

NORTH
COUNTY
SQUARE



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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.



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.





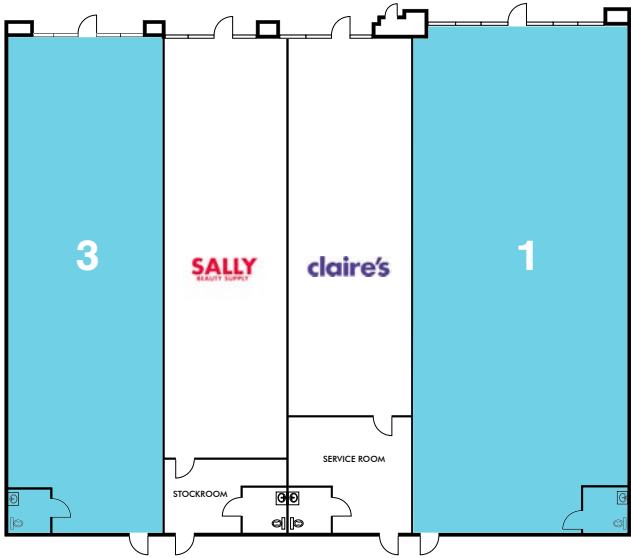
Overview

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.



Availability

Suite	Size	Status
1	±2,865 SF	Available Now
3	±2,000 SF	Available Now



Site Plan



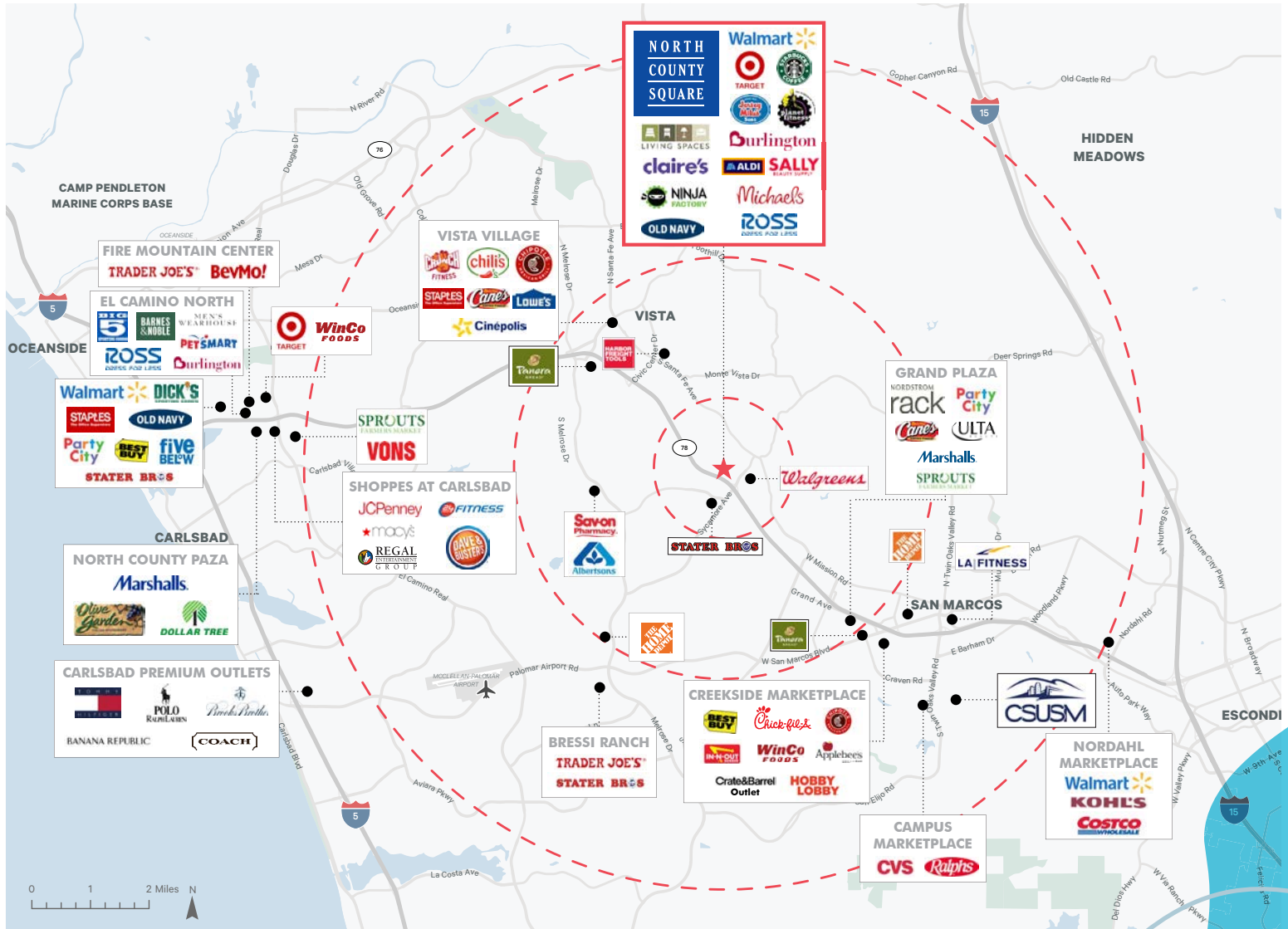


UNIVERSITY DRIVE AT SYCAMORE AVENUE, VISTA, CA

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

