



# NewMark Merrill

COMPANIES

*When you love shopping centers it shows.*



## THE SHOPS AT SPECTRUM



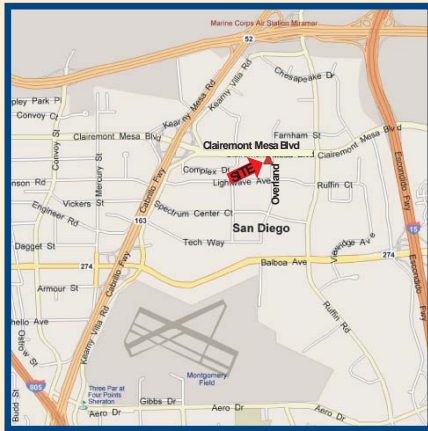
IMAGE  
NAILS & SPA



Flowers  
by  
Coley



Village Indian  
Cuisine



### Project Size Demographics



**Daytime  
Population\***  
1 Miles .. 37,598



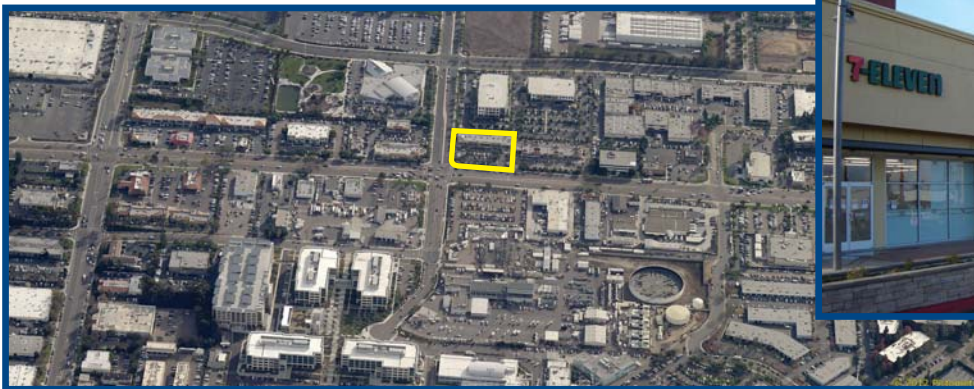
**Population\***  
1 Mile ... 3,188  
3 Miles .. 78,997



**Household Income\***  
1 Mile ... \$87,894  
3 Miles .. \$95,403



**Traffic Count**  
Intersection... 27,485 ADT  
(SANDAG 2015)



NewMark Merrill  
COMPANIES

### 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 (39,728 emp. within a 1-mile radius and 38,797 emp. within a 3-mile).
- Signalized intersection with a combined traffic count over 27,000 cars daily.

For additional information,  
please contact:

