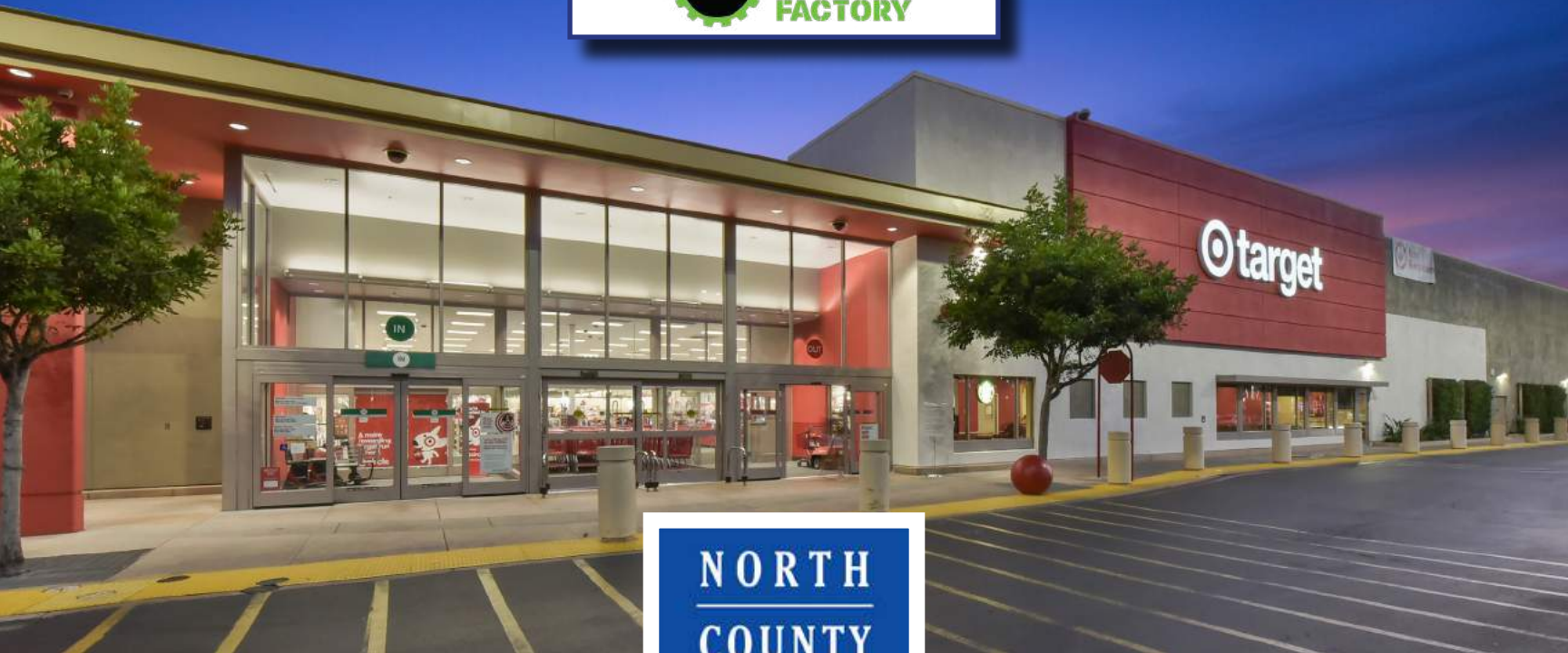


JUST SIGNED!



NORTH  
COUNTY  
SQUARE



[WWW.FACEBOOK.COM/NORTHCOUNTYSQUARE](https://www.facebook.com/northcountysquare)



[WWW.SHOPNORTHCOUNTYSQUARE.COM](http://WWW.SHOPNORTHCOUNTYSQUARE.COM)