Retail Aerial





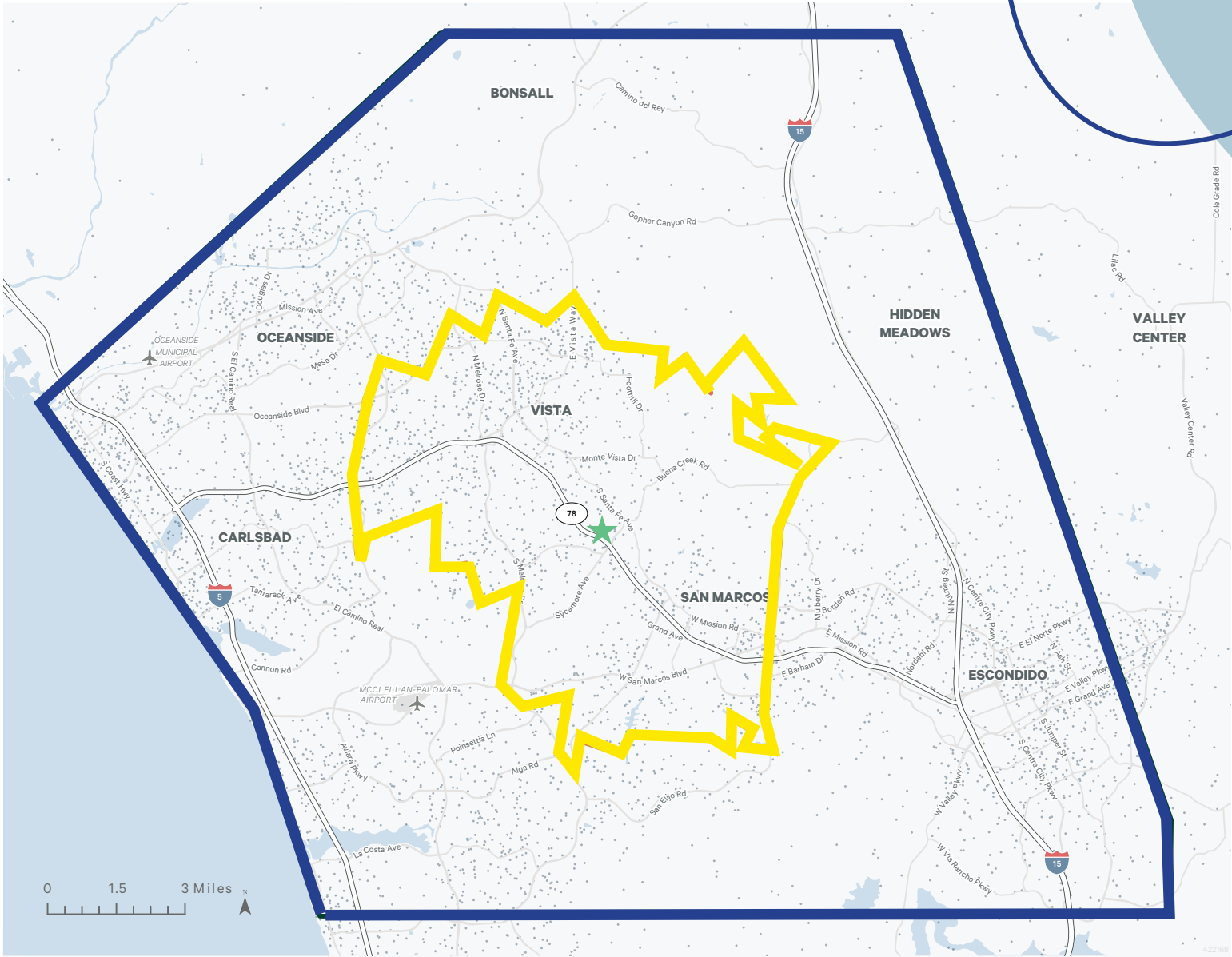
Trade Area

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	1 mile	3 miles	5 miles
2024 Population	13,839	93,604	262,487
2024 Households	5,100	31,986	87,291
2024 Average Household Income	\$113,192	\$123,344	\$130,348
2024 Daytime Population	10,918	100,658	264,922

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 settled 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 similar 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



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