



# PARK CIRCLE COMMONS

Future Neighborhood Shopping Center  
Valley Center, California

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RETAIL INSITE

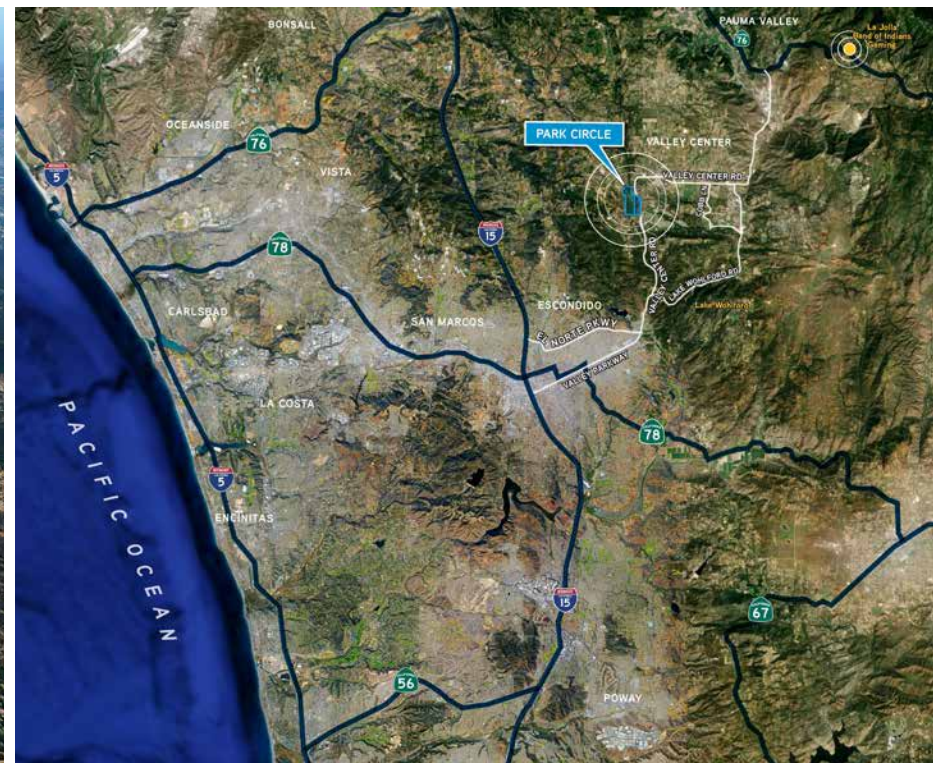




## Valley Center, San Diego County

The timeless landscape of Valley Center is on the verge of new beginnings. Located just northeast of Escondido, this ranching community has long enjoyed a rural lifestyle and quiet solitude. Today, a new community is beginning to take root at a place—and time—that seems endless. Unburdened. Enduring.

Park Circle is poised to complement its rural lifestyle with the kind of places that bring people together—large outdoor parks, concert stage and event lawn, farmers' markets, and community gardens, to name a few. New restaurants to grab a bite. New shops to frequent. And best of all, new homes for young families, empty nesters, and everyone in-between. All poised to make Park Circle the new center for social gatherings and healthy living.







The Future Neighborhood Shopping Center, Park Circle Commons, is a 34,000 square foot new construction retail component of the brand new Master Planned Community, Park Circle. The shopping center will be situated on approximately 4.2 acres, located in Valley Center, in the North San Diego County market.