**Jae Chung**  
jchung@newmarkmerrill.com  
(Lic #01504403)

Tel: (760) 630-8247  
Fax: (760) 630-4693

427 College Blvd  
Suite K  
Oceanside, CA 92057

www.newmarkmerrill.com

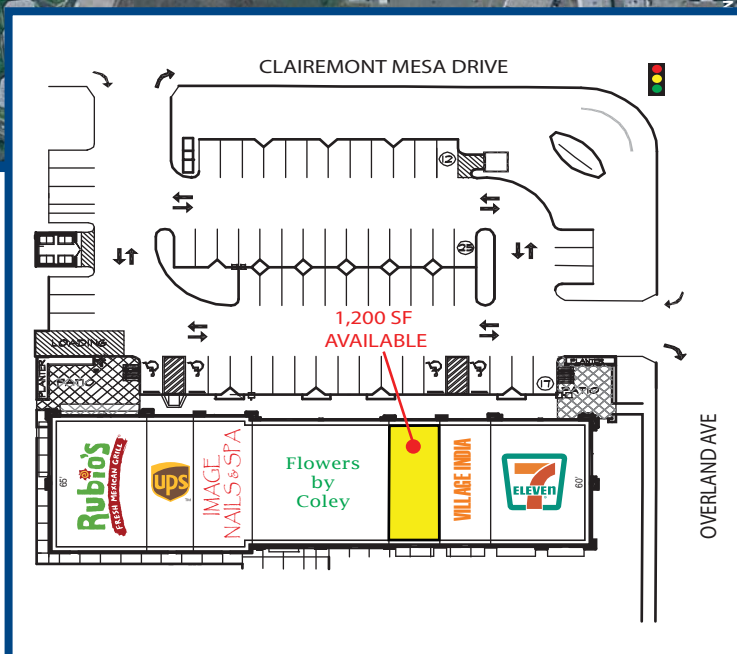
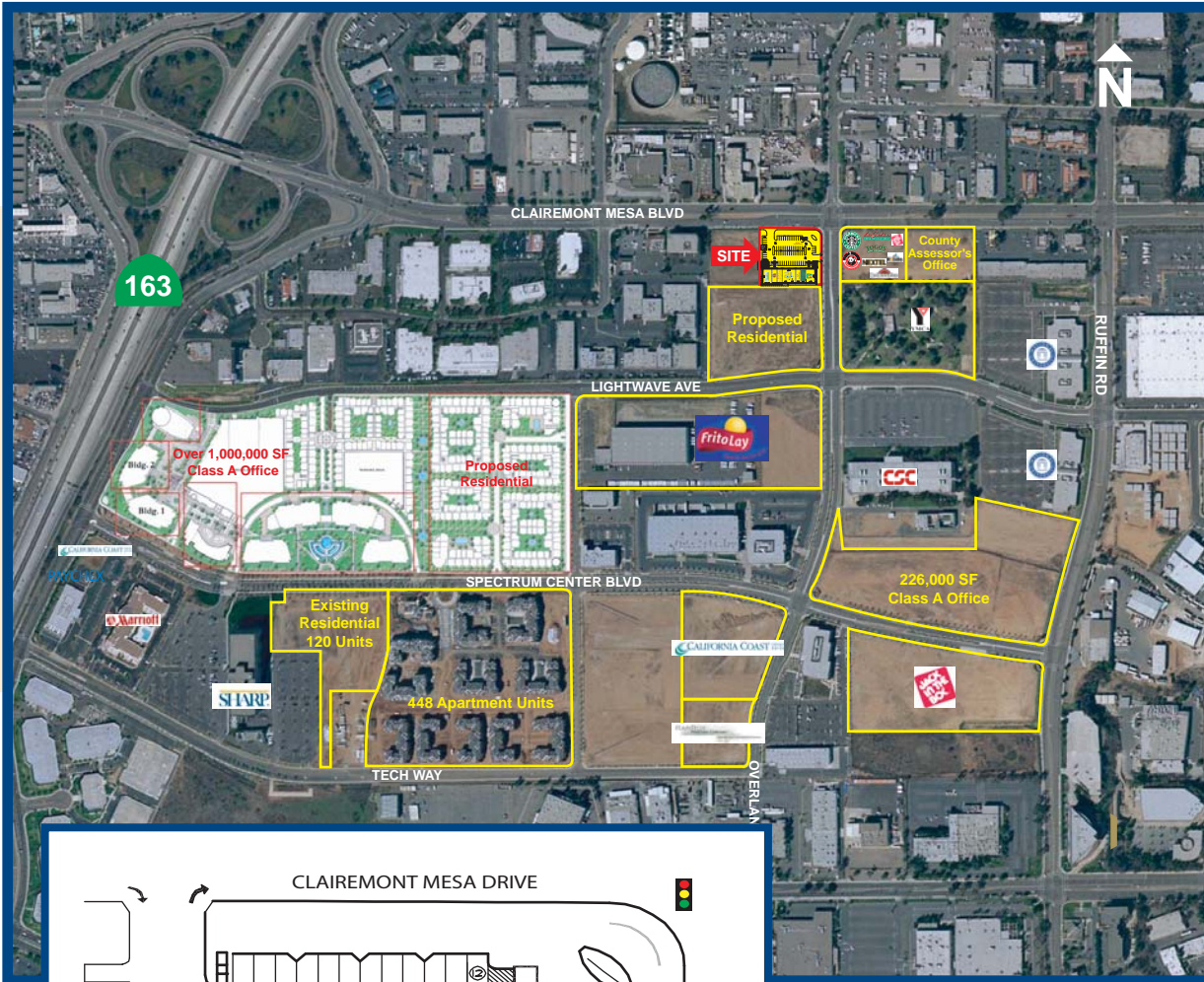
\* Estimates are based on 2019 demographics for population and average income per household. Traffic count is based upon 2015 SANDAG calculations. The information herein is not guaranteed and should be independently verified.



