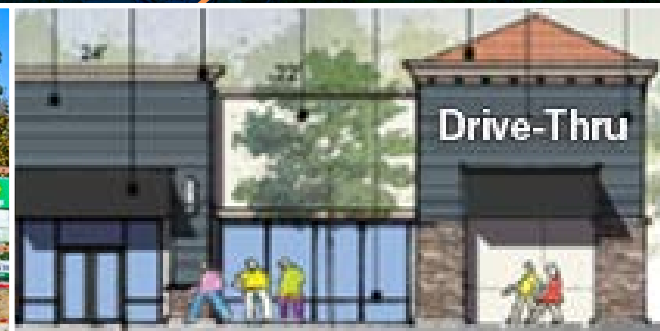


# RANCH & COAST CENTER | SALE OR LEASE

189-203 S RANCHO SANTA FE RD, ENCINITAS, CA 92024



ANCHOR BUILDINGS | QSR DRIVE THRU | SHOP SPACE



# PROPERTY DETAILS

## SAN DIEGO RANCH & COAST RETAIL CENTER SALE OR LEASE OPPORTUNITY

Ranch & Coast  
ENCINITAS

New Retail Anchor Buildings, Shops and Restaurants offering Ranch & Coast lifestyle provisions such as apparel, garden, equipment rental, fencing, irrigation, landscape, tack & feed supplies located in the heart of Encinitas and Rancho Santa Fe, CA.

The location benefits from its proximity to affluent communities, major highways, and coastal areas, making it ideal for retailers seeking long-term growth in a high-demand, upscale market generating strong retail fundamentals.

### SPACE AVAILABLE FOR LEASE OR BUILD-TO-SUIT

#### AVAILABLE SPACE

<b>Anchor Buildings:</b>	± 20,000 SF
<b>Shop Space:</b>	Various
<b>QSR Drive Thru:</b>	±1,800 SF



Marcus & Millichap  
ROSE RETAIL GROUP



# HIGHLIGHTS



Access to \$9B Annual Consumer Spending



Daytime Population in Excess of 600,000



Over 200,000 Households Projected



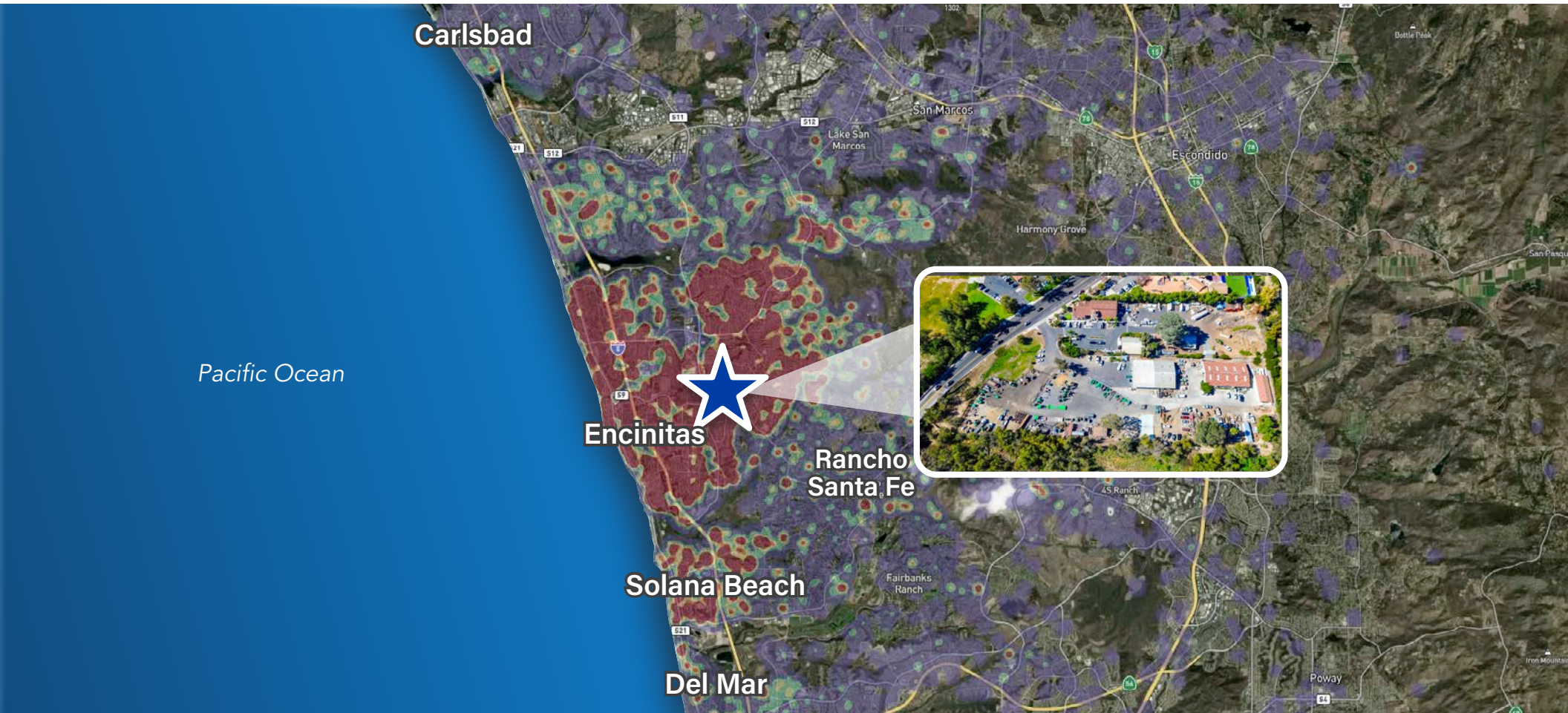
Avg. HH Income \$206,609+  
Amongst the highest income communities in the U.S.



