



NewMark Merrill COMPANIES

When you love shopping centers it shows.



THE SHOPS AT
SPECTRUM

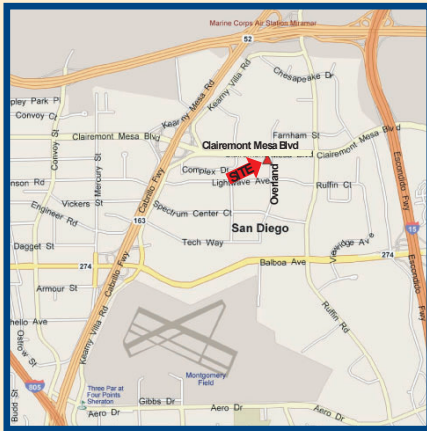
LOCATED AT THE CORNER OF CLAIREMONT MESA DRIVE & OVERLAND AVENUE, SAN DIEGO, CA



Flowers
by
Coley



Village Indian
Cuisine



Project Size Demographics

13,240 Sq. Ft. of Retail Space



**Daytime
Population***
1 Miles .. 29,102



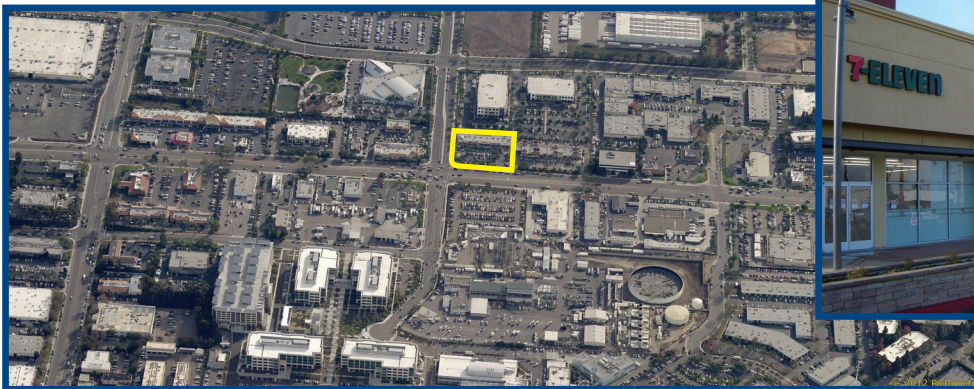
Population*
1 Mile ... 3,656
3 Miles .. 77,766



Household Income*
1 Mile ... \$102,386
3 Miles .. \$107,897



Traffic Count
Intersection... 190,000 ADT
(I-15 & Hwy 52)



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For Lease • Prime Retail Space Available

- Situated on the hard corner which serves as the main access point from Clairemont Mesa Boulevard to the mixed-use San Diego Spectrum.
- Over one million square feet of Class A Office suites to be built within the San Diego Spectrum.
- 600 existing residential units with an additional proposed 1000 units to be developed within three blocks.
- Adjacent tenants include: Starbucks, Jack in the Box, Robek's Juice, H&R Block, Primo's Jersey Mikes,
- High daytime population (29,102 emp. within a 1-mile radius and 104,681 emp. within a 3-mile).
- Signalized intersection with a combined traffic count over 27,000 cars daily.

