



T H E W A T E R M A R K



CENTRAL CAFE

BISTRO + BREW

WECO

WECO

Vignoli
RISTORANTE

LUXEN

PROJECT FACTS 2026.

San Diego's Untapped
Retail & Dining Market
On The I-15 Corridor

- PHASE 1

301,000 SF Office —
Open and Operating
- PHASE 2

98,000 SF Retail
- PHASE 3

7-Acre Future
Integration Area

MIX

**Jimbo's Natural Grocer
Restaurants & Retail**

REGIONAL
POSITION

Freeway location serving
growing and underserved
affluent population

ACREAGE

Approximately **35 acres**



THE WATERMARK COMPETES WHERE IT MATTERS MOST.

5-Mile Demographic Comparison

	THE WATERMARK I-15 & Scripps Poway Pkwy.	CARLSBAD FORUM Leucadia Blvd. & El Camino Real	DEL MAR HIGHLANDS Del Mar Heights Rd. & El Camino Real	BRESSI RANCH VILLAGE CENTER Gateway Rd. & El Fuerte St.	GRAND PLAZA Highway 78 & Las Posas Rd.	THE SHOPS AT LA JOLLA VILLAGE I-5 & Nobel Dr.
2030 Projected Population	238,799	151,016	117,639	233,945	196,573	203,840
2030 Projected Median HH Income	\$158,410	\$171,537	\$197,759	\$144,863	\$131,052	\$140,749
2030 Projected Average HH Income	\$202,147	\$234,766	\$278,621	\$188,217	\$162,966	\$185,499
HH Income Distribution over \$100K	68.7%	69.9%	75.8%	62.1%	58.6%	60.7%
Total Employees	116,325	109,190	108,819	143,172	104,351	199,681
College Degree +	82.9%	87.4%	90.7%	60.0%	53.7%	73.4%

RANKINGS: #1 #2 #3



ALL DAY. ALL NIGHT.

With limited options in the area, The Watermark is poised to cater to an underserved clientele 24/7.

- Specialty Coffee
- Fast Casual and Fine Dining
- Craft Beer & Cocktails
- Activated Outdoor Area for Live Entertainment and Events
- Jimbo's Natural Grocer

Apple has started renovations on a 65-acre office campus on the I-15 corridor.

Located On The Underserved I-15 Corridor.

301,000 SF Class A Office Space (Existing)

Approximately **98,000 SF** of Highly Curated Retail, Restaurants, and 7-Acre Future Integration Area.

FROM TECHIES TO TRENDSETTERS.

Enterprising professionals make up 75% of the market within the trade area. A diverse and well-educated population, they are early adopters of technology and favor a lifestyle focused on health and fitness.



