

Marcus & Millichap  
OVANESS-ROSTAMIAN GROUP

# PARKWAY VILLA *Center*



1815 EAST VALLEY PARKWAY, ESCONDIDO, CA 92027





## NON-ENDORSEMENT & DISCLAIMER NOTICE

### CONFIDENTIALITY & DISCLAIMER

The information contained in the following Marketing Brochure is proprietary and strictly confidential. It is intended to be reviewed only by the party receiving it from Marcus & Millichap and should not be made available to any other person or entity without the written consent of Marcus & Millichap. This Marketing Brochure has been prepared to provide summary, unverified information to prospective purchasers, and to establish only a preliminary level of interest in the subject property. The information contained herein is not a substitute for a thorough due diligence investigation. Marcus & Millichap has not made any investigation, and makes no warranty or representation, with respect to the income or expenses for the subject property, the future projected financial performance of the property, the size and square footage of the property and improvements, the presence or absence of contaminating substances, PCB's or asbestos, the compliance with State and Federal regulations, the physical condition of the improvements thereon, or the financial condition or business prospects of any tenant, or any tenant's plans or intentions to continue its occupancy of the subject property. The information contained in this Marketing Brochure has been obtained from sources we believe to be reliable; however, Marcus & Millichap has not verified, and will not verify, any of the information contained herein, nor has Marcus & Millichap conducted any investigation regarding these matters and makes no warranty or representation whatsoever regarding the accuracy or completeness of the information provided. All potential buyers must take appropriate measures to verify all of the information set forth herein. Marcus & Millichap is a service mark of Marcus & Millichap Real Estate Investment Services, Inc. © 2025 Marcus & Millichap. All rights reserved.

### NON-ENDORSEMENT NOTICE

Marcus & Millichap is not affiliated with, sponsored by, or endorsed by any commercial tenant or lessee identified in this marketing package. The presence of any corporation's logo or name is not intended to indicate or imply affiliation with, or sponsorship or endorsement by, said corporation of Marcus & Millichap, its affiliates or subsidiaries, or any agent, product, service, or commercial listing of Marcus & Millichap, and is solely included for the purpose of providing tenant lessee information about this listing to prospective customers.

ALL PROPERTY SHOWINGS ARE BY APPOINTMENT ONLY. PLEASE CONSULT YOUR MARCUS & MILLICHAP AGENT FOR MORE DETAILS.

Activity ID: ZAG1050300

**Marcus & Millichap**  
**OVANESS-ROSTAMIAN GROUP**





# TABLE OF CONTENTS

01

EXECUTIVE  
SUMMARY

02

PROPERTY  
DESCRIPTION

03

FINANCIAL  
ANALYSIS

04

LOCATION & MARKET  
OVERVIEW







01

## EXECUTIVE SUMMARY



# THE OFFERING

1815 EAST VALLEY PARKWAY, ESCONDIDO, CA 92027



## OFFERING PRICE:

\$5,151,250



## CURRENT & 2027 PROFORMA CAP RATES:

6.09% & 7.19%



## BUILDING PRICE PER SF:

\$336



## LAND PRICE PER SF:

\$81



## TOTAL BUILDING SIZE:

15,309 SF



## TOTAL LOT SIZE:

63,597 SF ( $\pm 1.46$  AC)



## YEAR BUILT:

1986





# INVESTMENT OVERVIEW

The Ovaness Rostamian Group of Marcus & Millichap is pleased to present 1815 East Valley Parkway, Escondido, CA—a 15,309-square-foot daily needs shopping center located in one of North San Diego County’s most accessible and demographically robust retail corridors. This fully leased property offers stable, diversified income with meaningful upside potential through below-market rents and strong tenant retention. Situated along East Valley Parkway, Escondido’s primary east-west commercial thoroughfare, the center features 307 feet of frontage and benefits from ±25,904 vehicles per day (VPD), drawing consistent traffic from both commuters and neighborhood shoppers.

The property sits one block from major regional shopping centers—including Valley Plaza, Vineyard Square, and Escondido Village—anchored by high-volume national retailers like Walmart, Home Depot, and Albertsons. Its strong tenant mix includes QSR/dining (29%), professional services (34%), and medical (6%), with nine tenants averaging 1,701 square feet per space. In-place rents average \$1.85 PSF/month, which is approximately 30% below market rents currently ranging from \$2.00–\$2.57 PSF/month. The offering includes 47 dedicated parking stalls, ensuring ample capacity for tenant and customer needs.

