

VILLA ENCINITAS PLAZA



EXCLUSIVE OPPORTUNITY | PREMIUM CUSTOMERS

THE MARKET | PLATINUM

A GOLD COAST MARKET RICH IN PREMIUM CUSTOMERS

LOCAL SHOPPING CENTERS

CLOSE TO LEGOLAND CA,
LA COSTA RESORT & SPA,
PARK HYATT AVIARA RESORT
& SPA, MILES OF BEACH AND
ATTRACTIONS

VILLA ENCINITAS PLAZA

FORUM@CARLSBAD

TALBOTS | SOMA | Sur la Table | ANTHROPOLOGIE
VUORI | YETI | Apple | ULTA | NIKE

PLAZA AT ENCINITAS RANCH

Walmart Supercenter | TRADER JOE'S | SUBWAY | Shell

ENCINITAS RANCH TOWN CENTER

Target | Bath & Body Works | THE HOME DEPOT | Pollo Loco | BARNES & NOBLE | Jockey Mikes SUBS | ROSS DRESS FOR LESS
PETSMART | Total Wine & More

CAMINO VILLAGE PLAZA & EL CAMINO PROMENADE

VONS | BevMo! | Jamba Juice | TJ-maxx | SHERWIN-WILLIAMS | CHIPOTLE | STARBUCKS COFFEE

ENCINITAS MARKETPLACE

WHOLE FOODS | FIVE GUYS | Chick-fil-e

ENCINITAS VILLAGE SHOPPING CENTER

Ralphs | GAP | ATHLETA | TRADER JOE'S | SEPHORA

CAMINO REAL SHOPPING CENTER

SPROUTS FARMERS MARKET | Shell | Comerica

THE RANCH

PANDORA HOUSE | FINEST FRENCH | CHAMPAGNE FRENCH BAKERY CAFE | MERITAGE

192,850
POPULATION

ENCINITAS, LA COSTA, CARLSBAD,
RANCHO SANTA FE, SOLANA
BEACH, & CARDIFF BY THE SEA

\$210K
AVG HH INCOME

AFFLUENT. EDUCATED. ENGAGED.

LOCATION AND LIFESTYLE APPEAL

- Highly desired – Location & Lifestyle
- Priorities – Experiences & Community
- Mindfulness – Health & Wellness

VISITATION AND REGIONAL DRAW

- A top tourist area of Southern California
- 32 million annual visitors to San Diego

THE CENTER | ESTABLISHED

RELIABLE. RESILIENT. REFRESHED.



VISIBLE TO
47K
VEHICLES
EVERY DAY



WHAT SETS THE PLAZA APART

- 40-year legacy as a local favorite
- High-frequency neighborhood destination
- Providing essential services - fulfilling daily needs
- Favored by visitors; easy to access and navigate
- Serving families, young adults - residents and visitors

CENTERS SHARE CUSTOMERS, BUT CUSTOMERS HAVE FAVORITES

VILLA ENCINITAS PLAZA

CENTER PERFORMANCE | LOCATION DATA*

OUTSIZED LOYALTY & ENGAGEMENT - RIVALING LARGER GROCERY PROPERTIES



3.17
FREQUENCY INDEX

COMPARISON:
TYPICAL GROCERY STORE
1.5-2

470.8K
ANNUAL VISITS

54 MINUTES
AVERAGE DWELL TIME

**CUSTOMER
PROFILE**

MEDIAN AGE - 48
HH INCOME - \$210K
HH INCOME 69% - >\$100K+

HIGH CUSTOMER LOYALTY & HIGH VISIT FREQUENCY

VILLA ENCINITAS PLAZA

REFRESHED & REIMAGINED

MORE ENGAGING. MORE RELEVANT. MORE RESILIENT.



INVESTING FOR THE FUTURE

- Modernizing design and placemaking
- Purpose built for customers and the retailers who serve them
- A place for daily essentials and destination experiences
- Curated for best-in-class local operators
- Ideal for food, wellness, fitness & lifestyle concepts

EVOLVING FOR THE FUTURE | REFLECTING THE LIFESTYLE

VILLA ENCINITAS PLAZA

THE NEW VILLA ENCINITAS PLAZA – YOUR BEST CHOICE

A CURATED COMMUNITY GATHERING PLACE WITH LOCAL FLAVOR



NEW TO MARKET DINING CHOICES, SERVICES AND SPECIALTY SHOPS:

- Food and beverage (all price points)
- Health, fitness, wellness and mindfulness
- Home, lifestyle and service oriented uses
- Family friendly and young adult-focused concepts