluent communities of Carmel Valley, Del Mar and Rancho Santa Fe.

\* Estimates are based on 2021 demographics for population and average income per household. Traffic count is based upon 2010 SANDAG counts. The information herein is not guaranteed and should be independently verified.

For additional information,  
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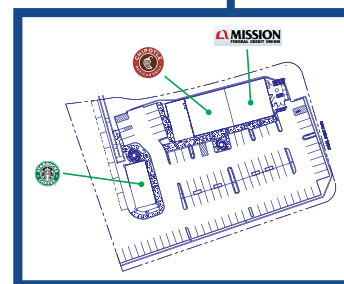
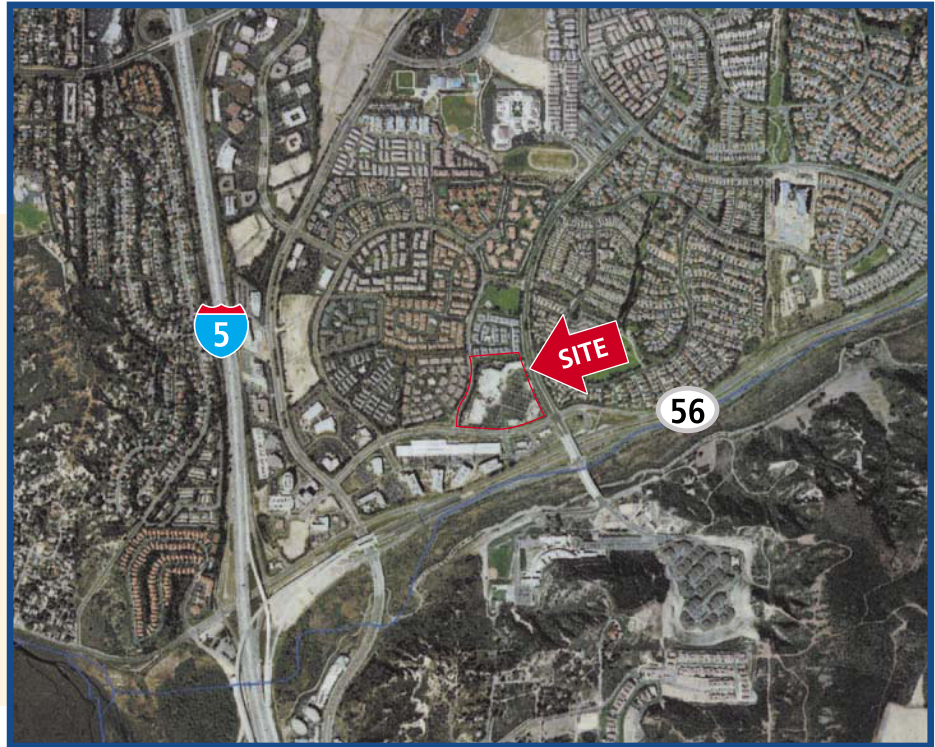
# PIAZZA • CARMEL

**FOR LEASE**  
**Prime Retail**  
**Space Available**

LOCATED AT THE CORNER OF VALLEY CENTRE DR & CARMEL CREEK RD, SAN DIEGO, CA



LOCATED AT THE CORNER OF  
VALLEY CENTRE DRIVE &  
CARMEL CREEK ROAD, CA



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Located at the Northwest corner of  
Valley Centre Drive & Carmel Creek Road  
San Diego, California



Unit	Tenant	SF
101/102	Torrey Pines Animal Hospital	2,383
103	Avis Rent A Car	1,000
104/106	F45 Training	2,067
201	Potentially Available	4,500
202	Elam's Hallmark	5,095
203	Griffin Ace Hardware	9,662
204	San Diego Blood Bank	3,072
301	Potentially Available	2,118
302	Gami Sushi	1,298
303	Marketplace Grille	863
401	Royal India	2,141
403	Subway	999
404	Nico's Taco Shop	1,206
405	Potentially Available 02/2022	1,197
406	California Cuts	1,205
407	Allurant Aesthetics	1,212
408	Available	1,037
409	Sotheby's	458
501	Vons/Safeway	49,347
600	Jon's Tailor	449
601	Potentially Available	1,033
602	Potentially Available	1,244
603	Color Nails & Spa	1,202
604	Baskin Robbins	1,119
605	Beasley Cleaners	1,683
606	Amazing Lash Studio	1,650
701	C2 Education	1,552
702	MD Urgent Care	1,724
703	Vision Boutique	1,156
704	Carmel Valley Chiropractic	1,223
705	Postal Annex	1,223
706	Potentially Available	685
707/708	JP Morgan Chase	1,770
801	Wells Fargo Bank	4,524
901	Massage Heights	2,072
902A	Dr. Ron Greenspan DDS	1,556
902B	Flippin Pizza	1,438
903	Spices Thai Café	2,701
904	Church's Martial Arts	2,600
905/906	Available	5,111
1001	Available	7,400
3775	Starbuck's	1,667
3881	Chipotle	2,650
3885	Mission Federal Credit Union	2,650

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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

712 Piazza Carmel  
3850 Valley Centre Dr, San Diego, California, 92130  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 32.93886  
Longitude: -117.23144

