



# NewMark Merrill COMPANIES

*When you love shopping centers it shows.*



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



map not to scale

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



**Total Daytime Population\***  
1 Mile ... 16,085  
3 Miles .. 90,671



**Population\***  
1 Mile ... 16,085  
3 Miles .. 69,055



**Household Income\***  
1 Mile ... \$164,157  
3 Miles .. \$206,171



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



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## 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 2018 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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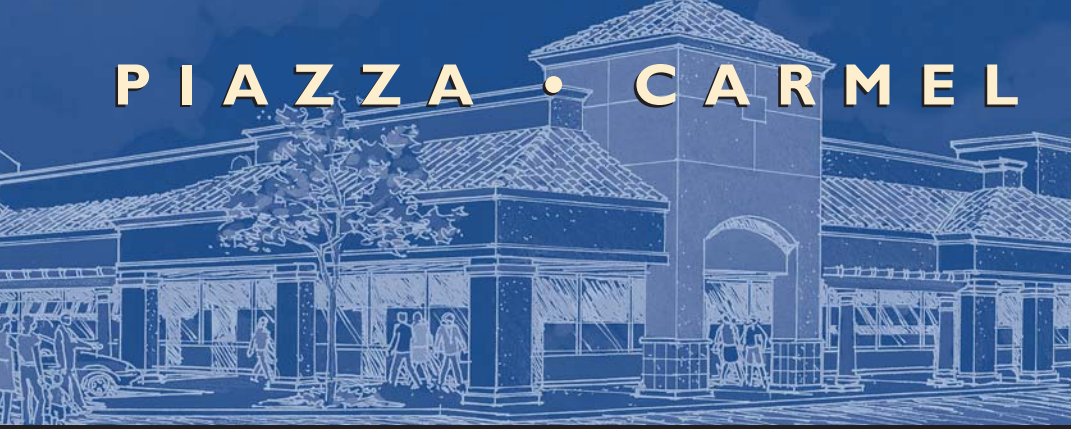
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# PIAZZA • CARMEL

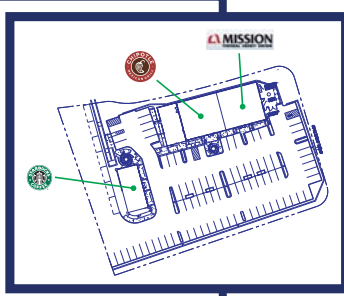


**FOR LEASE**  
**Prime Retail**  
**Space Available**

**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	Scripps Performing Arts Center	4,500
202	Elam's Hallmark	5,095
203	Griffin Ace Hardware	9,662
204	San Diego Blood Bank	3,072
301	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	Verizon 4G Wireless	1,197
406	California Cuts	1,205
407	AVAILABLE	1,212
408	Fred's Shoes	1,037
409	Sotheby's	458
501	Vons/Safeway	49,347
600	Jon's Tailor	449
601	POTENTIALLY AVAILABLE	1,033
602	Empire Beauty Supply	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	Highland Jewelers	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	Papa John's Pizza	1,438
903	Spices Thai Café	2,701
904	Church's Martial Arts	2,600
905A	AVAILABLE	5,111
1001	Souplantation	7,400
3775	Starbuck's	1,667
3881	Chipotle	2,650
3885	Mission Federal Credit Union	2,650



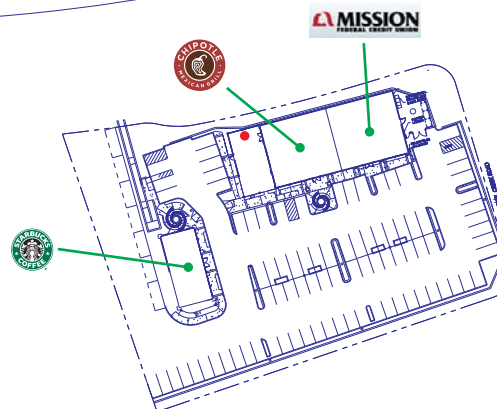
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Landlord makes no representation that any of the above tenants or building configurations will exist now or in the future. Tenants depicted may be proposed and may not actually occupy the proposed buildings. The dimensions and square footages shown 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
2019 Population	16,085	48,611	69,055
2024 Population	17,043	51,461	73,883
2000-2010 Annual Rate	3.11%	3.55%	3.89%
2010-2019 Annual Rate	0.53%	0.94%	1.76%
2019-2024 Annual Rate	1.16%	1.15%	1.36%
2019 Male Population	47.9%	48.7%	48.9%
2019 Female Population	52.1%	51.3%	51.1%
2019 Median Age	37.1	39.8	40.1

In the identified area, the current year population is 69,055. In 2010, the Census count in the area was 58,789. The rate of change since 2010 was 1.76% annually. The five-year projection for the population in the area is 73,883 representing a change of 1.36% annually from 2019 to 2024. Currently, the population is 48.9% male and 51.1% female.

