



# NewMark Merrill

## COMPANIES

*When you love shopping centers it shows.*

# SHOPPES AT THE LAKES

LOCATED AT THE SOUTHEAST CORNER OF NEWPORT ROAD & MENIFEE ROAD, MENIFEE, CALIFORNIA

Great Clips for hair.®

**STATER  
BROS**



**CVS** pharmacy

**Wolfee  
DONUTS**

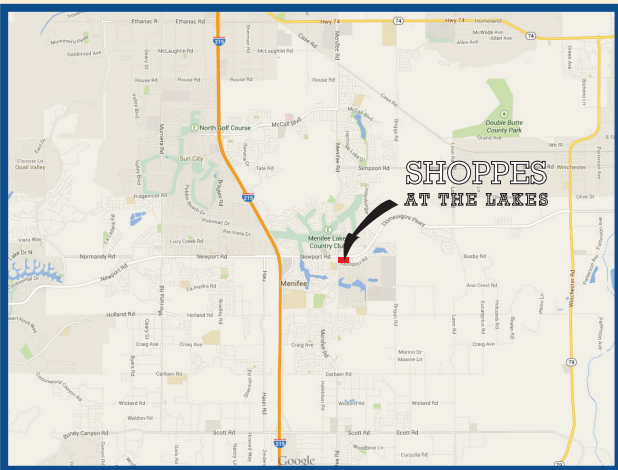
**DEL TACO**



**Blitzers!**  
Premium Frozen Yogurt  
**STARBUCKS  
COFFEE**



*Susan's*  
**nailspa**



**Project Size** Approximately 121,277 Sq. Ft. of Retail Space

**Demographics**



**Population\***

**1 Miles . . . 14,018**  
**3 Miles . . . 59,805**



**Household Income\***

**1 Miles . . . \$111,498**  
**3 Miles . . . \$109,460**



**Traffic Count\***

**Intersection . . . 26,800 ADT**



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For additional information,  
please contact:

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**427 College Blvd  
Suite K  
Oceanside, CA 92057**

[www.newmarkmerrill.com](http://www.newmarkmerrill.com)

**For Lease • Prime Retail Space Available**

- Brand new Stater Bros. and CVS anchored shopping center NOW OPEN!
- Located at just east of Interstate 215 in the heart of the new master planned community of Menifee Lakes at southeast corner of Newport Road and Menifee Road.
- Menifee boasts a city population of nearly 84,000 with over 30% over the population living within 2 miles of the shopping center.
- There are over 1,800 residential units under construction and another 4,260 planned.