Ground Lease & Build-to-Suit Opportunities

**ACCESS TO OVER \$9B IN CONSUMER SPENDING, TRANSPORTATION AND SOUTHERN CALIFORNIA RANCH AND COAST LIFESTYLE.**

# PRIMARY TRADE AREA



Traffic Counts  
**22,042**  
AVERAGE DAILY TRAFFIC

Average Household  
Income  
**\$206,609**

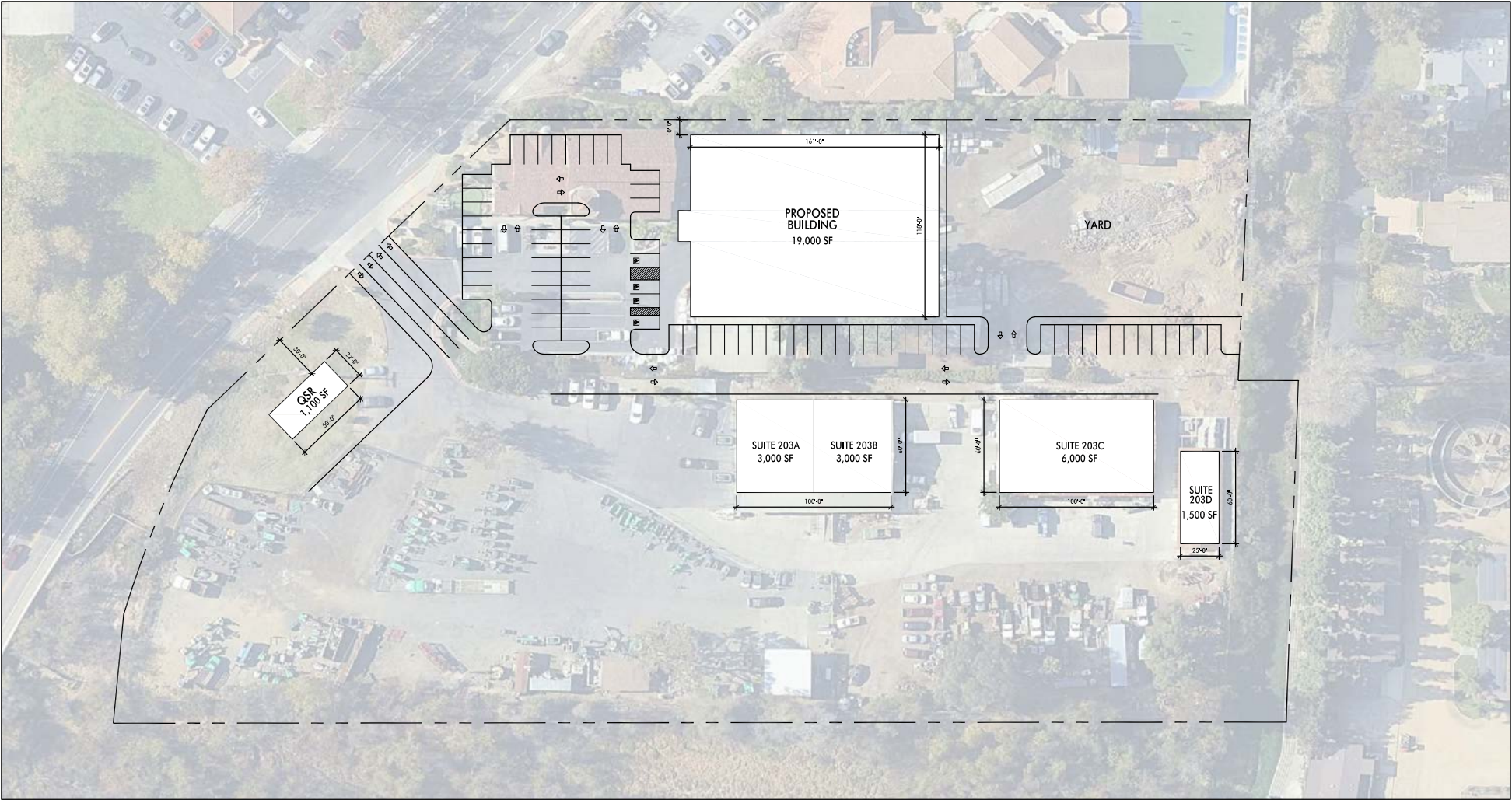
Total  
Households  
**200,000+**

# AERIAL

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# SITE PLAN



# LOCAL SHOPPING CENTERS

**FORUM@CARLSBAD**

**PLAZA AT ENCINITAS RANCH**

**ENCINITAS RANCH TOWN CENTER**

**CAMINO VILLAGE PLAZA & EL CAMINO PROMENADE**

**ENCINITAS MARKETPLACE**

**ENCINITAS VILLAGE SHOPPING CENTER**

**CAMINO REAL SHOPPING CENTER**

**Ranch & Coast  
ENCINITAS**

**THE RANCH**



# Encinitas

## AN INVITING ESCAPE

Encinitas is a coastal city in San Diego County with a population of about 63,184 people. It has a median household income of \$132,276, which is much higher than the US average of \$69,021. The city is known for its beach culture, pristine beaches, botanic gardens, vibrant downtown, surf, sail, golf and yoga culture. Some of the popular local companies include Hansen Surfboards, Scotty Cameron Golf, Seaside Market, Vuori, La Paloma Theater, Encinitas Surfboards & Skate Shop, Yoga Six Encinitas, and Swami's Cafe.

The city has an unemployment rate of 4.7%, which is lower than the US average of 6.0%. The job market has increased by 1.4% over the last year and is expected to grow by 34.8% over the next ten years. The most common occupations in Encinitas are in professional, scientific, technical services (16.8%), health care and social assistance (11.2%), and manufacturing (11.2%).

The cost of living in Encinitas is higher than the US average, mainly due to the high rental costs and groceries. A two-bedroom apartment in Encinitas costs about \$3,000 per month, while the US average is \$1,192.3. The city also has higher sales and income tax rates than the US average.

Encinitas is a vibrant and diverse city that offers a variety of attractions and activities for residents and visitors. It has a rich history, a strong sense of community, and a beautiful natural environment.

