

*Proposed New Development*

» THE SHOPS AT «

# ROBERTSON RANCH

— CARLSBAD, CALIFORNIA —



**NEWMARK**



## *Rooted*

Carlsbad is an affluent seaside resort city occupying a 7-mile stretch of Pacific coastline in North San Diego County, California. Carlsbad's population has a median age of 42, with 60 percent of residents between the ages 18 and 64. Average household income in Carlsbad is \$182,594.

## *Community*

Centrally located in the City of Carlsbad, the project stands along a highly traveled thoroughfare, El Camino Real, with an average daily traffic count of roughly 27,000 at the West Ranch Street intersection.





## People

Through a tailored collection of tenants and amenities, The Shops at Robertson Ranch aspires to cultivate stimulating communal spaces and experiences, that inspire growth, connection, and creativity for the surrounding community.





## Opportunities

**Anchor (Building A)**

**15,000 SF - 42,000 SF**

**Retail Services (Buildings B-F)**

**±900 SF - ±14,000 SF**

**Restaurants (Building B-F)**

*(In-line, End Caps & Pads)*

**±900 SF - ±7,000 SF**

**Child Care/Education (Building G)**

**Up to 14,000 SF**



## Site Plan



*Ample on-site parking with  
500+ parking stalls (5/1,000 SF).*

# Elevations

## BUILDING C



## BUILDING D

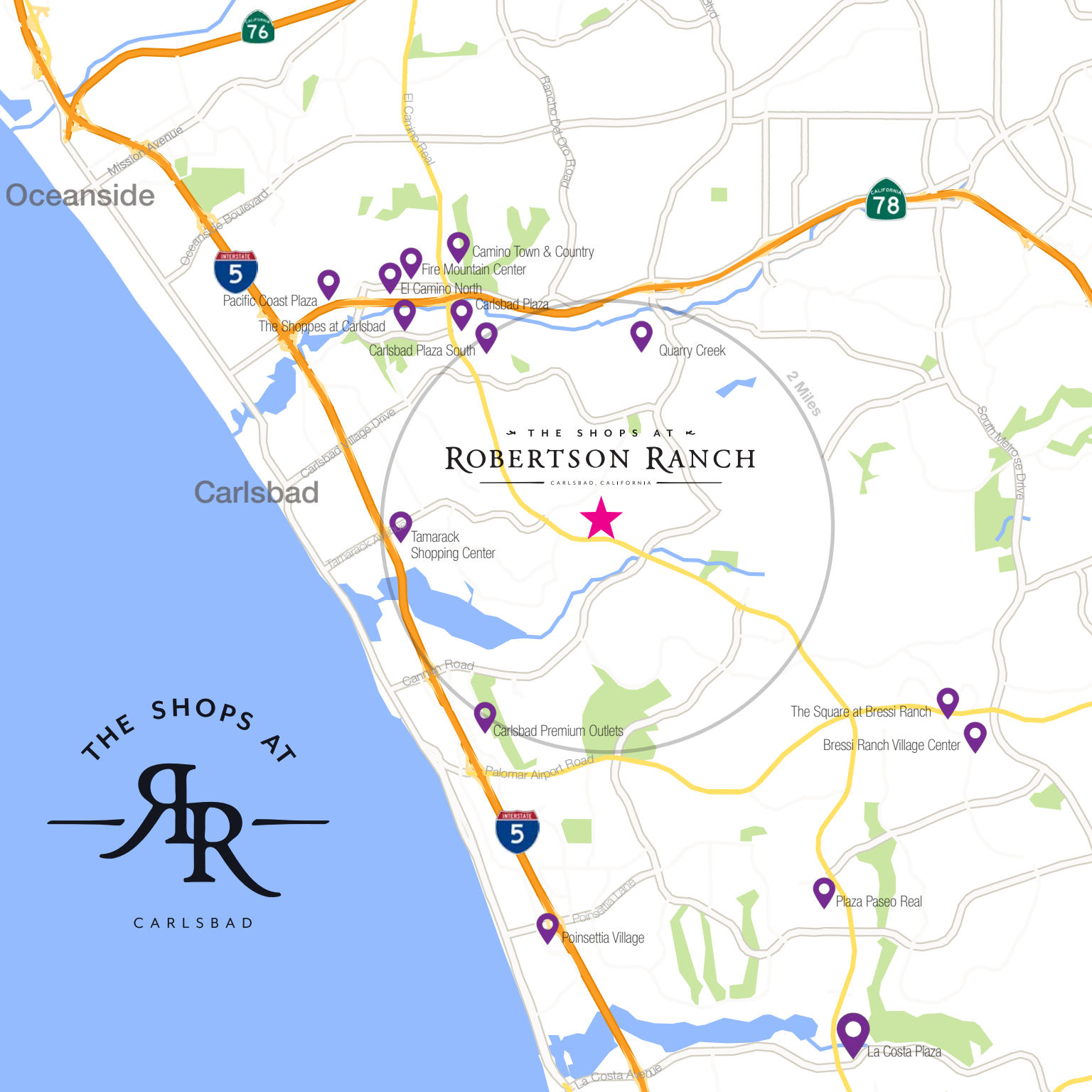


## Signage



Disclaimer: This plan indicates preliminary leasing concepts only. It is subject to change and should not be relied upon as representing the identity, size, location, use, or opening date of any tenant and/or space within the project.

# Unparalleled



With no anchored retail center in a nearly 2-Mile Radius, The Shops at Robertson Ranch provides retailers with a rare opportunity to capture the highly desirable area of Carlsbad in north San Diego County.



Located on El Camino Real, the project is easily accessible by more than 27,000 daily travelers (El Camino Real average daily traffic count).



