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* Unless otherwise noted, number represents Single Family Residential Dwelling Units (Du's)



ROBERTSON RANCH

NEC El Camino Real & West Ranch Street – Carlsbad, California 92010

CARLSBAD FEATURES

- Carlsbad is an affluent seaside resort city occupying a 7-mile stretch of Pacific coastline in North San Diego County, California.
- Carlsbad has a relatively young population, with a median age of 32, and 78 percent of residents under age 55.
- Approximately 3,369 residential units are active in the project's trade area and will contribute another 7,941 people to the site's immediate area. (Please review the full Demographic Analysis Report by DDS Marketing, [click here.](#))

PROPERTY FEATURES

- Centrally located in the City of Carlsbad, the project is along a highly traveled thoroughfare, El Camino Real with an average daily traffic count of roughly 35,000.
- Anchor and junior anchor opportunities from 14,000 – 35,000 square feet.
- Retail and restaurant suites available from 900 - 6,000 square feet.
- Ample onsite parking with 440 parking stalls (5.5/1,000).

PROJECT SUMMARY

SITE AREA	14.85 Acres Gross
BUILDING AREA	79,800 Square Feet
AVAILABLE RETAIL SUITES	900-35,000 Square Feet
RETAIL PARKING	440 Parking Stalls Provided @ 5.5/1,000 SF

TRADE AREA DEMOGRAPHICS

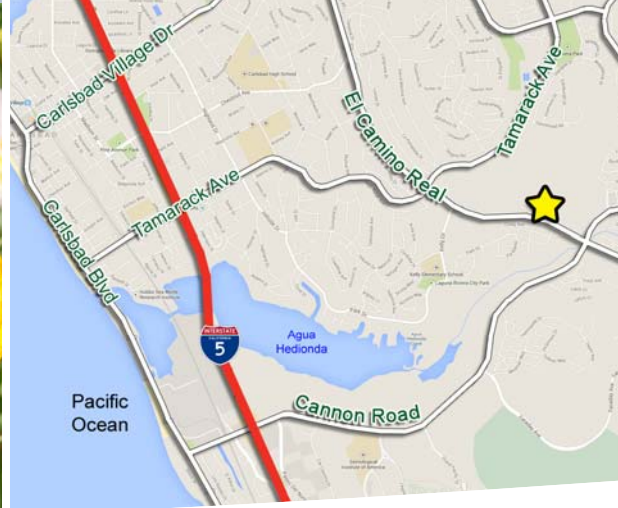
MARCH 2014 EST. POPULATION	51,446
MARCH 2016 EST. POPULATION	80,032
MEDIAN HOUSEHOLD INCOME (2014)	\$80,260
MEDIAN VALUE OF HOUSING (2014)	\$637,514

(Source: DDS Marketing, 2014)

TRAFFIC COUNTS

EL CAMINO REAL	
TAMARACK AVE TO KELLY DR	25,520 ADT
CANNON ROAD	
HILLTOP ST TO COLLEGE BLVD	18,643 ADT

(Source: City of Carlsbad, 2013)





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CONCEPTUAL SITE PLAN



PROJECT SUMMARY

BLDG	PROPOSED USE	SQ. FT.
A	Grocery	35,000 sf
B	Retail	14,000 sf
C	Retail / Food	6,000 sf
D	Commercial / Financial	4,500 sf
E	Retail / Food	8,300 sf
F	Retail / Food	7,500 sf
G	Retail / Food	4,500 sf

(Proposed Draft Site Plan: August 7, 2014)

Note: Net building footprints and heights shown are approximate and may change within total square foot.

The information contained herein has been given to us by sources we deem reliable. We have no reason to doubt its accuracy, but we do not guarantee it. All information should be verified prior to purchase or lease.

TOLL BROTHERS COMMUNITIES

- Anticipated to open for sale in early 2015, Carlsbad's newest master planned community adjacent to the shopping center, offering four collections of luxury homes
- Proposed ±672 dwelling units within West Village

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TRADE AREA DEMOGRAPHIC CHARACTERISTICS

	1 Mile Radius Trade Area	2 Mile Radius Trade Area	3 Mile Radius Trade Area	Shopping Center Trade Area
March 2014 Estimated Population	13,948	34,369	79,452	51,446
March 2016 Projected Population	15,527	36,460	81,395	53,661
Total Population at Build Out of All Active Residential Units	16,827	42,178	84,310	59,388
Average Persons Per Household (2014)	2.84	2.77	2.50	2.69
Median Household Income (2014)	\$89,582	\$81,422	\$63,141	\$80,260
Median Value of Housing (2014)	\$675,775	\$613,345	\$466,692	\$637,514