TRADE AREA



313,734

2030 PROJECTED POPULATION



40

MEDIAN AGE



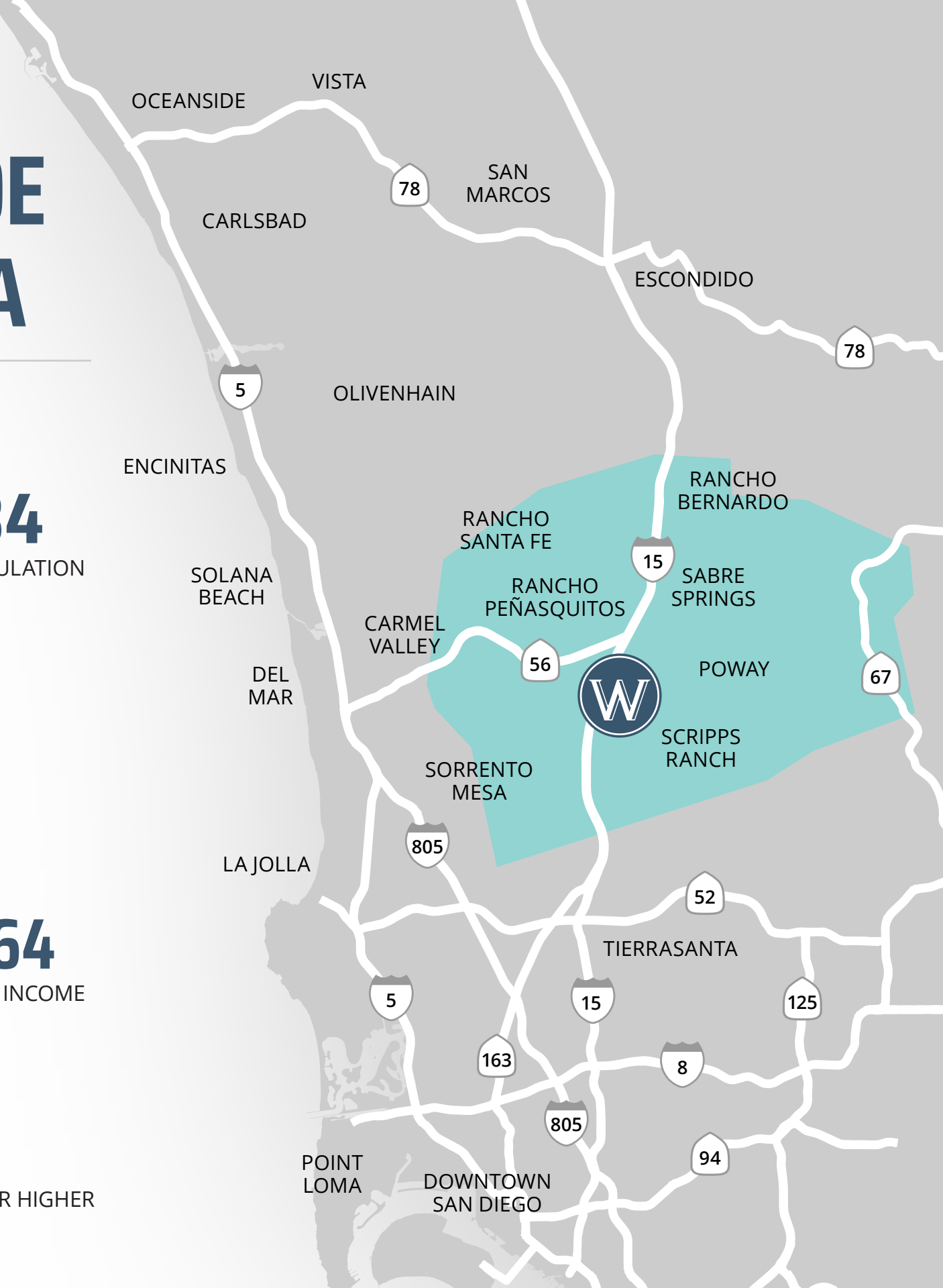
\$164,264

MEDIAN HOUSEHOLD INCOME



60%

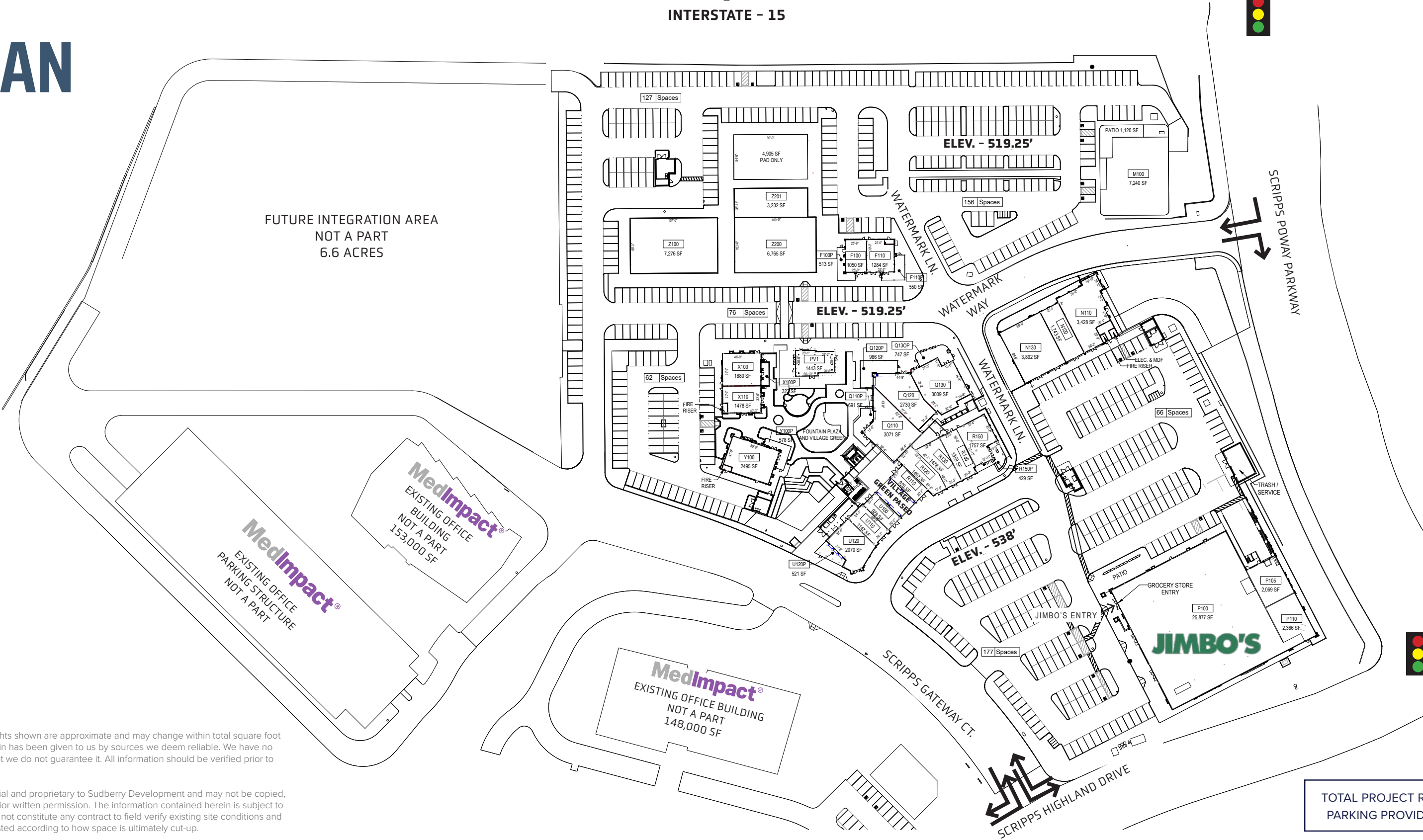
BACHELORS DEGREE OR HIGHER



SITE PLAN



INTERSTATE - 15



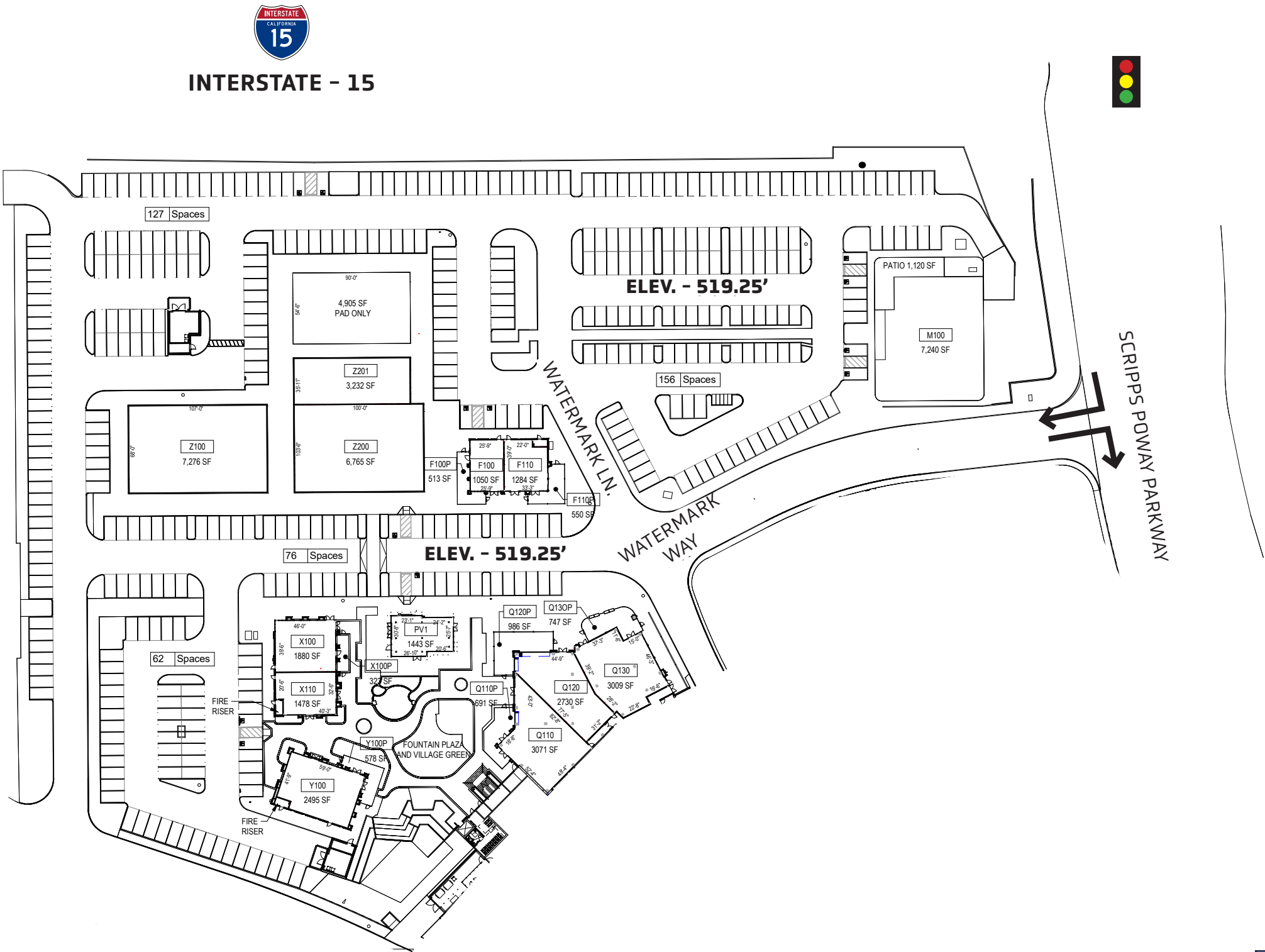
DRAFT
Note:

- Net building footprints and heights shown are approximate and may change within total square foot
- The information contained herein has been given to us by sources we deem reliable. We have no reason to doubt its accuracy, but we do not guarantee it. All information should be verified prior to purchase or lease.