## Median Age

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

## Race and Ethnicity

2019 White Alone	64.8%	66.8%	67.1%
2019 Black Alone	1.0%	0.8%	0.8%
2019 American Indian/Alaska Native Alone	0.2%	0.2%	0.2%
2019 Asian Alone	27.5%	25.9%	25.6%
2019 Pacific Islander Alone	0.1%	0.1%	0.1%
2019 Other Race	1.8%	1.5%	1.4%
2019 Two or More Races	4.6%	4.7%	4.7%
2019 Hispanic Origin (Any Race)	8.3%	7.9%	8.2%

Persons of Hispanic origin represent 8.2% of the population in the identified area compared to 18.6% 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 56.1 in the identified area, compared to 64.8 for the U.S. as a whole.

## Households

2019 Wealth Index	190	251	263
2000 Households	4,842	12,502	15,818
2010 Households	6,421	17,116	22,206
2019 Total Households	6,671	18,407	25,466
2024 Total Households	7,045	19,375	27,040
2000-2010 Annual Rate	2.86%	3.19%	3.45%
2010-2019 Annual Rate	0.41%	0.79%	1.49%
2019-2024 Annual Rate	1.10%	1.03%	1.21%
2019 Average Household Size	2.41	2.64	2.71

The household count in this area has changed from 22,206 in 2010 to 25,466 in the current year, a change of 1.49% annually. The five-year projection of households is 27,040, a change of 1.21% 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 18,554 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 2019 and 2024. Esri converted Census 2000 data into 2010 geography.



# Executive Summary

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<b>Mortgage Income</b>			
2019 Percent of Income for Mortgage	29.2%	31.6%	33.1%
<b>Median Household Income</b>			
2019 Median Household Income	\$130,478	\$156,058	\$161,175
2024 Median Household Income	\$150,054	\$170,186	\$176,302
2019-2024 Annual Rate	2.84%	1.75%	1.81%
<b>Average Household Income</b>			
2019 Average Household Income	\$164,157	\$197,810	\$206,171
2024 Average Household Income	\$185,019	\$219,337	\$227,952
2019-2024 Annual Rate	2.42%	2.09%	2.03%
<b>Per Capita Income</b>			
2019 Per Capita Income	\$66,543	\$74,791	\$76,359
2024 Per Capita Income	\$74,668	\$82,424	\$83,794
2019-2024 Annual Rate	2.33%	1.96%	1.88%

### Households by Income

Current median household income is \$161,175 in the area, compared to \$60,548 for all U.S. households. Median household income is projected to be \$176,302 in five years, compared to \$69,180 for all U.S. households

Current average household income is \$206,171 in this area, compared to \$87,398 for all U.S. households. Average household income is projected to be \$227,952 in five years, compared to \$99,638 for all U.S. households

Current per capita income is \$76,359 in the area, compared to the U.S. per capita income of \$33,028. The per capita income is projected to be \$83,794 in five years, compared to \$36,530 for all U.S. households

<b>Housing</b>			
2019 Housing Affordability Index	82	77	73
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
2019 Total Housing Units	6,951	19,083	26,694
2019 Owner Occupied Housing Units	4,217	12,066	17,048
2019 Renter Occupied Housing Units	2,453	6,341	8,418
2019 Vacant Housing Units	280	676	1,228
2024 Total Housing Units	7,310	20,026	28,252
2024 Owner Occupied Housing Units	4,374	12,670	18,133
2024 Renter Occupied Housing Units	2,671	6,704	8,907
2024 Vacant Housing Units	265	651	1,212

Currently, 63.9% of the 26,694 housing units in the area are owner occupied; 31.5%, renter occupied; and 4.6% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.2% 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 5.50%. Median home value in the area is \$1,088,682, compared to a median home value of \$234,154 for the U.S. In five years, median value is projected to change by 0.01% annually to \$1,089,013.

**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 2019 and 2024. Esri converted Census 2000 data into 2010 geography.