	1 mile	2 miles	3 miles
<b>Population</b>			
2000 Population	11,272	31,449	40,147
2010 Population	15,314	44,586	58,789
2020 Population	15,998	48,029	68,983
2025 Population	17,505	51,063	74,111
2000-2010 Annual Rate	3.11%	3.55%	3.89%
2010-2020 Annual Rate	0.43%	0.73%	1.57%
2020-2025 Annual Rate	1.82%	1.23%	1.44%
2020 Male Population	48.0%	48.6%	48.8%
2020 Female Population	52.1%	51.4%	51.2%
2020 Median Age	37.1	40.0	40.3

In the identified area, the current year population is 68,983. In 2010, the Census count in the area was 58,789. The rate of change since 2010 was 1.57% annually. The five-year projection for the population in the area is 74,111 representing a change of 1.44% annually from 2020 to 2025. Currently, the population is 48.8% male and 51.2% female.

### Median Age

The median age in this area is 37.1, compared to U.S. median age of 38.5.

### Race and Ethnicity

2020 White Alone	64.3%	66.5%	66.8%
2020 Black Alone	1.0%	0.8%	0.8%
2020 American Indian/Alaska Native Alone	0.2%	0.2%	0.2%
2020 Asian Alone	27.9%	26.2%	25.9%
2020 Pacific Islander Alone	0.1%	0.1%	0.1%
2020 Other Race	1.8%	1.5%	1.5%
2020 Two or More Races	4.7%	4.8%	4.8%
2020 Hispanic Origin (Any Race)	8.4%	7.9%	8.2%

Persons of Hispanic origin represent 8.2% 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 56.4 in the identified area, compared to 65.1 for the U.S. as a whole.

### Households

2020 Wealth Index	184	248	263
2000 Households	4,842	12,502	15,818
2010 Households	6,421	17,116	22,206
2020 Total Households	6,628	18,206	25,432
2025 Total Households	7,272	19,320	27,193
2000-2010 Annual Rate	2.86%	3.19%	3.45%
2010-2020 Annual Rate	0.31%	0.60%	1.33%
2020-2025 Annual Rate	1.87%	1.19%	1.35%
2020 Average Household Size	2.41	2.64	2.71

The household count in this area has changed from 22,206 in 2010 to 25,432 in the current year, a change of 1.33% annually. The five-year projection of households is 27,193, a change of 1.35% annually from the current year total. Average household size is currently 2.71, compared to 2.65 in the year 2010. The number of families in the current year is 18,548 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.

March 03, 2021



# Executive Summary

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Prepared by Esri  
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	1 mile	2 miles	3 miles
<b>Mortgage Income</b>			
2020 Percent of Income for Mortgage	24.7%	27.2%	28.4%
<b>Median Household Income</b>			
2020 Median Household Income	\$133,898	\$158,813	\$163,703
2025 Median Household Income	\$147,004	\$170,766	\$178,424
2020-2025 Annual Rate	1.89%	1.46%	1.74%
<b>Average Household Income</b>			
2020 Average Household Income	\$165,690	\$200,200	\$209,095
2025 Average Household Income	\$182,862	\$220,744	\$231,164
2020-2025 Annual Rate	1.99%	1.97%	2.03%
<b>Per Capita Income</b>			
2020 Per Capita Income	\$67,138	\$75,778	\$77,412
2025 Per Capita Income	\$74,247	\$83,383	\$85,189
2020-2025 Annual Rate	2.03%	1.93%	1.93%

## Households by Income

Current median household income is \$163,703 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$178,424 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$209,095 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$231,164 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$77,412 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$85,189 in five years, compared to \$37,691 for all U.S. households

<b>Housing</b>			
2020 Housing Affordability Index	96	87	84
2000 Total Housing Units	5,115	13,323	17,076
2000 Owner Occupied Housing Units	3,363	9,263	11,768
2000 Renter Occupied Housing Units	1,479	3,240	4,050
2000 Vacant Housing Units	273	820	1,258
2010 Total Housing Units	6,798	18,029	23,663
2010 Owner Occupied Housing Units	4,116	11,433	15,003
2010 Renter Occupied Housing Units	2,305	5,683	7,203
2010 Vacant Housing Units	377	913	1,457
2020 Total Housing Units	6,959	18,939	26,710
2020 Owner Occupied Housing Units	4,192	11,916	17,039
2020 Renter Occupied Housing Units	2,436	6,290	8,393
2020 Vacant Housing Units	331	733	1,278
2025 Total Housing Units	7,616	20,056	28,489
2025 Owner Occupied Housing Units	4,274	12,357	18,009
2025 Renter Occupied Housing Units	2,999	6,963	9,184
2025 Vacant Housing Units	344	736	1,296

Currently, 63.8% of the 26,710 housing units in the area are owner occupied; 31.4%, renter occupied; and 4.8% 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 23,663 housing units in the area - 63.4% owner occupied, 30.4% renter occupied, and 6.2% vacant. The annual rate of change in housing units since 2010 is 5.53%. Median home value in the area is \$1,113,703, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 0.62% annually to \$1,148,720.

**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.

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