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

For additional information,
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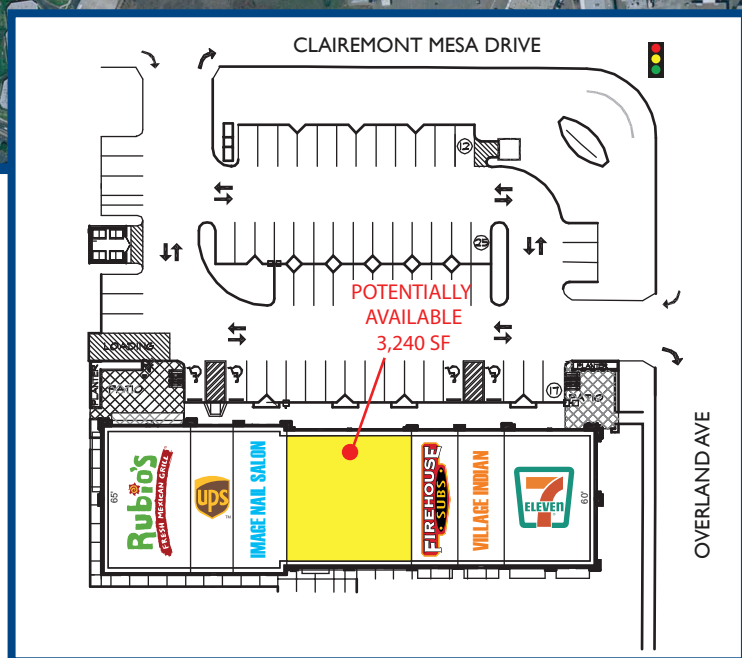
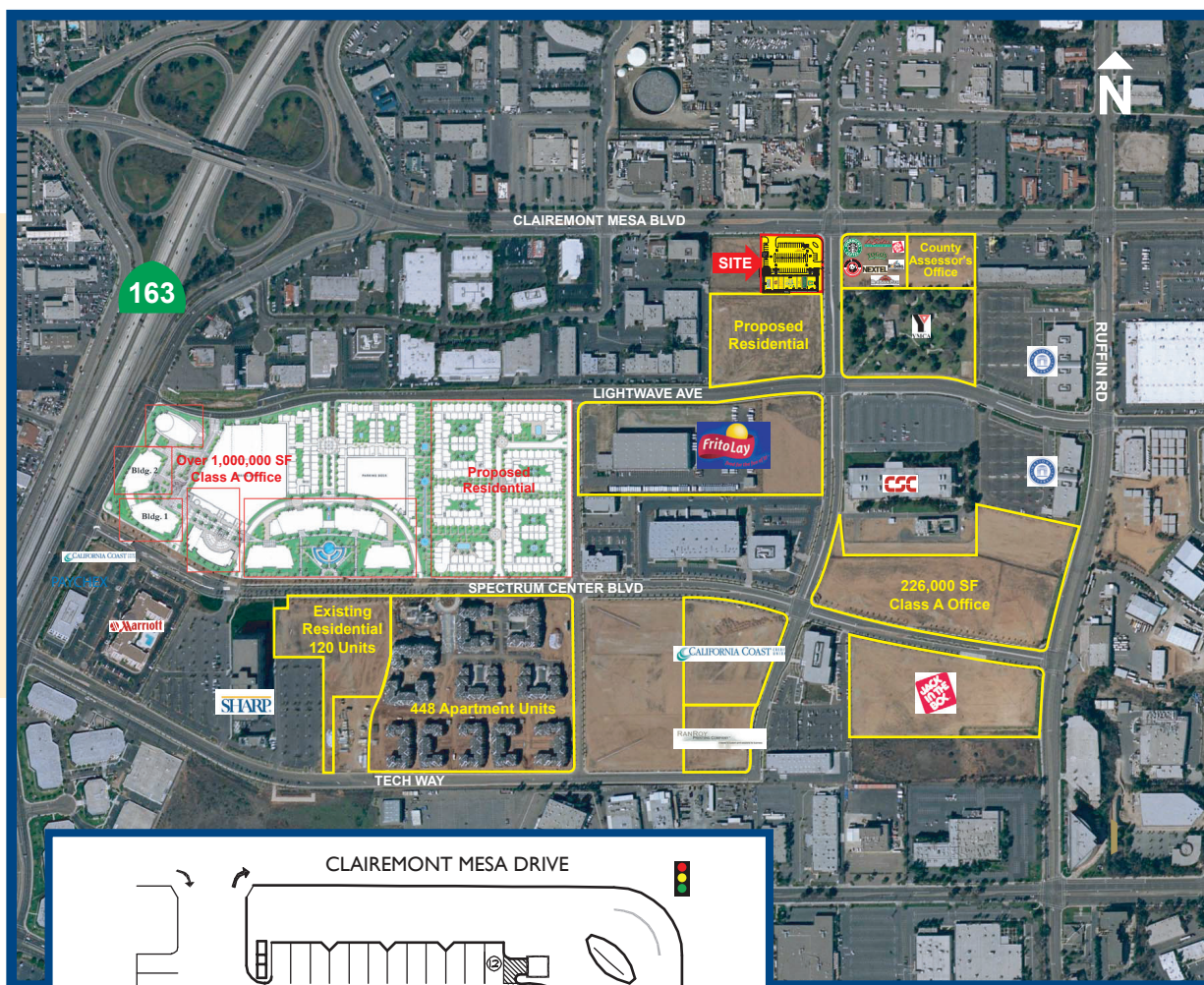
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PRIME RETAIL
SPACE AVAILABLE