The surrounding trade area boasts over 181,000 residents within a five-mile radius, supported by an average household income of \$116,363. The city of Escondido has identified East Valley Parkway as a key growth corridor, with new multifamily and senior housing projects under development nearby that are expected to increase daytime foot traffic and long-term retail demand. The city is also actively pursuing business-friendly policies through its 2023–2028 Economic Development Strategy, including investment in infrastructure, streamlined permitting, and targeted industry support in healthcare, biotech, and AgTech.

Escondido benefits from a strong and diverse employment base anchored by Palomar Medical Center, Stone Brewing, Dr. Bronner’s, and the Escondido Union School District, among others. The property also offers excellent regional connectivity, with direct access to Interstate 78 and close proximity to the Escondido Transit Center, linking the site to San Diego, Riverside, and Los Angeles Counties via light rail and rapid bus service. With a low retail vacancy rate of 4.0% in San Diego County—and only 5.6% in Escondido strip centers—1815 East Valley Parkway presents investors with a rare opportunity to acquire a high-visibility, income-generating retail asset with below-market rents and immediate value-add potential in one of North County’s most established trade areas.



# INVESTMENT HIGHLIGHTS

## Prime Shopping Center Opportunity – 1815 East Valley Pkwy Escondido 15,309 SF Daily Needs Shopping Center

- **Prime Visibility & Frontage** – 307 Feet Along East Valley Parkway, Benefiting from ±25,904 Vehicles Per Day (VPD).
- **Strong Neighboring Retail Synergy** – Only a Block Away from Valley Plaza, Vineyard Square Shopping Center, and Escondido Village—Featuring Strong Retail Anchors Such as Home Depot, Walmart, and Albertsons.
- **Hardy Tenant Mix** – Well-Diversified With 23% QSR, 17% Medical, 21% Food, and 17% Services, Appealing to a Broad Consumer Base.
- **Low Area Retail Vacancy** – San Diego County Retail Vacancy is a Low 4%, and Escondido Strip Centers are Only 5.6%, Indicating Tight Supply and Strong Demand.
- **Strong Demographics & Spending Power** – Over 181,000 Residents Within a 5-Mile Radius. An Average Household Income \$116,363 Supports Robust Retail Spending, Making Escondido a Prime Market for Investment and Expansion.
- **Excellent Accessibility and Pylon Sign** Two Curb Cuts for Smooth Ingress/Egress, Along With a Prominent Pylon Sign Directly on East Valley Parkway.
- **Prime Transportation & Regional Connectivity** – Easy Access to Interstate 78, Connecting to I-15 and SR-76, With Close Proximity to the Escondido Transit Center—Linking the Property to San Diego, Riverside, and Los Angeles Counties.
- **Strategic Employment & Economic Hub** – Escondido is Home To Major Employers Such as Palomar Medical Center, Stone Brewing, and Dr. Bronner's, as Well as a Growing Base of Biotech and AgTech Companies.
- **Active Economic Development** – The City of Escondido is Investing in Business-Friendly Initiatives, Mixed-Use Development, and Infrastructure Improvements to Support Long-Term Growth.
- **Future Population Growth** – New Housing and Senior Living Developments Along East Valley Parkway are Expected to Increase Local Demand and Daytime Traffic.

## Shopping Center Details

15,309 SF on 1.46 Acres | 100% Occupied | 6.09% In-Place CAP Rate | 7.19% ProForma CAP Rate

- **Tenant Breakdown** – 9 Tenants, Average Suite Size of 1,701 SF; QSR/Dining (29%), Professional Services (34%), Medical (6%).
- **Rent Growth Potential** – Current Average Rent of \$1.85 PSF/Month is ~30% Below Market; Area Asking Rents Range From \$2.00–\$2.57 PSF/Month.
- **Ample Parking** – 47 Dedicated Parking Stalls.
- **Visibility & Consumer Traffic** – Located on Escondido's Main Retail Artery With Consistent Consumer Traffic and Low Vacancy—Ensuring Continued Tenant Stability.

This investment offers stable cash flow, immediate upside in a high demand growth market.