## Highlights

- Valley Center has high retail demand with minimal supply, forcing residents to shop outside the city - 65% of the community's retail needs are satisfied outside the local market. This is an exceptional opportunity to provide restaurants and services that will capitalize on this great supply/demand imbalance.
- Prime corner in the heart of Valley Center
- Excellent frontage and visibility on Valley Center Road - the area's main traffic thoroughfare
- Part of an exciting new walkable community that will include over 650 homes at buildout
- Vons proposed and coming soon across the street

## Demographics (Trade Area 2016)

- Population: +/- 107,055
- Avg. HH Income: +/- \$92,276

## Traffic Counts

- Valley Center Road: +/- 29,000 ADT
- Lilac Road: +/- 10,600 ADT





# PARK CIRCLE *Commons*

Total Building Area	33,700 SF
Shops A	6,000 SF
Shops B	4,800 SF
Shops C	3,600 SF
Shops D	4,800 SF
Major Store	14,500 SF



Mirar De Valle Road

Valley Center Road



# A

## PARK CIRCLE

632 Single Family Homes  
Entitlements in process  
Expected Move-Ins: 2019

## SHADY OAK AT PARK CIRCLE

47 Single Family Homes  
Entitlements in process  
Expected Move-Ins: 2019

# B

## BUTTERFIELD TRAILS

71 Single Family Homes  
Construction starting soon

# C

## VALLEY VIEW RANCH

100+ Single Family Homes  
Gated community  
Completed 2004-2016

# D

## WOODS VALLEY RANCH

270 Single Family Homes  
& Golf Course  
Completed 2005

# E

## NORTH VILLAGE

700 Single Family Homes  
Entitlements in Process  
Expected Move-Ins: Late 2020

# F

## LIVE OAK RANCH

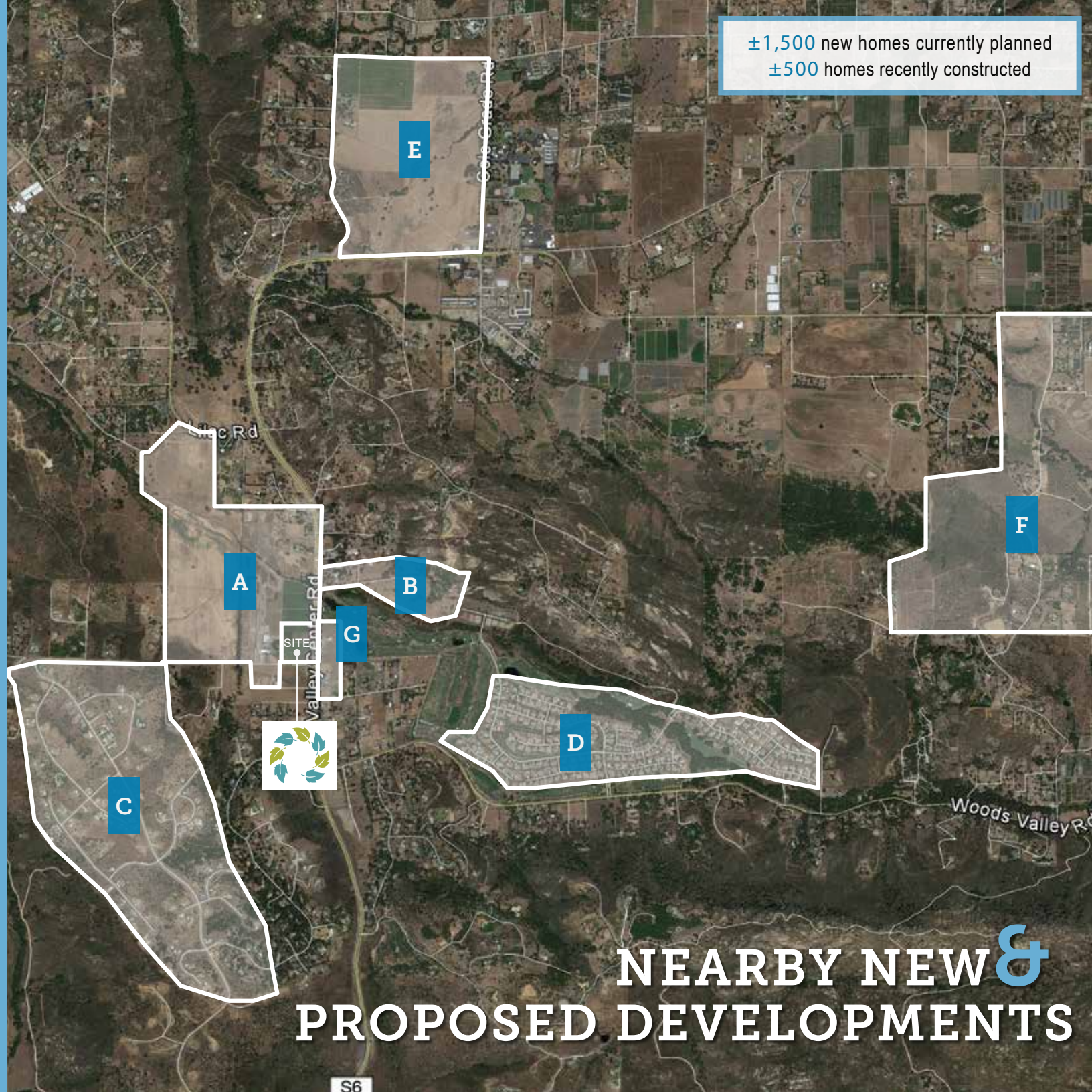
146 Single Family Homes  
Proposed  
Started Grading 2007

