

# 4.4. Million Visitors Per Year!

NORTH  
COUNTY  
SQUARE



## Now Open! SEPHORA

[WWW.SHOPNORTHCOUNTYSQUARE.COM](http://WWW.SHOPNORTHCOUNTYSQUARE.COM) | [@NORTHCOUNTYSQUARE](http://WWW.FACEBOOK.COM/NORTHCOUNTYSQUARE)

**CBRE**

# Property Features



North County Square is one of San Diego County's premier power centers, consisting of over 600,000 square feet.



There are approximately **4.4 million visitors** each year and customers average about 1 hour at the Project while shopping. This number will surely grow with the additions of Trader Joe's and sephora, two high traffic generators for the project.



Strategically located off Hwy 78 and Sycamore, the center equally splits the 5 and 15 freeways giving retailers strategic positioning in San Diego's north county.



Vista's industrial park is home to over 800 companies. Many of these businesses have relocated their headquarters, manufacturing, distribution and marketing facilities to this 1,600 acre park which creates a fantastic daytime population.





# Overview

Whether meeting a friend for lunch, celebrating a child's birthday party or running every day errands, North County Square is the place to shop for the entire family. From restaurants to office supplies to banking to pet supplies – North County Square has it all.

Located at Sycamore and Hwy 78, North County Square is a landmark retail center with a strong combination of retailers.

# Tenant Roster

Suite	Tenant	SF
1711-110	Ono Hawaiian BBQ	2,000
1711-120	Ding Tea	1,200
1711-130	Kokage Ramen & Sushi	1,200
1711-140/150	Joyee's Dumplings	2,397
1750	Aldi	28,799
1762	Firestone	9,756
1810	Aria Nail Lounge	5,600
1811-110	America's Best Contacts & Eyeglasses	4,147
1811-140	T-Mobile	2,185
1821-110	Famous Footwear	5,500
1821-120	Old Navy	15,000
1831	Ross	27,200
1841-110-120	Sephora	4,465
1841-130	Sally's Beauty	1,600
1841-140	Vacant	2,000
1851	Michael's	17,556
1861	Trader Joe's	16,608
1850-100	Starbucks	1,800
1850-110	Jersey Mike's	1,000
1850-120	Smile Design Dental Care	1,200
1860	Tony Pepperoni	7,400
1980-100	Planet Fitness	17,890
1980-300	Vacant	3,375
1960-A	Mattress Firm	4,900
1960-B	Vacant	2,213
1990	Ninja Factory	38,327

1

2

3

## Site Plan

Space Available





Walmart

ALDI

Burlington

Firestone

The Indian Store

se

Jonny Mikes Subs

Pizzeria

STARBUCKS COFFEE

Aria Nail Salon

Carl's Jr.

Bank of America

MATTRESS FIRM

TRADER JOE'S

UNIVERSITY DR

AMERICA'S BEST EYECARE + EYEWEAR  
T-Mobile

Michaels

SALLY BEAUTY

OLD NAVY

Joyee's Dumpling House

源盛 DING TEA  
Ko-Kan-Gee Ramen Sushi

1  
2,000 SF

ROSS DRESS FOR LESS

Famous Footwear

SEPHORA

TARGET (NAP)

Ono Hawaiian BBQ

SYCAMORE AVE





UNIVERSITY DRIVE AT SYCAMORE AVENUE, VISTA, CA

# North County Square

North County Square is strategically located between the 5 and 15 freeways along the 78 corridor, providing retailers an opportunity to locate in the bulls-eye of San Diego's north county. North County Square offers retailers an opportunity to join some of the most successful retailers in the shopping center including: Super Wal-Mart, Target, Trader Joe's, Ross, Old Navy, Living Spaces, Rubios, Burlington Coat Factory, Famous Footwear, Bank of America, Firestone and many others.