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**NORTH  
COUNTY  
SQUARE**

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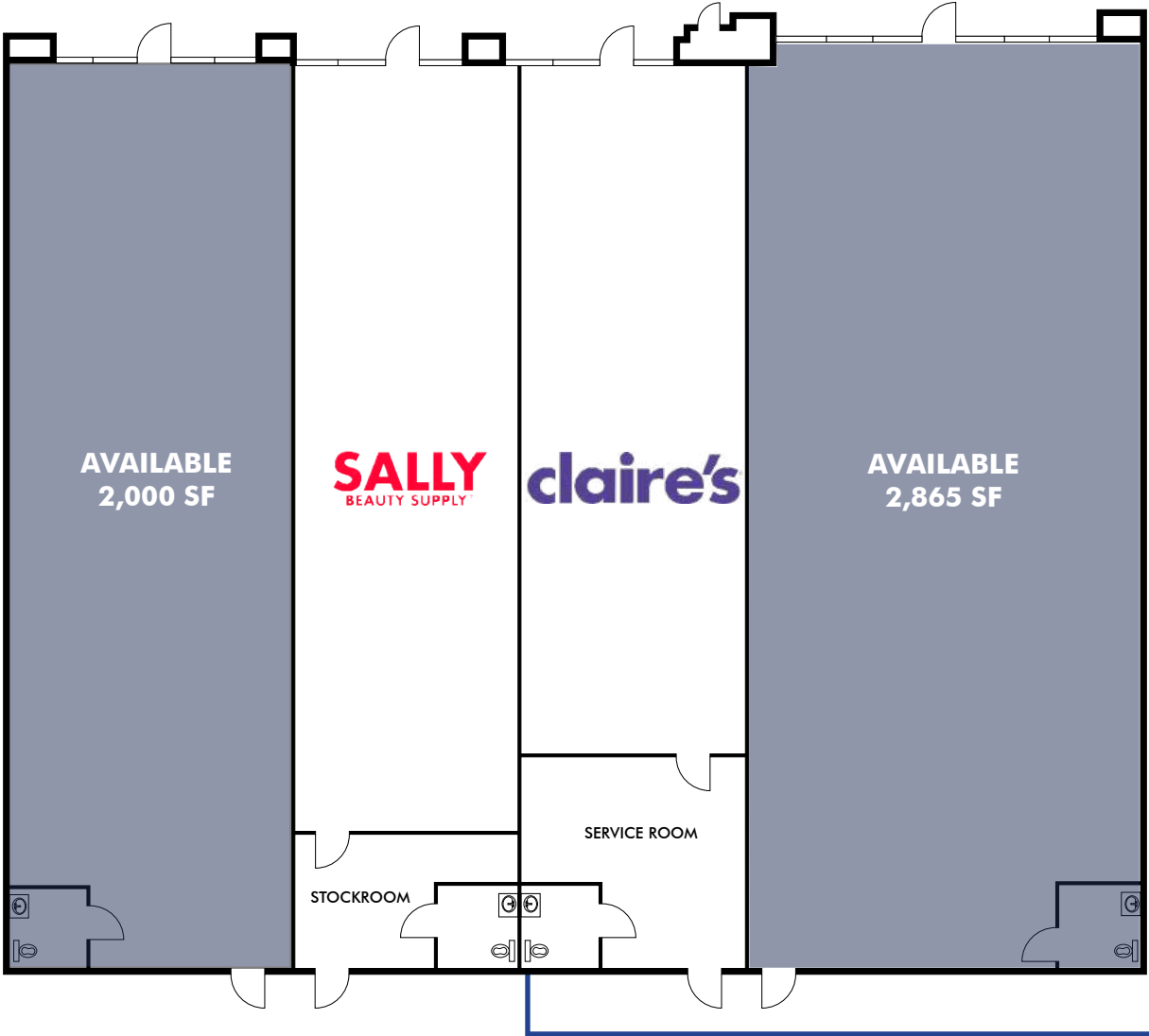
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FOR ADDITIONAL INFORMATION  
PLEASE VISIT [HTTP://WWW.SHOPNORTHCOUNTYSQUARE.COM](http://www.shopnorthcountysquare.com)

FLOOR PLAN





SITE PLAN





## 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.
- 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.
- Other national retailers in the immediate trade area include: Old Navy, Ross, Panda Express, Walgreens and others.



## 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 including Super Wal-Mart, Target, Living Spaces, Ross, Old Navy, Rubios, Michaels and many others.