# G

## LIBERTY BELL PLAZA

Proposed Vons  
±82,000 SF  
Expected Ground  
Breaking 2019

±1,500 new homes currently planned  
±500 homes recently constructed

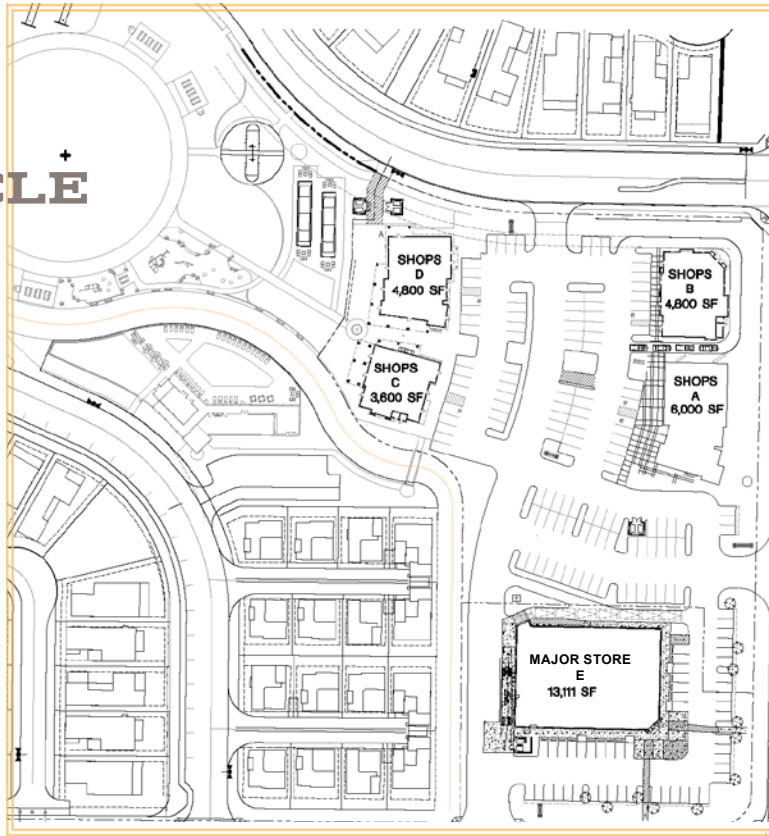


# NEARBY NEW & PROPOSED DEVELOPMENTS

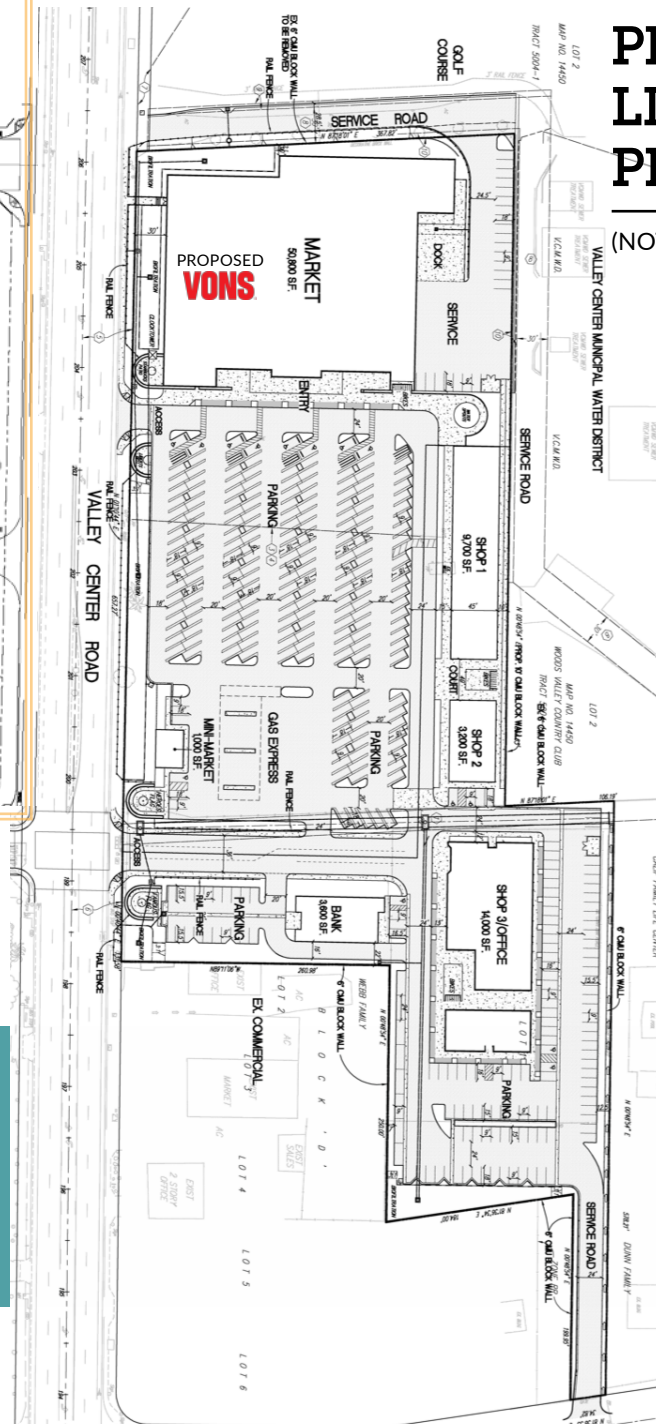




# PARK CIRCLE Commons



MIRAR DE VALLE ROAD