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TOTAL PROJECT RETAIL | **98,396 SF**
PARKING PROVIDED | **664 STALLS**

SITE PLAN



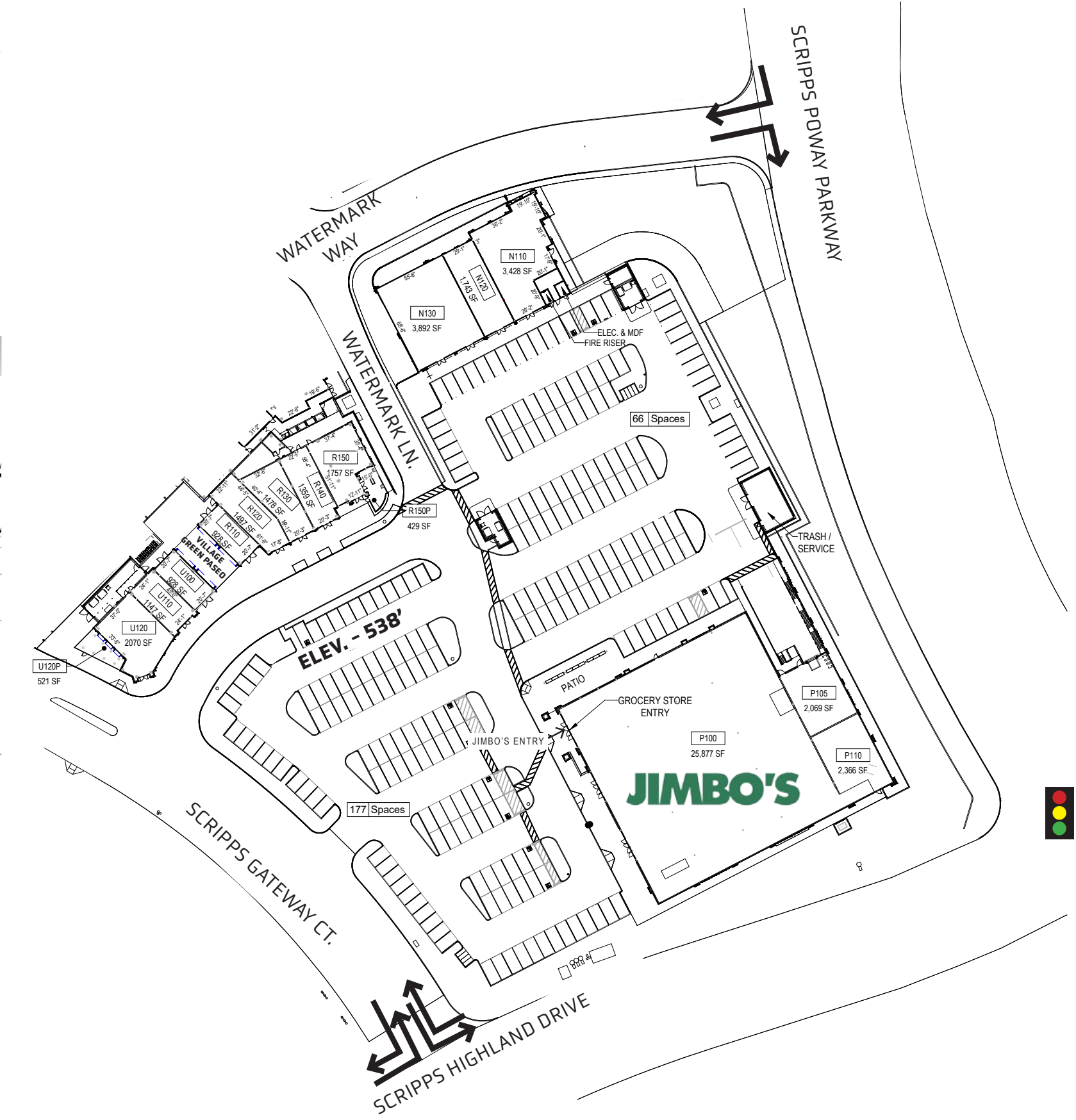
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THE WATERMARK

thewatermarksandiego.com

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SUDBERRY PROPERTIES

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