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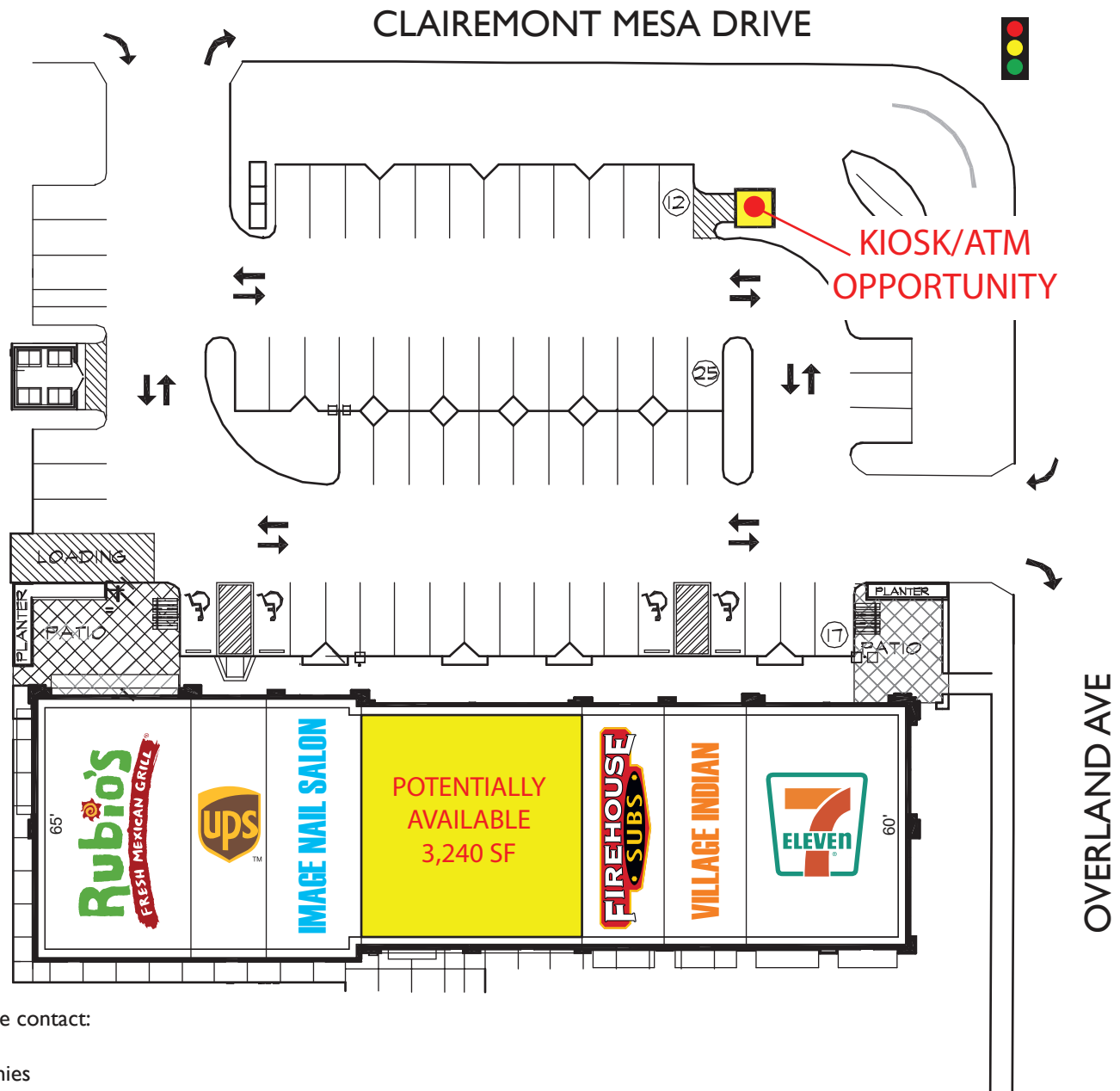
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THE SHOPS AT SPECTRUM

Located at the Southwest corner of
Clairemont Mesa Boulevard & Overland Drive
San Diego, California



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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

755 Shops at Spectrum
9245 Farnham St, San Diego, California, 92123
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 32.83235
Longitude: -117.12951

	1 mile	2 miles	3 miles
Population			
2000 Population	947	16,148	71,320
2010 Population	1,822	17,281	72,829
2020 Population	3,655	20,374	77,766
2025 Population	3,791	20,878	79,219
2000-2010 Annual Rate	6.76%	0.68%	0.21%
2010-2020 Annual Rate	7.03%	1.62%	0.64%
2020-2025 Annual Rate	0.73%	0.49%	0.37%
2020 Male Population	49.5%	48.8%	49.7%
2020 Female Population	50.5%	51.2%	50.3%
2020 Median Age	38.2	32.9	34.2

In the identified area, the current year population is 77,766. In 2010, the Census count in the area was 72,829. The rate of change since 2010 was 0.64% annually. The five-year projection for the population in the area is 79,219 representing a change of 0.37% annually from 2020 to 2025. Currently, the population is 49.7% male and 50.3% female.