# THE SHOPS AT SPECTRUM

**FOR LEASE**  
**PRIME RETAIL**  
**SPACE AVAILABLE**

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



**NewMark Merrill**  
COMPANIES

For additional information,  
please contact:

**Jae Chung**  
jchung@newmarkmerrill.com  
(Lic #01504403)

Tel: (760) 630-8247  
Fax: (760) 630-4693

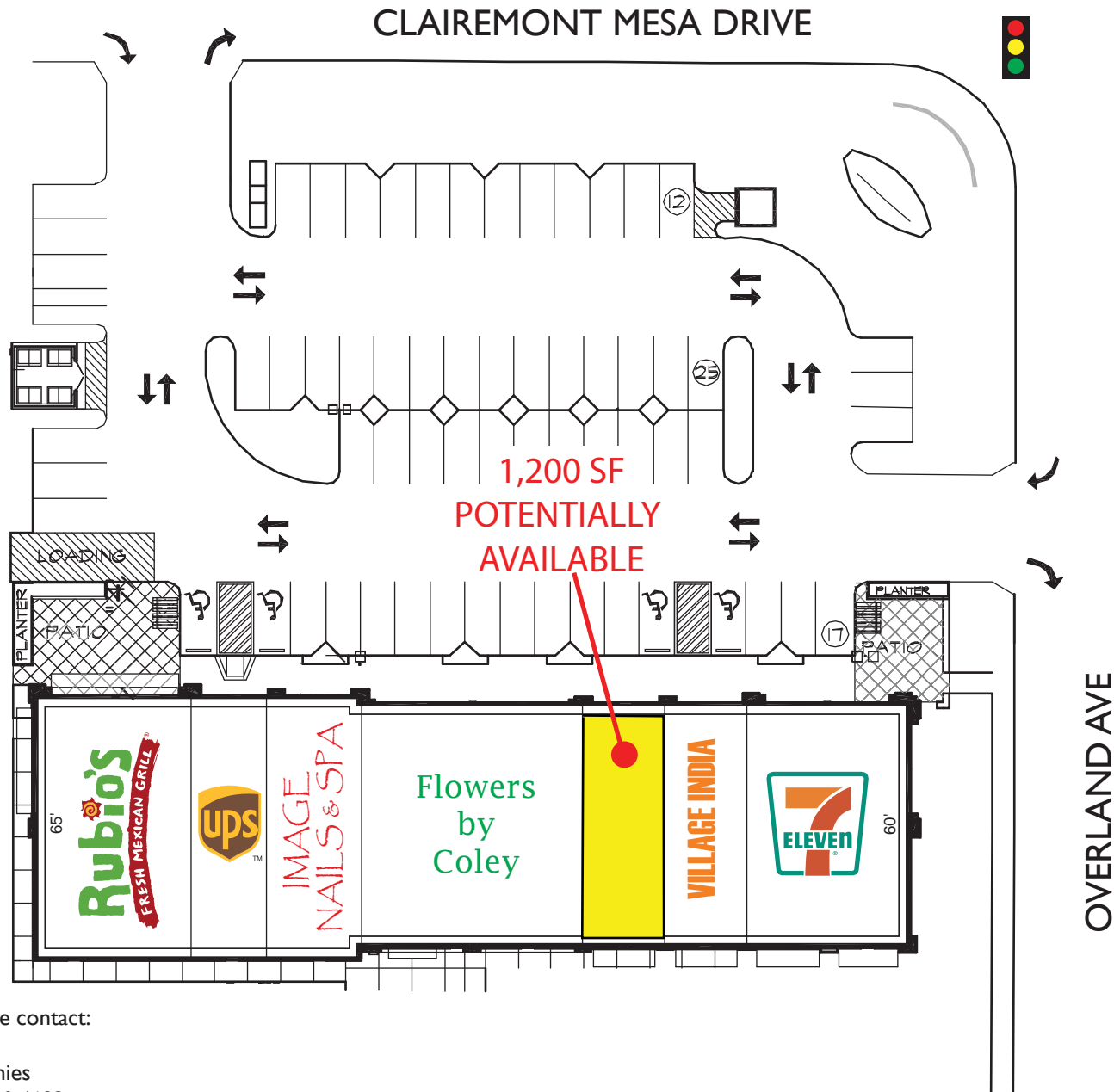
427 College Blvd  
Suite K  
Oceanside, CA 92057

www.newmarkmerrill.com



# THE SHOPS AT SPECTRUM

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



For additional information, please contact:

Jae Chung (DRE #01504403)