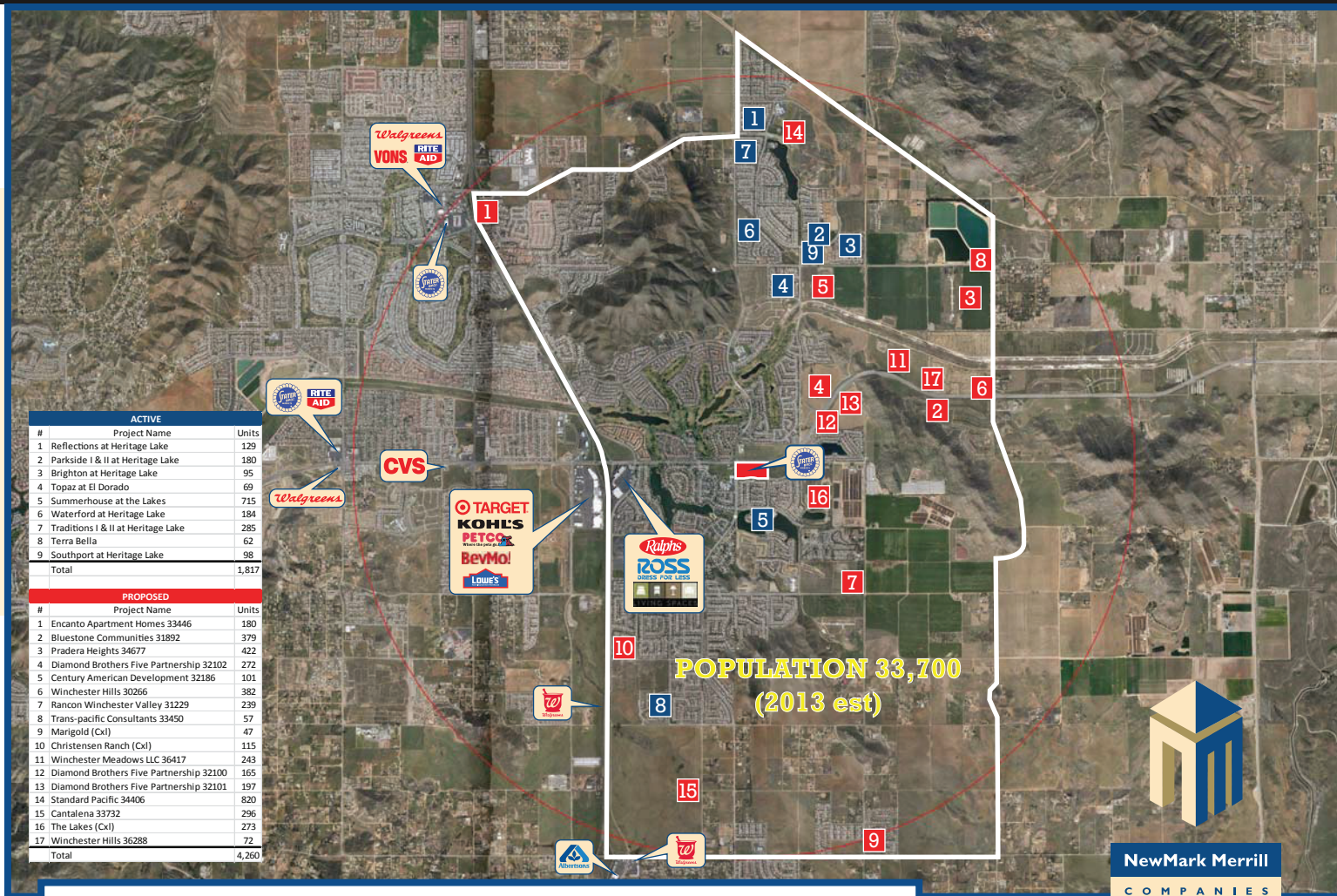
\* Estimates are based on 2020 demographics for population and average income per household. Traffic count is based upon Owner's research and calculations. The information herein is not guaranteed and should be independently verified.