# PROPOSED LIBERTY BELL PLAZA

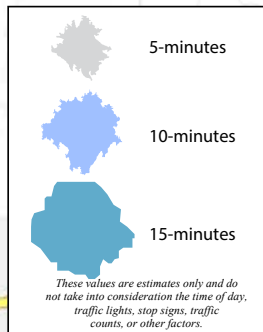
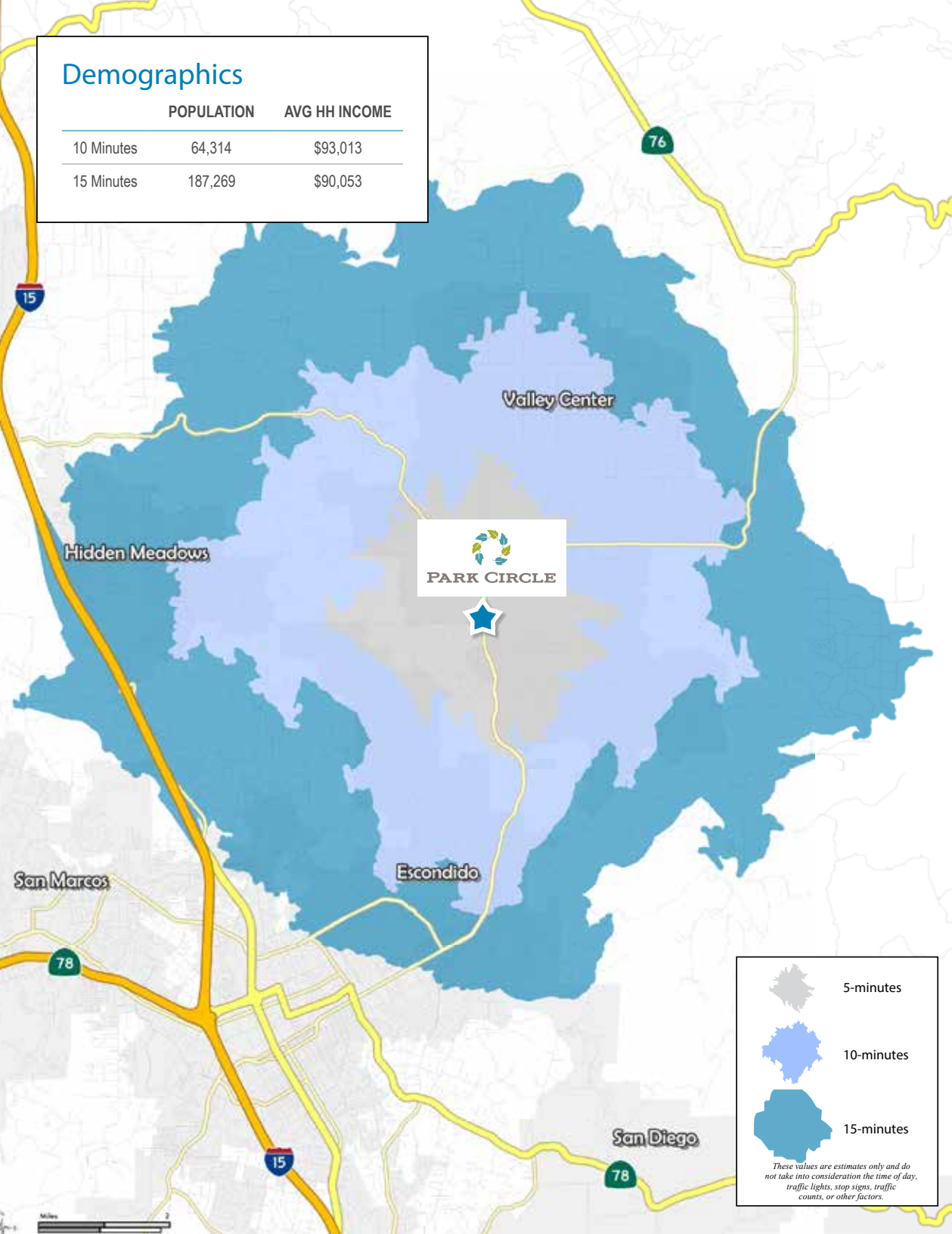
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# SOUTH VILLAGE RETAIL HUB

The information above has been obtained from sources believed to be reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. It is your responsibility to independently confirm its accuracy and completeness. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property. The value of this transaction to you depends on tax and other factors which should be evaluated by your tax, financial and legal advisors. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs.