RECENTLY NAMED AMONG THE 20 BEST SURF TOWNS IN THE WORLD BY NATIONAL GEOGRAPHIC, ENCINITAS WEARS ITS SURF HISTORY PROUDLY. LOCATED ALONG SIX MILES OF PACIFIC OCEAN COASTLINE, ENCINITAS IS AN UNSPOILED REMINDER OF THE HISTORIC HIGHWAY 101 BEACH CULTURE THAT THRIVED IN THE MID-1900S

## HIGHLIGHTS



Encinitas has a population of 63,184 residents



The city has a median household income of \$132,276, which is much higher than the US average of \$69,021.



The city has an unemployment rate of 4.7%, which is lower than the U.S. average of 6.0%.



Encinitas is expected to benefit from increased dynamism of its economy thanks to a expected job market growth of 34.8% over the next ten years.

# ENCINITAS DEMOGRAPHICS

POPULATION	1 MILE	5 MILES	10 MILES
2028 Projection	5,780	133,275	579,92
2023 Estimate	5,726	131,608	564,773
2020 Census	5,790	133,864	572,582
2010 Census	5,723	124,880	516,730
Daytime Population 2023 Estimate	4,415	123,111	640,158
HOUSEHOLDS	1 MILE	5 MILES	10 MILES
2028 Projections	2,315	53,120	215,947
2023 Estimate	2,290	52,415	210,234
2023 Estimate Average (Mean) Household Size	2.5	2.5	2.7
2020 Census	2,273	51,949	206,673
2010 Census	2,273	49,509	189,317
HOUSEHOLDS BY INCOME	1 MILE	5 MILES	10 MILES
2023 Estimate			
\$250,000 or More	21.0	21.0	15.8
\$200,000 - \$249,999	13.2	12.2	10.6
\$150,000 - \$199,999	13.1	13.6	14.5
\$125,000 - \$149,999	8.0	8.5	9.3
\$100,000 - \$124,999	9.9	9.8	10.9
\$75,000 - \$99,999	9.2	9.4	10.5
\$50,000 - \$74,999	7.8	8.8	10.1
\$35,000 - \$49,999	4.9	5.2	6.0
\$25,000 - \$34,999	4.0	3.3	3.6
\$15,000 - \$24,999	3.8	3.6	3.7
Under \$15,000	5.1	4.6	5.0
2023 Est. Average Household Income	\$206,609	205,398	178,598
2023 Est. Median Household Income	\$141,050	140,123	125,275
2023 Est. Per Capita Income	\$82,708	81,974	66,680

HOUSING UNITS	1 MILE	5 MILES	10 MILES
Occupied Units			
2028 Projection Occupied Units	2,442	57,526	227,756
2023 Estimate Occupied Units	2,415	56,748	221,986
Owner Occupied	1,786	35,822	138,827
Renter Occupied	504	16,593	71,407
Vacant	125	4,332	11,752
Persons In Units			
2023 Persons in Units	2,290	52,415	210,234
1 Person Units	25.5%	24.2%	21.4%
2 Person Units	35.2%	36.3%	34.0%
3 Person Units	16.6%	16.2%	17.7%
4 Person Units	14.5%	15.7%	16.8%
5 Person Units	5.4%	5.2%	6.4%
6+ Person Units	2.7%	2.4%	3.6%

POPULATION PROFILE	1 MILE	5 MILES	10 MILES
Population By Age			
2023 Estimate Total Population	5,726	131,608	564,773
Under 4	3.8%	4.7%	5.5%
5 to 14 Years	9.7%	11.6%	13.1%
15 to 17 Years	3.8%	3.6%	3.8%
18 to 19 Years	2.2%	2.0%	2.3%
20 to 24 Years	4.5%	4.3%	4.9%
25 to 29 Years	3.6%	4.6%	5.5%
30 to 34 Years	3.7%	5.9%	6.6%
35 to 39 Years	4.3%	6.7%	7.2%
40 to 49 Years	11.0%	13.4%	14.1%
50 to 59 Years	16.3%	14.6%	13.5%
60 to 64 Years	9.9%	7.9%	6.6%
65 to 69 Years	9.4%	7.1%	5.8%
70 to 74 Years	6.7%	5.6%	4.6%
75 to 79 Years	4.8%	3.5%	2.9%
80 to 84 Years	2.8%	2.1%	1.8%
Age 85+	3.5%	2.5%	1.9%
Median Age	52.6	44.8	40.8