## DEMOGRAPHICS

### TRADE AREAS

**3  
MILES**

**5  
MILES**



**2021 Population**

**97,726**

**258,939**



**Estimated Population Growth (2021-2026)**

**0.63%**

**0.86%**



**2021 Households**

**33,094**

**85,088**



**Estimated Household Growth (2021-2026)**

**0.58%**

**0.79%**



**2021 Average Household Income**

**\$100,855**

**\$107,853**



**2021 Daytime Employees**

**49,985**

**124,063**



**Average Daily Traffic**

**Hwy 78 140,875**

**Sycamore 45,564**

**Source: CoStar**



## 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 180,119 and the secondary trade area is 620,848 for 2019. There are approximately 80,000 people working in the primary trade area and over 250,000 people working in the secondary trade

area. The trade area has an excellent balance of both a strong daytime and residential population.

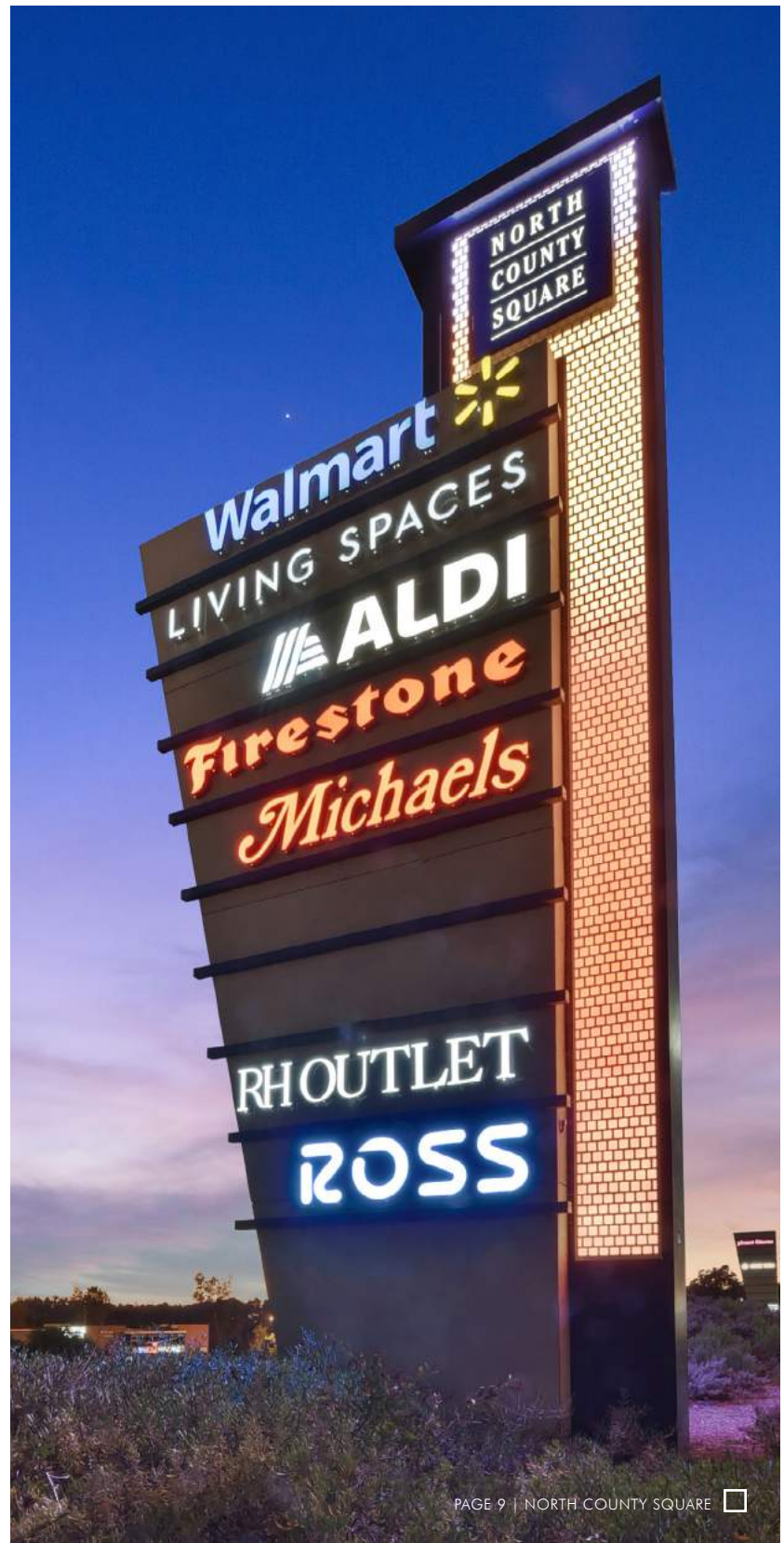
Strong Cities Strong State said this about the City of Vista, "Vista is a dynamic and energetic community with a rich history and a forward thinking vision for the future. Over the past few years, Vista has evolved into one of Southern California's most vibrant metropolitan areas. The city's centralized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