NewMark Merrill Companies

Tel: 760.630.8247 Fax: 760.630.4693

NewMark Merrill  
COMPANIES

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
<b>Population</b>			
2000 Population	947	16,776	71,563
2010 Population	1,822	17,926	73,044
2018 Population	3,188	20,835	78,997
2023 Population	3,763	22,248	82,737
2000-2010 Annual Rate	6.76%	0.67%	0.21%
2010-2018 Annual Rate	7.02%	1.84%	0.95%
2018-2023 Annual Rate	3.37%	1.32%	0.93%
2018 Male Population	49.6%	48.8%	49.6%
2018 Female Population	50.4%	51.2%	50.4%
2018 Median Age	37.5	32.5	33.8

In the identified area, the current year population is 78,997. In 2010, the Census count in the area was 73,044. The rate of change since 2010 was 0.95% annually. The five-year projection for the population in the area is 82,737 representing a change of 0.93% annually from 2018 to 2023. Currently, the population is 49.6% male and 50.4% female.

### Median Age

The median age in this area is 37.5, compared to U.S. median age of 38.3.

### Race and Ethnicity

2018 White Alone	57.0%	59.7%	60.6%
2018 Black Alone	5.1%	7.8%	7.1%
2018 American Indian/Alaska Native Alone	0.7%	0.6%	0.7%
2018 Asian Alone	24.3%	15.1%	15.1%
2018 Pacific Islander Alone	1.0%	0.8%	0.7%
2018 Other Race	5.8%	6.9%	7.5%
2018 Two or More Races	6.1%	9.1%	8.2%
2018 Hispanic Origin (Any Race)	18.0%	20.2%	21.3%

Persons of Hispanic origin represent 21.3% of the population in the identified area compared to 18.3% 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 73.7 in the identified area, compared to 64.3 for the U.S. as a whole.

### Households

2000 Households	415	5,899	26,263
2010 Households	885	6,587	27,443
2018 Total Households	1,544	7,753	29,810
2023 Total Households	1,821	8,298	31,247
2000-2010 Annual Rate	7.87%	1.11%	0.44%
2010-2018 Annual Rate	6.98%	2.00%	1.01%
2018-2023 Annual Rate	3.36%	1.37%	0.95%
2018 Average Household Size	2.04	2.68	2.63

The household count in this area has changed from 27,443 in 2010 to 29,810 in the current year, a change of 1.01% annually. The five-year projection of households is 31,247, a change of 0.95% annually from the current year total. Average household size is currently 2.63, compared to 2.65 in the year 2010. The number of families in the current year is 19,216 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.



# 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
<b>Median Household Income</b>			
2018 Median Household Income	\$84,051	\$75,956	\$76,338
2023 Median Household Income	\$93,492	\$83,935	\$86,148
2018-2023 Annual Rate	2.15%	2.02%	2.45%
<b>Average Household Income</b>			
2018 Average Household Income	\$87,894	\$90,108	\$95,403
2023 Average Household Income	\$99,445	\$103,671	\$111,598
2018-2023 Annual Rate	2.50%	2.84%	3.19%
<b>Per Capita Income</b>			
2018 Per Capita Income	\$41,599	\$33,971	\$36,637
2023 Per Capita Income	\$46,863	\$39,186	\$42,846
2018-2023 Annual Rate	2.41%	2.90%	3.18%

Current median household income is \$76,338 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$86,148 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$95,403 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$111,598 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$36,637 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$42,846 in five years, compared to \$36,530 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	433	6,029	27,050
2000 Owner Occupied Housing Units	319	2,887	13,251
2000 Renter Occupied Housing Units	96	3,013	13,012
2000 Vacant Housing Units	18	129	787
2010 Total Housing Units	1,009	6,889	28,884
2010 Owner Occupied Housing Units	492	3,000	13,416
2010 Renter Occupied Housing Units	393	3,587	14,027
2010 Vacant Housing Units	124	302	1,441
2018 Total Housing Units	1,725	8,100	31,277
2018 Owner Occupied Housing Units	605	3,156	13,659
2018 Renter Occupied Housing Units	939	4,597	16,151
2018 Vacant Housing Units	181	347	1,467
2023 Total Housing Units	2,037	8,690	32,772
2023 Owner Occupied Housing Units	790	3,629	15,098
2023 Renter Occupied Housing Units	1,031	4,669	16,149
2023 Vacant Housing Units	216	392	1,525

Currently, 43.7% of the 31,277 housing units in the area are owner occupied; 51.6%, renter occupied; and 4.7% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 28,884 housing units in the area - 46.4% owner occupied, 48.6% renter occupied, and 5.0% vacant. The annual rate of change in housing units since 2010 is 3.60%. Median home value in the area is \$495,644, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 1.86% annually to \$543,431.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.