# San Diego

## MARKET OVERVIEW

San Diego is a city on the Pacific Coast of southern California, immediately adjacent to the Mexican border. With a 2021 population over 1.4 million people, San Diego is the eighth most populous city in the United States and second most populous in California. The city is also the county seat of San Diego County, the fifth most populous county in the United States. Since 2010, the local population in San Diego has grown by almost 7.5%. With an average household income of \$120,074, San Diego is also one of the wealthier cities in the state. The city is known to feature some of the most expensive real estate in the country. The median home value in San Diego is \$864,662, representing an increase of 25.9% since September 2020.

Featuring cutting-edge businesses in life sciences, genomics, biotechnology, telecommunications, Smart City technology, software, and electronics, San Diego is home to notable companies including Qualcomm, Sharp Healthcare, Scripps Health, Nokia, Kaiser Permanente, Cubic Corporation, and Sony. Qualcomm, founded in San Diego, has helped the city grow to a world leader in wireless communications and drives \$4 billion in regional impact each year. With its mild year-round climate and extensive beaches, San Diego offers its local population a highly desirable quality of life coupled with the opportunity to work with some of the most cutting-edge businesses in the country. In 2020, the city was ranked as a top ten city for tech jobs as companies including Eli Lilly, Pfizer, and Takeda need access to a skilled and highly educated labor force. In San Diego, over 45% of city residents hold a bachelor's degree or higher, much higher than the statewide average.

The University of California, San Diego (UCSD), located in nearby La Jolla, is ranked as the third best public research university in the United States, according to Forbes. It is the only university in the San Diego region that is classified "R1: Doctoral Universities – Very high research activity," and it has the 7th largest research expenditure in the country. In 2019, UCSD received over \$1.35 billion in research funding, its largest total ever. With over 40,000 employees, UCSD is the second largest employer in the city. Other notable colleges and universities within San Diego include San Diego State University, University of San Diego, and Point Loma Nazarene University.



## a major economic hub of california

The largest driver of economic activity in San Diego is the military/defense industry, heavily influenced by the city's deep-water harbor port. Home to military bases for the United States Navy, Marines, and Coast Guard, the city features the only major submarine and shipbuilding yards on the West Coast. Several major national defense contractors were started and are headquartered in San Diego, including General Atomics, Cubic Corporation, and NASSCO. The military infrastructure in San Diego is still growing and developing, with numerous military personnel stationed there. The Navy Region Southwest Headquarters at Manchester Pacific Gateway opened in November 2020, a 17-story, 473,000-square-foot southwest headquarters for the United States Navy. As of 2020, the military/defense industry provides 23% of the total jobs in San Diego. Throughout 2019, military spending contributed \$52 billion in economic impact for San Diego County.

Tourism is another major driver of economic activity in San Diego. Responsible for over 194,000 jobs, the city's numerous tourist attractions include Balboa Park, Belmont amusement park, San Diego Zoo, San Diego Zoo Safari Park, SeaWorld San Diego, and the largest sport fishing fleet in southern California. San Diego hosted 35.1 million visitors in 2019, contributing an economic impact of almost \$18 billion, making tourism the second largest economic driver in San Diego.

The city of San Diego is home to the Port of San Diego, a major economic driver in the region and responsible for 44,300 area jobs. The Port manages 34 miles of waterfront where there are nearly 800 businesses, including the San Diego Convention Center, two cargo terminals, two cruise terminals, 17 major hotels and resorts, 20 marinas and yacht clubs, and 70 restaurants. As a vital component to San Diego's economic engine, the Port of San Diego delivers \$9.4 billion in annual economic impact.

## culture, entertainment, and arts

San Diego features numerous popular attractions including the San Diego Museum of Art, the San Diego Natural History Museum, the San Diego Zoo, Balboa Park, and the San Diego Aircraft Carrier Museum. Also located in the city, the San Diego Opera at Civic Center Plaza has been ranked by Opera America as one of the top 10 opera companies in the United States. The city has become a major cultural center of southern California, featuring the third largest LGBTQ+ Pride Parade in the country.