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, Ross, Old Navy, Living Spaces, Rubios, Burlington Coat Factory, Famous Footwear, Michael's, Bank of America, Firestone and many others.

## NORTH COUNTY SQUARE





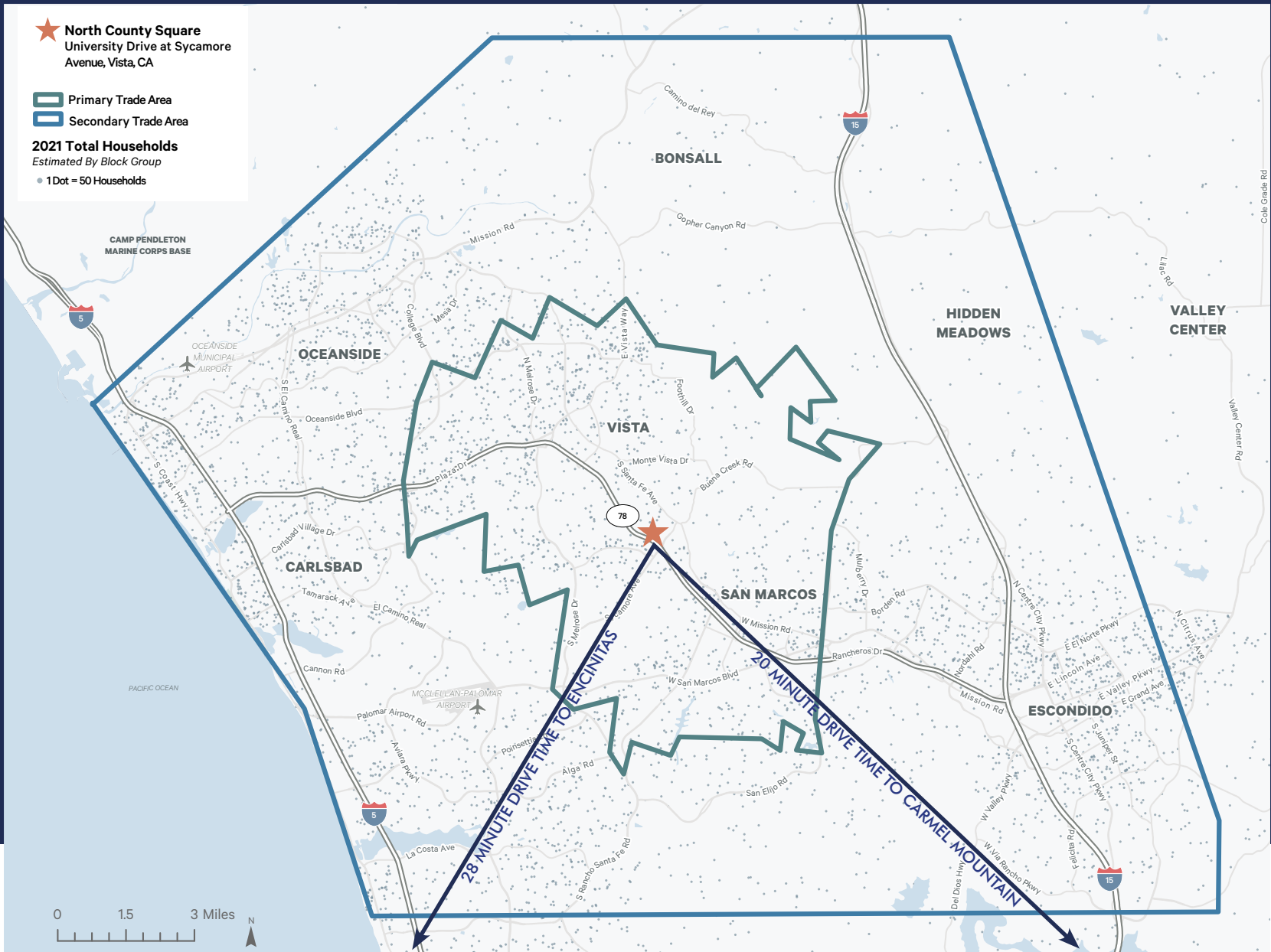
# TRADE AREA

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

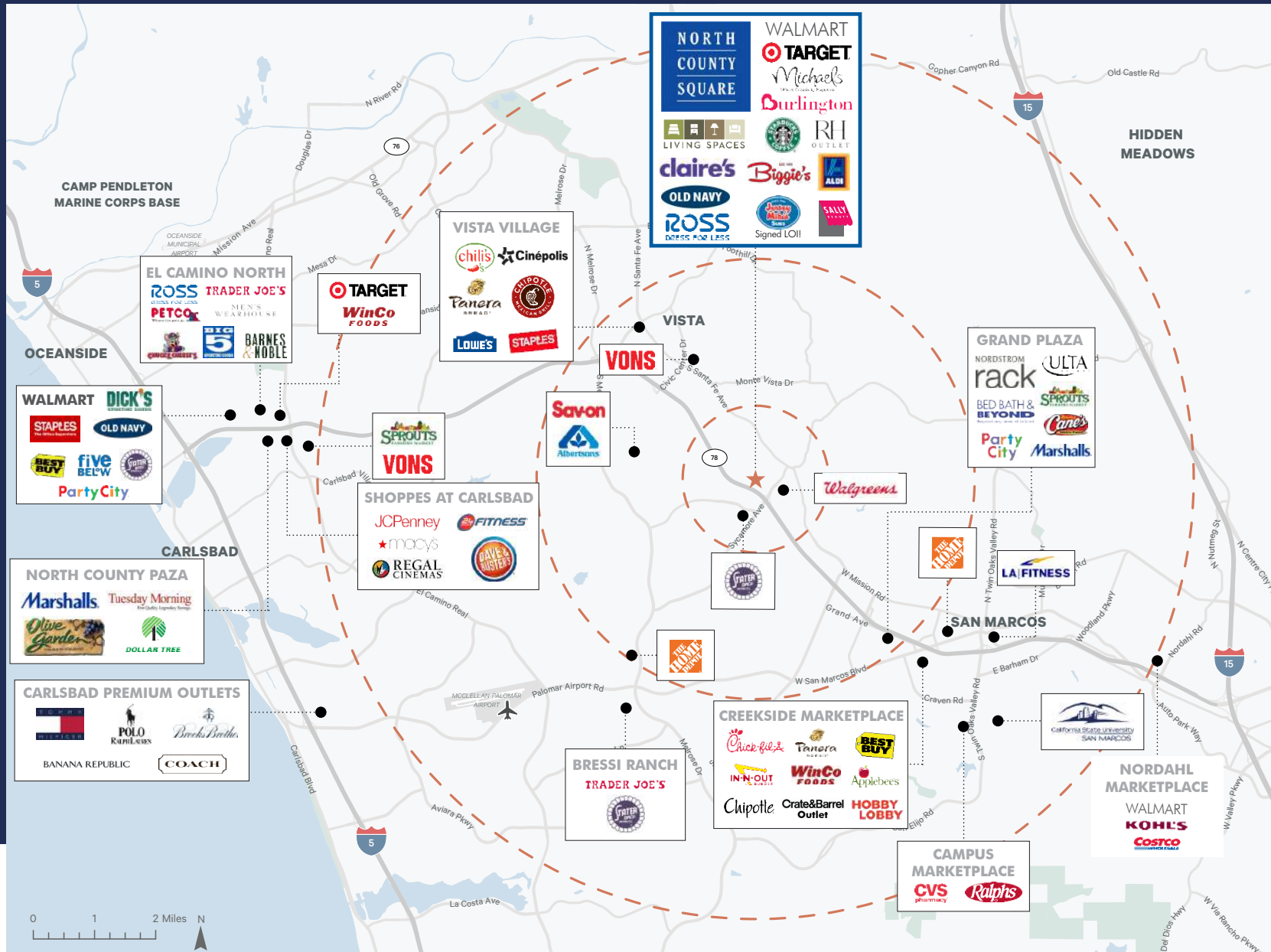
- Primary Trade Area
- Secondary Trade Area