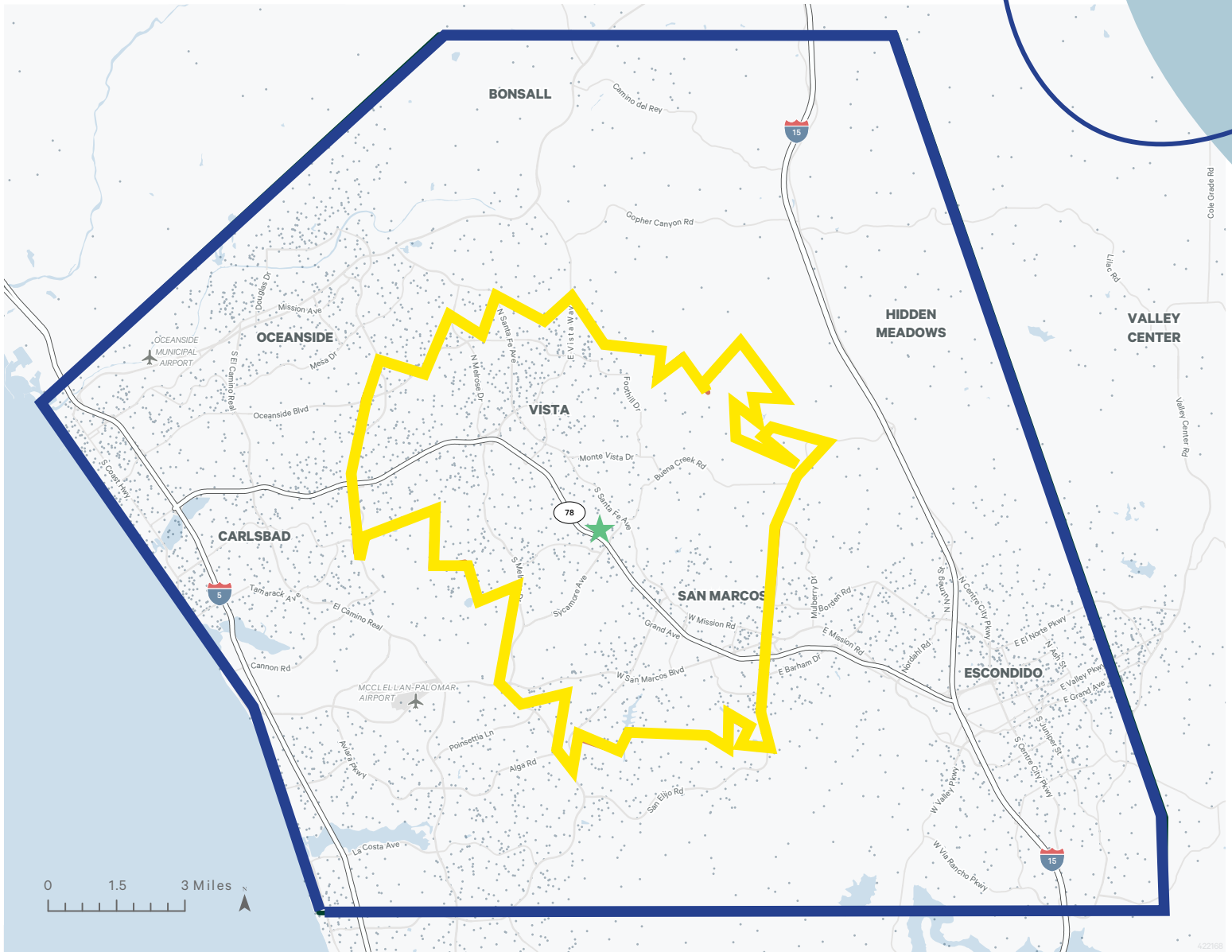
## Trade Area

North County Square is an established power center with a strong retail tenant mix. The trade area was split into two: a primary and secondary trade area. The destination nature of many of the tenants pulls from a wider radius than some of the daily needs retailers. (See attached trade area aerial.)

The primary trade area population is 194,362 and the secondary trade area is 675,581 for 2024. There are approximately 80,951 people working in the primary trade area and over 295,127 people working in the secondary trade area. The trade area has an excellent balance of both a strong daytime and residential population.