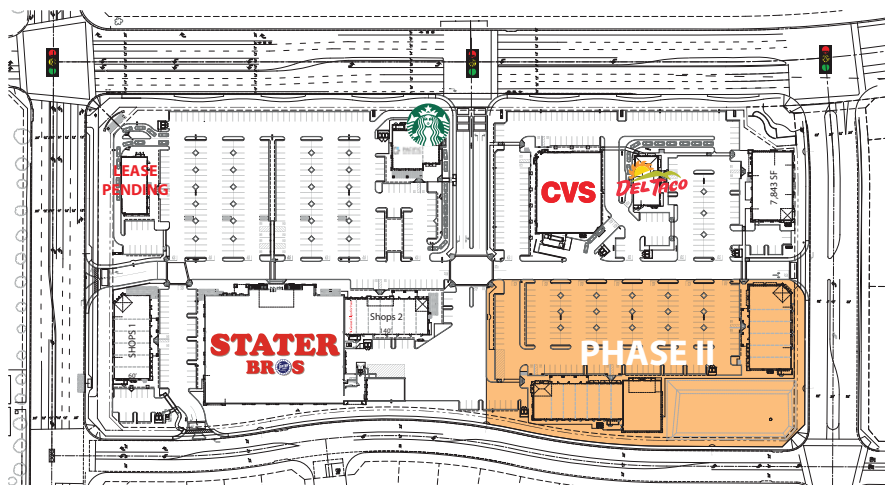
# SHOPPES AT THE LAKES

**FOR LEASE**  
PRIME RETAIL  
SPACE AVAILABLE

LOCATED AT THE SOUTHEAST CORNER OF NEWPORT ROAD & MENIFEE ROAD, MENIFEE, CALIFORNIA



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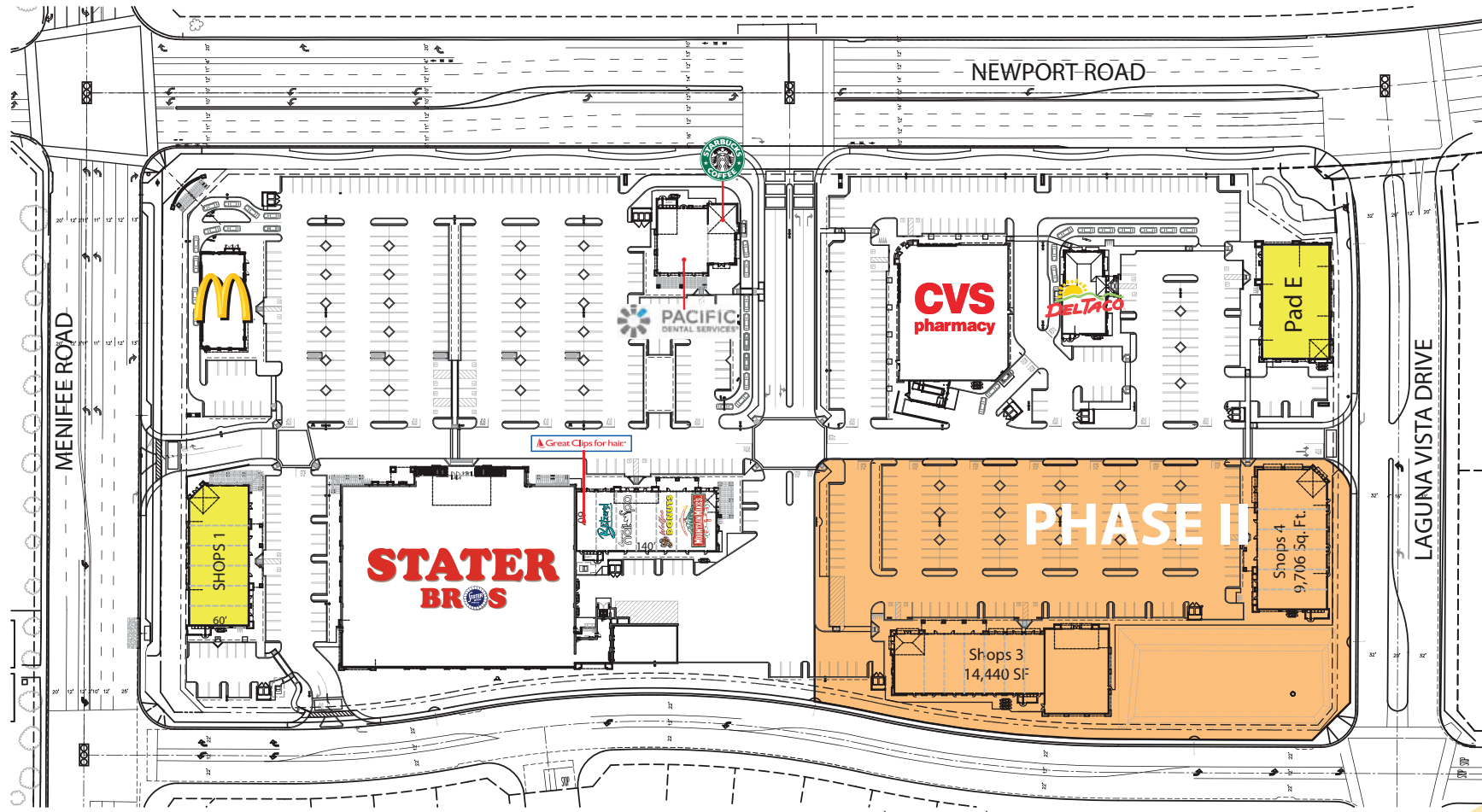
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# SHOPPES AT THE LAKES

Located at the Southeast corner of  
Newport Road & Menifee Road  
Menifee, California



For additional information, please contact:

John Hickman or Jae Chung  
(DRE #00950529) (DRE #01504403)

NewMark Merrill Companies

Tel: 760.630.8247 Fax: 760.630.4693



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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

884 Shoppes at the Lakes  
29216 Rockport Rd, Menifee, California, 92584  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 33.68414  
Longitude: -117.15169

	1 mile	2 miles	3 miles
<b>Population</b>			
2000 Population	5,360	10,071	21,543
2010 Population	11,506	24,021	44,969
2020 Population	14,018	31,010	59,805
2025 Population	15,499	33,816	65,098
2000-2010 Annual Rate	7.94%	9.08%	7.64%
2010-2020 Annual Rate	1.95%	2.52%	2.82%
2020-2025 Annual Rate	2.03%	1.75%	1.71%
2020 Male Population	48.0%	48.5%	48.3%
2020 Female Population	52.0%	51.5%	51.7%
2020 Median Age	35.5	34.6	35.8

In the identified area, the current year population is 59,805. In 2010, the Census count in the area was 44,969. The rate of change since 2010 was 2.82% annually. The five-year projection for the population in the area is 65,098 representing a change of 1.71% annually from 2020 to 2025. Currently, the population is 48.3% male and 51.7% female.