**2021 Total Households**  
Estimated By Block Group

● 1 Dot = 50 Households



# RETAIL AERIAL

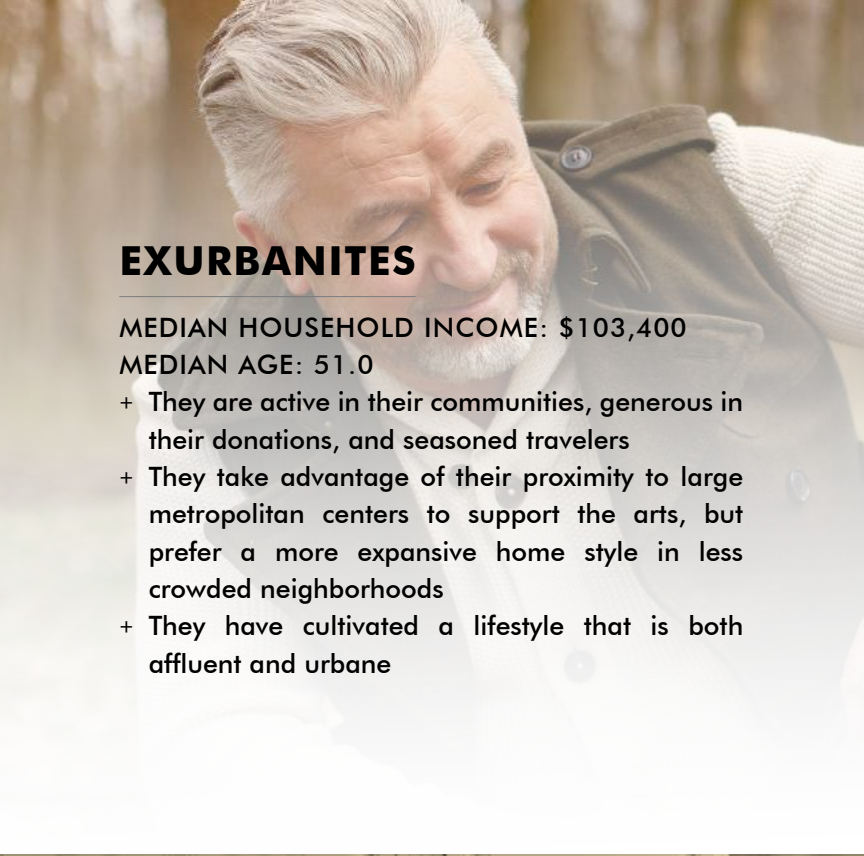




# DEMOGRAPHICS CONSUMER SEGMENTS

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.





## 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



## PLEASANTVILLE

MEDIAN HOUSEHOLD INCOME: \$92,900

MEDIAN AGE: 42.6

- + Prosperous domesticity best describes the settles 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.



## 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



## BOOMBURBS

MEDIAN HOUSEHOLD INCOME: \$113,400

MEDIAN AGE: 34

- + This is the new growth market, with a profile milar 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 Boombubs neighborhoods
- + Professionals with a running start on prosperity.





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