Strong Cities Strong State said this about the City of Vista, “Vista is a dynamic and energetic community with a rich history and a forward thinking vision for the future. Over the past few years, Vista has evolved into one of Southern California’s most vibrant metropolitan areas. The city’s centralized location, with respect to major transportation corridors, provides for a diversity of employment opportunities.”

# Trade Area Map



★ North County Square  
University Drive at Sycamore Avenue, Vista, CA

▭ Primary Trade Area  
▭ Secondary Trade Area

2024 Total Households  
Estimated By Block Group

● 1 Dot = 50 Households

# Demographics



## Demographics

### 5-minutes

### 10-minutes

### 15-minutes

2024 Population Estimate	19,448	136,690	385,980
2029 Population Projection	19,670	137,268	388,022
2024 Households - Current Year Estimate	6,704	45,510	134,513
2029 Households - Five Year Projection	6,917	46,664	138,012
2024 Average Household Income	\$108,007	\$127,280	\$131,264
2029 Average Household Income	\$127,829	\$150,416	\$154,163
2024 Daytime Population	16,840	143,136	388,089

Average Daily Traffic: Highway 78 – 140,875  
 University Drive – 22,263  
 Sycamore Avenue – 38,598

Source: CoStar 2024

# Demographics

## Consumer Segments

These are the top consumer segmentations, comprised of both residents in the Pacific Gate tower, as well as residents in adjacent buildings and the daytime office population.



### Urban Villages

Median Household Income: **\$62,300**  
Median Age: **34**

- Urban Villages residents are multicultural, multigenerational, and multilingual.
- Trendy and fashion conscious, they are risk takers.
- They are well connected with their smartphones but more likely to shop in person.



### Pleasantville

Median Household Income: **\$92,900**  
Median Age: **42.6**

- Prosperous domesticity best describes the settle denizens of Pleasantville.
- These slightly older couples move less than any other market and many have already transitioned to empty nesters; many are still home to adult children.
- These consumers have higher incomes and home values and much higher net worth.



### Exurbanites

Median Household Income: **\$103,400**  
Median Age: **51.0**

- They are active in their communities, generous in their donations, and seasoned travelers.
- They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods.
- They have cultivated a lifestyle that is both affluent and urbane.



### Boomburbs

Median Household Income: **\$113,400**  
Median Age: **34**

- This is the new growth market, with a profile miliar to the original: young professionals with families that have opted to trade up to the newest housing in the suburbs.
- Rapid growth still distinguishes the Boomburbs neighborhoods.
- Professionals with a running start on prosperity.



**NORTH  
COUNTY  
SQUARE**

## CONTACTS

**REG KOBZI**

Senior Vice President  
Lic. 00917639  
+1 858 546 4604  
[reg.kobzi@cbre.com](mailto:reg.kobzi@cbre.com)

**MICHAEL PETERSON**

Senior Vice President  
Lic. 01969314  
+1 858 646 4749  
[michael.peterson@cbre.com](mailto:michael.peterson@cbre.com)

**JOEL WILSON**

First Vice President  
Lic. 01237516  
+1 858 546 4651  
[joel.wilson@cbre.com](mailto:joel.wilson@cbre.com)

**LANE ROBERTSON**

Associate  
Lic. 02206700  
+1 858 646 4733  
[lane.robertson@cbre.com](mailto:lane.robertson@cbre.com)

© 2025 CBRE, Inc. All rights reserved. This information has been obtained from sources believed reliable but has not been verified for accuracy or completeness. CBRE, Inc. makes no guarantee, representation or warranty and accepts no responsibility or liability as to the accuracy, completeness, or reliability of the information contained herein. You should conduct a careful, independent investigation of the property and verify all information. Any reliance on this information is solely at your own risk. CBRE and the CBRE logo are service marks of CBRE, Inc. All other marks displayed on this document are the property of their respective owners, and the use of such marks does not imply any affiliation with or endorsement of CBRE. Photos herein are the property of their respective owners. Use of these images without the express written consent of the owner is prohibited.

**CBRE**