Residential development activity in the Project's Shopping Center Trade Area includes more than 18,000 units. At buildout these units will bring an estimated additional 5,221 people.\*

\*Full Derrigo Studies Demographic Report available upon request.





# ROBERTSON RANCH

CARLSBAD, CALIFORNIA

*A Mixed-Use Walkable Community*



## Demographics

	1-Mile	3-Miles	5-Miles
<b>POPULATION</b>			
2022 Total Population	11,956	81,784	234,930
2027 Total Population	11,951	82,426	236,603
2022-2027 Annual Rate	-0.01%	0.16%	0.14%
Total Businesses	184	6,658	14,156
Total Employees	699	70,015	133,066
Total Daytime Population	8,456	107,480	250,597
2022 Median Age	44.5	41.9	39.0
<b>HOUSEHOLDS</b>			
2022 Total Households	4,464	32,398	88,880
2022 Average Household Size	2.68	2.50	2.61
2022 Housing Units	4,697	34,605	94,455
Owner Occupied Housing Units	75.2%	55.9%	55.8%
Renter Occupied Housing Units	19.9%	37.7%	38.3%
Vacant Housing Units	5.0%	6.4%	5.9%
2022 Average Home Value	\$782,261	\$711,397	\$701,477
<b>INCOME</b>			
2022 Household Income Base	4,464	32,398	88,880
<\$15,000	5.7%	5.2%	4.9%
\$15,000-\$24,999	4.6%	4.2%	4.2%
\$25,000-\$34,999	3.0%	4.6%	4.9%
\$35,000-\$49,999	4.7%	7.2%	8.0%
\$50,000-\$74,999	8.3%	13.2%	14.3%
\$75,000-\$99,999	8.6%	13.6%	13.8%
\$100,000-\$149,999	21.3%	20.7%	20.6%
\$150,000-\$199,999	15.8%	12.4%	12.0%
\$200,000+	28.0%	18.9%	17.3%
2022 Median Household Income	\$131,017	\$103,278	\$99,878
2022 Per Capita Income	\$66,405	\$56,550	\$51,855
2022 Average Household Income	\$175,480	\$142,550	\$137,176



*A Development by*



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Plans and renderings indicate preliminary leasing concepts only. It is subject to change and should not be relied upon as representing the identity, size, location, use, or opening date of any tenant and/or space within the project.

## *Leasing Information*

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