02

## PROPERTY DESCRIPTION



# PROPERTY OVERVIEW



## **PARKING:**

47 Stalls



## **ZONING:**

CG



## **TOTAL BUILDING SIZE:**

15,309 SF



## **TOTAL LOT SIZE:**

63,597 SF (±1.46 AC)



## **APN:**

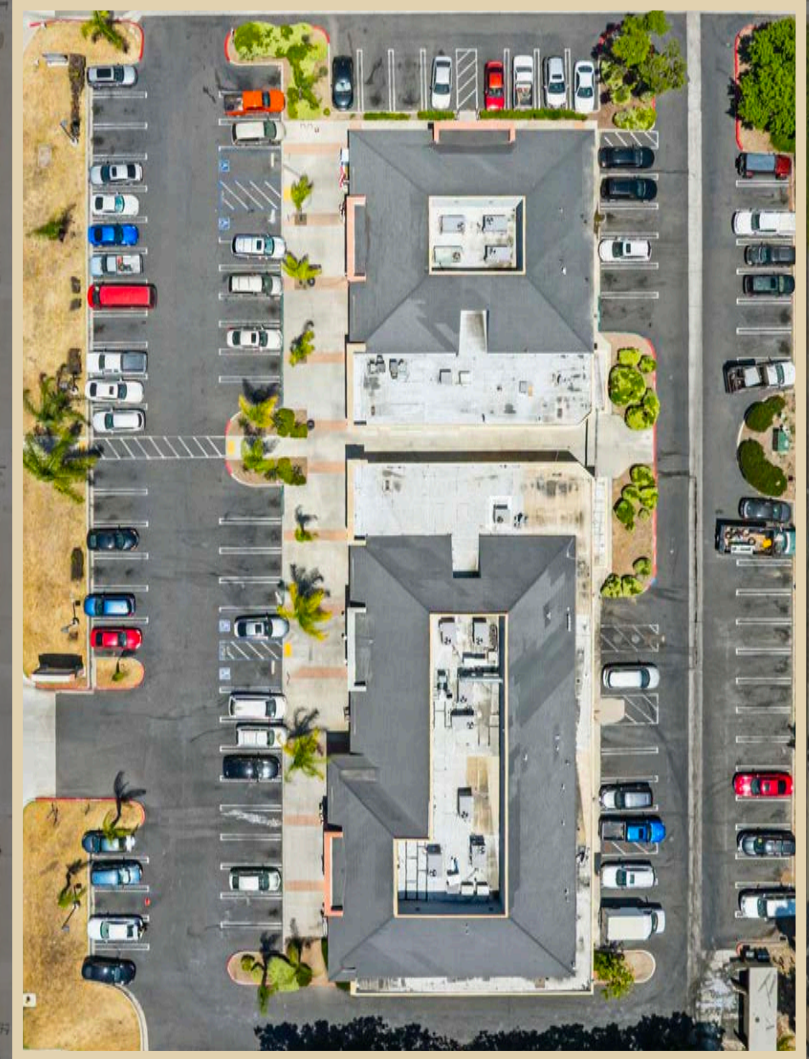
231-060-74-00

## **ADDRESS:**



1815 EAST VALLEY PARKWAY,  
ESCONDIDO, CA 92027

East Valley Pkwy.











15

238,900  
CARS PER DAY

**E**  
ESCONDIDO HIGH SCHOOL  
LOYAL SUBJECTS AND STUDENTS  
1,771 Students

936 Students

KFC  
Ralphs  
O'Reilly  
CVS/pharmacy

Dutch Bros  
VONS

8  
TACO BELL

25,407  
CARS PER DAY

HERITAGE  
Junior  
448 Students

15,904  
CARS PER DAY

26,684  
CARS PER DAY

**SUBJECT**  
PARKWAY VILLA  
Center

ORANGE CLAY  
PATRIOT  
1,871 Students

ESCONDIDO  
CHRISTIAN  
SCHOOLS  
381 Students

15,000  
CARS PER DAY

Avocado Hwy.

East El Norte Pkwy.

North Midway Dr.

South Midway Dr.

Bear Valley Pkwy.

San Pasqual Rd.

Ronald Packard Pkwy.

North Ash St.

Centre City Pkwy.