Median Age

The median age in this area is 38.2, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	56.1%	58.8%	59.9%
2020 Black Alone	5.0%	7.7%	7.1%
2020 American Indian/Alaska Native Alone	0.6%	0.6%	0.7%
2020 Asian Alone	25.2%	15.9%	15.7%
2020 Pacific Islander Alone	1.0%	0.8%	0.7%
2020 Other Race	5.9%	6.9%	7.6%
2020 Two or More Races	6.2%	9.3%	8.3%
2020 Hispanic Origin (Any Race)	18.2%	20.2%	21.5%

Persons of Hispanic origin represent 21.5% 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 74.3 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	80	99	110
2000 Households	415	5,655	26,123
2010 Households	885	6,341	27,315
2020 Total Households	1,770	7,646	29,478
2025 Total Households	1,834	7,817	30,015
2000-2010 Annual Rate	7.87%	1.15%	0.45%
2010-2020 Annual Rate	7.00%	1.84%	0.75%
2020-2025 Annual Rate	0.71%	0.44%	0.36%
2020 Average Household Size	2.04	2.66	2.62

The household count in this area has changed from 27,315 in 2010 to 29,478 in the current year, a change of 0.75% annually. The five-year projection of households is 30,015, a change of 0.36% annually from the current year total. Average household size is currently 2.62, compared to 2.65 in the year 2010. The number of families in the current year is 18,892 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.

November 04, 2020



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	1 mile	2 miles	3 miles
Mortgage Income			
2020 Percent of Income for Mortgage	22.0%	27.4%	28.5%
Median Household Income			
2020 Median Household Income	\$91,933	\$83,743	\$86,373
2025 Median Household Income	\$100,678	\$90,670	\$94,966
2020-2025 Annual Rate	1.83%	1.60%	1.91%
Average Household Income			
2020 Average Household Income	\$102,386	\$102,462	\$107,897
2025 Average Household Income	\$113,883	\$114,148	\$120,474
2020-2025 Annual Rate	2.15%	2.18%	2.23%
Per Capita Income			
2020 Per Capita Income	\$47,966	\$38,630	\$41,430
2025 Per Capita Income	\$53,297	\$42,959	\$46,241
2020-2025 Annual Rate	2.13%	2.15%	2.22%

Households by Income

Current median household income is \$86,373 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$94,966 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$107,897 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$120,474 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$41,430 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$46,241 in five years, compared to \$37,691 for all U.S. households

Housing			
2020 Housing Affordability Index	112	90	85
2000 Total Housing Units	433	5,779	26,897
2000 Owner Occupied Housing Units	319	2,753	13,194
2000 Renter Occupied Housing Units	96	2,901	12,929
2000 Vacant Housing Units	18	125	774
2010 Total Housing Units	1,009	6,637	28,750
2010 Owner Occupied Housing Units	492	2,874	13,310
2010 Renter Occupied Housing Units	393	3,467	14,005
2010 Vacant Housing Units	124	296	1,435
2020 Total Housing Units	1,935	7,955	30,965
2020 Owner Occupied Housing Units	613	3,032	13,554
2020 Renter Occupied Housing Units	1,158	4,613	15,924
2020 Vacant Housing Units	165	309	1,487
2025 Total Housing Units	2,001	8,133	31,611
2025 Owner Occupied Housing Units	617	3,106	13,876
2025 Renter Occupied Housing Units	1,218	4,711	16,139
2025 Vacant Housing Units	167	316	1,596

Currently, 43.8% of the 30,965 housing units in the area are owner occupied; 51.4%, 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 28,750 housing units in the area - 46.3% owner occupied, 48.7% renter occupied, and 5.0% vacant. The annual rate of change in housing units since 2010 is 3.35%. Median home value in the area is \$590,110, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 1.25% annually to \$627,853.

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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