San Diego is currently home to one major professional sports team, the San Diego Padres of Major League Baseball. The Padres play at Petco Park, a 42,445-seat stadium, located in Downtown's East Village.

# HIGHLIGHTS



- With its population of over 1.4 million people, San Diego is the eighth most populous city in the United States and the second most populous in California



- San Diego's economy has evolved to feature prominent cutting-edge companies in life sciences, genomics, biotechnology, telecommunications, Smart City technology, software, and electronics



- In 2020, San Diego was ranked as a top ten city for tech jobs
- The two largest economic drivers in the area are military/defense and tourism
- San Diego is home to bases for the United States Navy, Marines, and Coast Guard



- In 2020, the Navy Region Southwest Headquarters at Manchester Pacific Gateway opened, a 17-story, 473,000-square-foot southwest regional headquarters for the United States Navy
- Military spending contributed \$52 billion in economic impact to the county economy



- In 2019, San Diego hosted over 35 million visitors, contributing almost \$18 billion in annual economic impact
- University of California, San Diego, is the third best public research university in the country, according to Forbes, and is the second largest employer in the city
- Favorable demographic profile: Since 2010, the population has increased by 7.5% and average household income has grown by over 37%

# SAN DIEGO'S ECONOMIC DRIVERS



# SAN DIEGO'S HIGHER EDUCATION



5,726

2023  
ENROLLMENT

#109

U.S. NEWS & WORLD  
REPORT RANK\*



33,792

2023  
ENROLLMENT

\$16.5B

ANNUAL  
ECONOMIC IMPACT

#29

U.S. NEWS & WORLD  
REPORT RANK\*



32,896

2023  
ENROLLMENT

\$5.67B

ANNUAL  
ECONOMIC IMPACT

#109

U.S. NEWS & WORLD  
REPORT RANK\*



3,158

2023  
ENROLLMENT

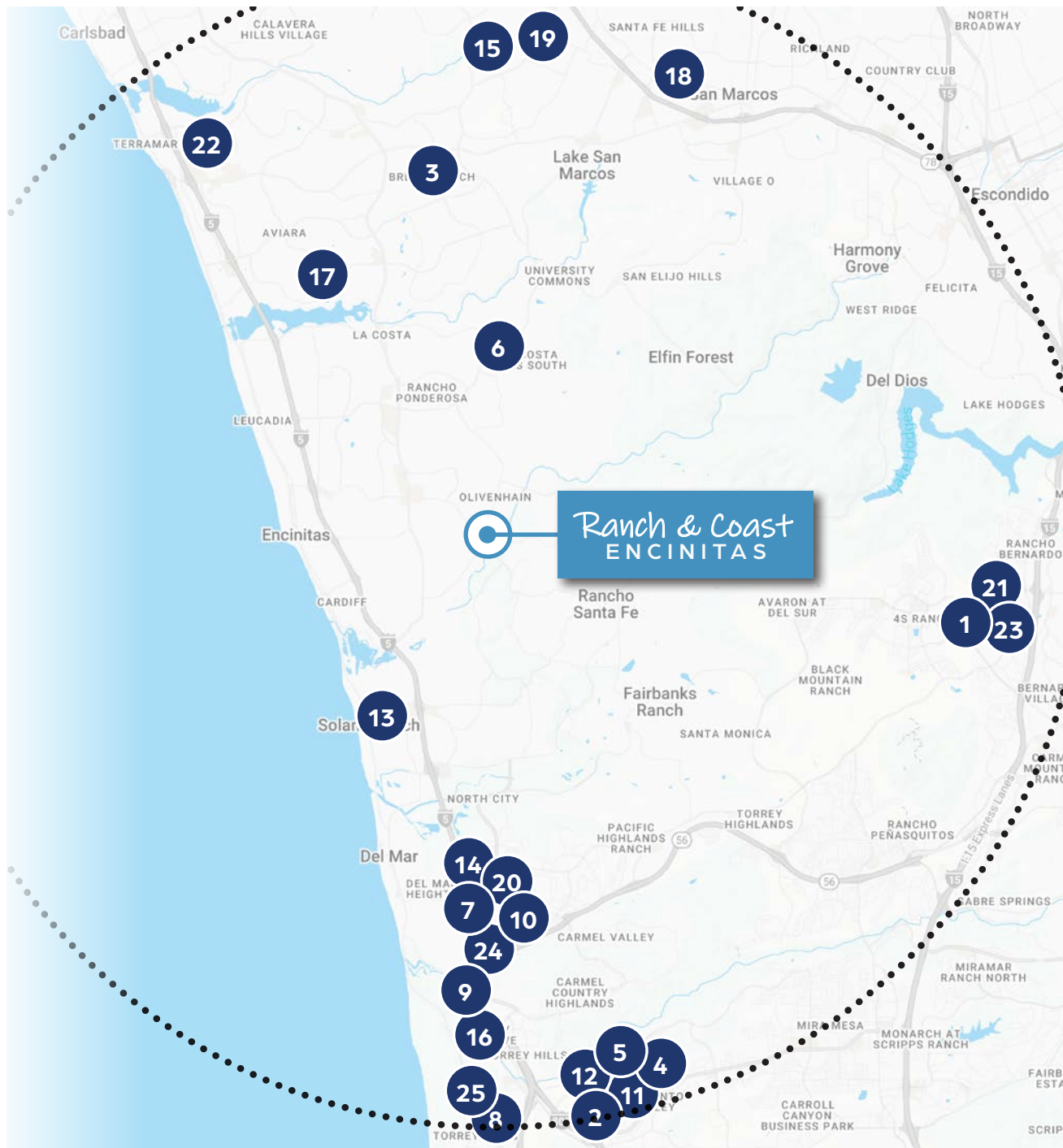
#15

U.S. NEWS & WORLD  