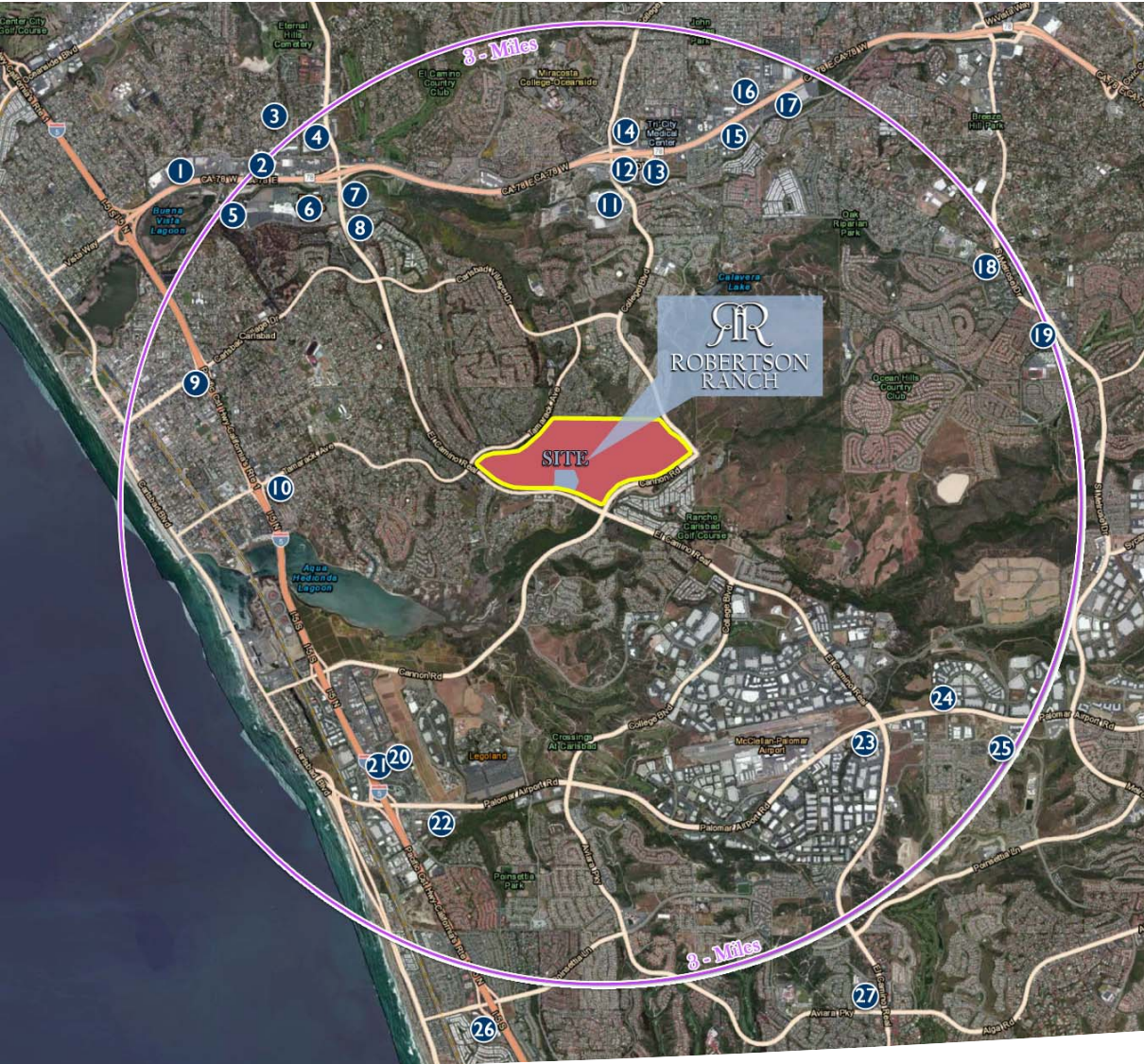
PLEASE REVIEW THE FULL DEMOGRAPHIC ANALYSIS REPORT BY DDS MARKETING, [CLICK HERE](#)



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RETAILERS IN THE MARKET



1. **Pacific Coast Plaza**
Walmart, Bed Bath & Beyond, Stater Bros., Best Buy, Sports Authority, Cost Plus World Market
2. **El Camino North**
Ross, Barnes & Noble, Michaels, Petco, Toys R Us, Famous Footwear, ULTA Beauty, LA Fitness, Sears Outlet
3. **Fire Mountain Center**
Trader Joe's, BevMo!
4. **Camino Town & Country**
Target, 24 Fitness, Joann Fabrics
5. **North County Plaza**
Marshalls, Tuesday Morning, Dollar Tree
7. **Westfield Plaza Camino Real**
Macy's, JCPenney, Sears
8. **Carlsbad Plaza**
Vons, CVS/pharmacy, Chuze Fitness
9. **Carlsbad Plaza South**
Sprouts, Kahoots Pet Store
9. **Poinsettia Plaza**
Albertsons
10. **Tamarack Shopping Ctr**
Vons, Rite Aid
11. **Quarry Creek**
Walmart, Kohl's, Albertsons/Sav-on, Petsmart
12. **College Plaza**
Dick's Sporting Goods, Grocery Outlet
13. **Tri-City Crossroads**
Rite Aid, TJ Maxx, Dollar Tree
14. **Home Depot**
15. **The Pavilion Shopping Ctr**
North Park Produce, Dunn-Edwards Paint, Price Save Mart
16. **Tri City Square**
Smart & Final
17. **Costco**
18. **Palm Tree Plaza**
Ralphs, Walgreens
19. **Melrose Village Plaza**
Albertsons/Sav-on, CVS/pharmacy, Dollar Tree
20. **Carlsbad Premium Outlets**
Banana Republic, Tommy Hilfger, GAP Factory Store, Calvin Klein, BCBG Max Azria, Barney's New York, Polo Ralph Lauren, Crate & Barrel, Bellefleur
21. **Paseo Carlsbad**
Road Runner Sports, St. John, Soccerloco, Kings Seafood, P.F. Chang's, BJ's
22. **Palomar Place**
Costco
23. **Palomar Commons**
Lowe's
24. **Loker Business Center**
Staples
25. **Bressi Ranch Village Center**
Stater Bros., Trader Joe's, Unleashed by Petco
26. **Poinsettia Village**
Ralphs Fresh Fare, Rite Aid
27. **Plaza Paseo Real**
Vons, Cinopolis, Pharmaca

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