### Median Age

The median age in this area is 35.5, compared to U.S. median age of 38.5.

### Race and Ethnicity

2020 White Alone	65.7%	64.7%	64.7%
2020 Black Alone	7.1%	6.8%	6.4%
2020 American Indian/Alaska Native Alone	0.7%	0.7%	0.8%
2020 Asian Alone	9.7%	8.6%	7.5%
2020 Pacific Islander Alone	0.5%	0.5%	0.5%
2020 Other Race	10.2%	12.0%	13.6%
2020 Two or More Races	6.2%	6.6%	6.5%
2020 Hispanic Origin (Any Race)	32.3%	35.3%	37.2%

Persons of Hispanic origin represent 37.2% 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 77.2 in the identified area, compared to 65.1 for the U.S. as a whole.

### Households

2020 Wealth Index	103	107	101
2000 Households	1,788	3,556	8,318
2010 Households	3,847	7,912	15,296
2020 Total Households	4,505	9,759	19,389
2025 Total Households	4,896	10,488	20,819
2000-2010 Annual Rate	7.96%	8.33%	6.28%
2010-2020 Annual Rate	1.55%	2.07%	2.34%
2020-2025 Annual Rate	1.68%	1.45%	1.43%
2020 Average Household Size	3.11	3.18	3.08

The household count in this area has changed from 15,296 in 2010 to 19,389 in the current year, a change of 2.34% annually. The five-year projection of households is 20,819, a change of 1.43% annually from the current year total. Average household size is currently 3.08, compared to 2.94 in the year 2010. The number of families in the current year is 14,492 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	19.4%	18.7%	19.7%
<b>Median Household Income</b>			
2020 Median Household Income	\$80,023	\$83,676	\$77,738
2025 Median Household Income	\$86,185	\$91,510	\$84,958
2020-2025 Annual Rate	1.49%	1.81%	1.79%
<b>Average Household Income</b>			
2020 Average Household Income	\$97,074	\$101,831	\$96,438
2025 Average Household Income	\$111,498	\$116,175	\$109,460
2020-2025 Annual Rate	2.81%	2.67%	2.57%
<b>Per Capita Income</b>			
2020 Per Capita Income	\$31,895	\$31,744	\$31,265
2025 Per Capita Income	\$35,949	\$35,691	\$35,005
2020-2025 Annual Rate	2.42%	2.37%	2.29%

## Households by Income

Current median household income is \$77,738 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$84,958 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$96,438 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$109,460 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$31,265 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$35,005 in five years, compared to \$37,691 for all U.S. households

<b>Housing</b>			
2020 Housing Affordability Index	112	115	110
2000 Total Housing Units	1,973	3,891	8,933
2000 Owner Occupied Housing Units	1,522	2,975	6,593
2000 Renter Occupied Housing Units	267	581	1,725
2000 Vacant Housing Units	184	335	615
2010 Total Housing Units	4,376	8,780	16,878
2010 Owner Occupied Housing Units	2,946	6,209	11,659
2010 Renter Occupied Housing Units	901	1,703	3,637
2010 Vacant Housing Units	529	868	1,582
2020 Total Housing Units	5,056	10,491	20,649
2020 Owner Occupied Housing Units	3,635	7,864	15,223
2020 Renter Occupied Housing Units	870	1,896	4,166
2020 Vacant Housing Units	551	732	1,260
2025 Total Housing Units	5,560	11,374	22,307
2025 Owner Occupied Housing Units	3,989	8,519	16,332
2025 Renter Occupied Housing Units	907	1,968	4,486
2025 Vacant Housing Units	664	886	1,488

Currently, 73.7% of the 20,649 housing units in the area are owner occupied; 20.2%, renter occupied; and 6.1% 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 16,878 housing units in the area - 69.1% owner occupied, 21.5% renter occupied, and 9.4% vacant. The annual rate of change in housing units since 2010 is 9.38%. Median home value in the area is \$367,460, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.02% annually to \$406,038.

**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