REPORT RANK\*\*

\*Ranking among National Universities

\*\* Ranking among Regional Universities West

# MAJOR ENCINITAS EMPLOYERS WITHIN 10 MILES



MAJOR EMPLOYERS		EMPLOYEES
1	Petco Health & Wellness Co Inc	29,000
2	Arriver Holdco Inc	7,543
3	Stater Bros Holdings Inc	5,227
4	Medical Management Consultants	4,950
5	Qualcomm	4,000
6	One Sun Power Inc	3,231
7	Tandem Diabetes Care	2,549
8	General Atomics	2,015
9	California Bank & Trust	1,910
10	Rx Pro Health LLC	1,800
11	Baker & Taylor Marketing	1,436
12	Qualcomm Incorporated	1,430
13	Deluxe Digital Media MGT	1,388
14	Deloitte & Touche LLP	1,321
15	Off Duty Officers Inc	1,300
16	UltiSat	1,238
17	Aviara	1,200
18	Palomar College	1,200
19	Excel Modular Scaffold	1,197
20	Neurocrine Biosciences Inc	1,178
21	Teradata Corporation	1,081
22	Gemological Institute of America	1,000
23	Sony Electronics Inc	1,000
24	San Diego Marriott Del Mar	1,000
25	Sanford Burnham Prebys Medical Discovery Institute	966

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Activity ID ZAF0090961

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# RANCH & COAST CENTER | SALE OR LEASE

189-203 S RANCHO SANTA FE RD, ENCINITAS, CA 92024

## EXCLUSIVELY LISTED BY:

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### **BILL ROSE**

Senior Managing Director Investments  
C: 760.402.3484  
Bill.Rose@marcusmillichap.com  
License CA: 01170320

### **CHAD O'CONNOR**

Executive Managing Director  
C: 858.373.3146  
Chad.OConnor@marcusmillichap.com  
License CA: 01423852

### **PARKER WADA**

Associate Investments  
C: 760.822.6094  
Parker.Wada@marcusmillichap.com  
License CA: 02107118

### **REED HAMILTON**

Associate Investments  
C: 619.920.1099  
Reed.Hamilton@marcusmillichap.com  
License CA: 02230580

### **TONY SOLOMON**

Broker of Record | License # 01238010  
23975 Park Sorrento, Suite 400 | Calabasas, CA 91302

**Marcus & Millichap**  
ROSE RETAIL GROUP