## Demographics

	POPULATION	AVG HH INCOME
10 Minutes	64,314	\$93,013
15 Minutes	187,269	\$90,053



## DEMOGRAPHICS

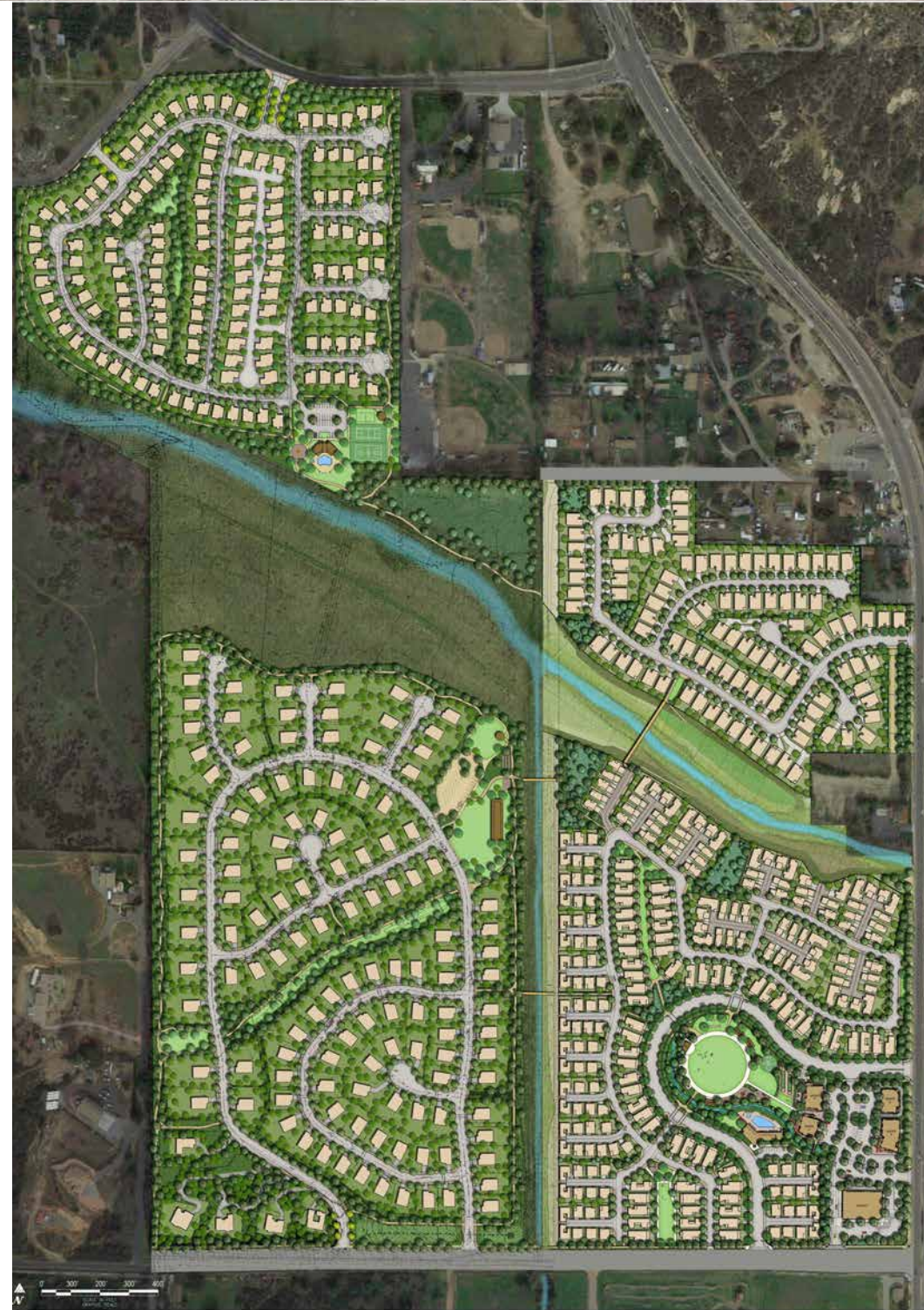
- Wealthy consumer base with average household income of \$93,013 within 10 minutes
- Current population over 107,000
- Population base is strong enough to support a primary neighborhood shopping center
- Valley Center has a significant opportunity gap with 65% of the community's retail needs satisfied outside the city





# PARK CIRCLE

Park Circle is a master planned community that provides a full range of housing alternatives, social activities, shopping, and health conscious options for all residents of Valley Center. The anticipated community highlights and amenities included herein illustrate how a community can truly be a place where you can live, work and play.





# Conceptual Renderings

Emphasis was placed on the quality of architectural design to create a neighborhood shopping center that blends in with the existing environment, appearing to have been built over time. The shopping center has been designed with a Farmhouse architectural theme, including other elements found in Valley Center, using authentic materials with rural character such as wood, stone, and metal.







BOUTIQUE

GIFT SHOP

COFFEE BAR





Park Circle  
Cafe

WILD QUEST



*Escape  
to the  
middle of  
everywhere.*

