

RETAIL SPACE AVAILABLE

# For Lease · Ferrara Plaza

2401-53 E VALLEY PKWY, ESCONDIDO, CA



## FEATURES

- 90,217 SF Ralphs/CVS anchored center along E Valley Parkway
- High volume grocer with strong national-brand cotenancy
- **Shop space available - 1,370 SF**
- Located along the main commercial thoroughfare at signalized intersection
- Surrounded by high density housing and residential communities
- Within close proximity to many national retailers

## DEMOGRAPHICS

|                  | 1 Mile   | 3 Mile   | 5 Mile   |
|------------------|----------|----------|----------|
| 2019 Population: | 27,499   | 108,081  | 172,759  |
| Avg HH Income:   | \$70,503 | \$78,205 | \$88,100 |
| Daytime Pop:     | 17,848   | 91,165   | 158,906  |

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## SITE PLAN



## TENANT ROSTER

| Tenant                | SF            |
|-----------------------|---------------|
| Ralph's               | 36,410        |
| CVS                   | 22,880        |
| KFC                   | 6,000         |
| <b>AVAILABLE</b>      | <b>1,370</b>  |
| Barber Shop           | 900           |
| The Pool Supply Store | 1,950         |
| Dry Cleaners          | 2,000         |
| Fitness Studio        | 1,400         |
| Hair Salon            | 1,200         |
| Reflexology           | 2,100         |
| Optometrist           | 1,500         |
| Nail Salon            | 1,200         |
| Subway                | 1,200         |
| Mexican Restaurant    | 2,100         |
| O'Reilly Auto Parts   | 5,400         |
| Smoke Shop            | 1,300         |
| Little Caesar's       | 1,300         |
| <b>Total</b>          | <b>90,210</b> |

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# Expanded Demographic Profile

ESTIMATED 2019 • CALCULATED USING PROPORTIONAL BLOCK GROUPS

## Ferrara Plaza

Rings: 1, 3, 5 mile radii

### POPULATION

|                             | 1 mile | 3 miles | 5 miles |
|-----------------------------|--------|---------|---------|
| Total Population            | 27,499 | 108,081 | 172,759 |
| Projected Population (2022) | 28,186 | 111,877 | 178,695 |

### HOUSING

|                                   | 1 mile | 3 miles | 5 miles |
|-----------------------------------|--------|---------|---------|
| Total Households                  | 8,157  | 31,482  | 53,903  |
| Projected Total Households (2022) | 8,325  | 32,462  | 55,547  |

### INCOME

|                           | 1 mile   | 3 miles  | 5 miles  |
|---------------------------|----------|----------|----------|
| Median Household Income   | \$51,294 | \$56,124 | \$63,103 |
| Average Household Income  | \$70,503 | \$78,205 | \$88,100 |
| Per Capita Income         | \$21,084 | \$22,963 | \$27,565 |
| Median Disposable Income  | \$43,533 | \$47,716 | \$52,808 |
| Average Disposable Income | \$56,223 | \$61,094 | \$67,407 |

### DAYTIME DEMOS

|                              | 1 mile | 3 miles | 5 miles |
|------------------------------|--------|---------|---------|
| Total Daytime Population     | 17,848 | 91,165  | 158,906 |
| Daytime Population Workers   | 3,164  | 33,503  | 68,246  |
| Daytime Population Residents | 14,684 | 57,662  | 90,660  |

### RACE & ETHNICITY

|  | 1 mile               | 3 miles              | 5 miles               |
|--|----------------------|----------------------|-----------------------|
| White                                      | 14,779 <b>53.75%</b> | 58,948 <b>54.54%</b> | 101,271 <b>58.62%</b> |
| Black or African American                  | 671 <b>2.44%</b>     | 2,633 <b>2.44%</b>   | 4,071 <b>2.36%</b>    |
| American Indian & Alaska Native Population | 244 <b>0.89%</b>     | 1,166 <b>1.08%</b>   | 1,735 <b>1.00%</b>    |
| Asian Population                           | 1,583 <b>5.76%</b>   | 6,201 <b>5.74%</b>   | 11,478 <b>6.64%</b>   |
| Pacific Islander Population                | 80 <b>0.29%</b>      | 258 <b>0.24%</b>     | 424 <b>0.25%</b>      |
| Other Race Population                      | 8,897 <b>32.36%</b>  | 33,766 <b>31.24%</b> | 45,541 <b>26.36%</b>  |
| Population of Two or More Races            | 1,244 <b>4.52%</b>   | 5,110 <b>4.73%</b>   | 8,240 <b>4.77%</b>    |
| Hispanic Population                        | 16,687 <b>60.68%</b> | 63,832 <b>59.06%</b> | 87,162 <b>50.45%</b>  |
| Non-Hispanic Population                    | 10,812 <b>39.32%</b> | 44,249 <b>40.94%</b> | 85,598 <b>49.55%</b>  |

### EDUCATION

|                              | 1 mile              | 3 miles             | 5 miles              |
|------------------------------|---------------------|---------------------|----------------------|
| Bachelor's Degree            | 2,041 <b>11.80%</b> | 9,493 <b>14.10%</b> | 19,126 <b>17.03%</b> |
| Graduate/Professional Degree | 932 <b>5.39%</b>    | 4,314 <b>6.41%</b>  | 9,475 <b>8.44%</b>   |

### AGE

|            | 1 mile | 3 miles | 5 miles |
|------------|--------|---------|---------|
| Median Age | 32.4   | 32.4    | 34.6    |