Starbucks  
ups  
DOLLAR TREE  
ROSS  
DRESS FOR LESS  
CVS/pharmacy VONS

33,832  
CARS PER DAY

JIMMY JOHN'S  
the Habit  
BURGER GRILL

NORTHGATE MARKET  
O'Reilly  
AUTO PARTS  
DOLLAR TREE  
AutoZone

925 Students

Valley Plaza  
Pho Lee  
Dragon Express

Pollo Loco  
Jack  
In the box

UNITED STATES  
POSTAL SERVICE

GROCERY OUTLET  
"bargain market"  
Walgreens

Walmart

TACO BELL

Food 4 Less

TOYOTA HYUNDAI

CIRCLE K  
Rally's

DEL TACO  
ROSS  
DRESS FOR LESS

CUBESMART  
self storage

LOWE'S  
CARMAX  
Penny's  
Jack  
In the box  
O'Reilly  
AUTO PARTS

**PALOMAR HEALTH**  
Medical Center  
292 Beds

Plaza Las Palmas  
McDonald's  
jiffy lube  
petco  
Rockin' Jay's  
ITALIAN SUBS  
PACIFIC  
KITCHEN & HOME

Pop Boys

Dutch Bros

goodwill

BARNES & NOBLE  
Michael's

Starbucks  
Smart & Final  
UNITED STATES  
POSTAL SERVICE  
dd's DISCOUNTS  
PET SMART  
Shakey's

CAIMANS  
1,300 Students

Starbucks  
Walmart  
CHIPOTLE  
MEXICAN GRILL  
ups  
Albertsons  
DOLLAR TREE  
planet fitness  
THE HOME DEPOT

ULTA BEAUTY  
Huckberry's  
GameStop  
ROSS  
DRESS FOR LESS  
GNC  
BOB'S FURNITURE  
TJ-maxx  
DICK'S  
SPORTING GOODS  
Applebee's  
five BELOV  
Chick-fil-A  
planet fitness  
Panera  
BREAD  
Starbucks  
ups

Olive Garden  
chili's

24  
HOUR FITNESS

Mercedes-Benz

Vintana  
WINE-DINE

Starbucks  
Burger King  
SUBWAY  
CVS/pharmacy

SPROUTS  
FARMERS MARKET

Peterson's  
DONUT CORNER  
DONUT CORNER

Little Caesars

23,188  
CARS PER DAY





**Ralphs**  
O'Reilly AUTO PARTS  
**CVS pharmacy**

**PALOMAR COLLEGE**  
Learning for Success  
18,800 Students

**VONS**  
Dutch Bros  
Domino's  
Shell

**thrift**  
redwhite&blue

**ValleyMax**  
Supermarkets

15,904  
CARS PER DAY

**ARCO**

North Midway Dr.

**TACO BELL**  
**Valvoline**

**BLACK ROCK**  
COFFEE BAR

**ESCONDIDO Charter**  
518 Students

**YUM YUM**  
DONUTS

**HERITAGE Elementary School**  
1,328 Students

East Vally Pkwy.

**SUBJECT**  
**PARKWAY VILLA Center**

**UNITED STATES POSTAL SERVICE**

25,407  
CARS PER DAY

**JOHN AUTO PROS**

Antonio's Mexican Food

**KENNEDY'S**  
SELECT STORE





Logos for OVALLETA SUPERMARKETS, planet fitness, CHIPOTLE, T-Mobile, BIG 5 SPORTS & OUTDOORS, SKECHERS, SUBWAY, and DOLLAR TREE.

Logos for Popeyes, citibank, Auto Zone, Jersey Mike's Subs, ups, and Chevron.

Logos for Starbucks and CHASE.

McDonald's

Walmart logo

Walmart logo

GROCERY OUTLET bargain Market and Walgreens logos

13,259 CARS PER DAY

North Rose St.

ROSS DRESS FOR LESS and DEL TACO BETTER MEX logos

Pizza-Hut and Burger King logos

Antonio's Mexican Food logo

KENNEDY'S SELECT STORE logo

UNITED STATES POSTAL SERVICE logo

HERITAGE Elementary School logo and 1,328 Students

SUBJECT PARKWAY VILLA Center

ESCONDIDO Charter logo and 518 Students

25,407 CARS PER DAY

YUM YUM BOWLS logo





03

## FINANCIAL ANALYSIS



# PRICING

This information has been secured from sources we believe to be reliable, but we make no representations or warranties, express or implied, as to the accuracy of the information. References to square footage or age are approximate. Buyer must verify the information and bears all risk for any inaccuracies. Marcus & Millichap is a service mark of Marcus & Millichap Real Estate Investment Services, Inc. © 2025 Marcus & Millichap. All rights reserved.

## PRICING SUMMARY

<b>Price (Potential Reach):</b>	<b>\$5,151,250</b>		
<b>Down Payment:</b>	<b>\$2,575,625</b>	<i>50% Down Payment</i>	
Current Cap Rate:	6.09%	Cash-on-Cash:	5.12%
ProForma Cap Rate:	7.19%	ProForma Cash-on-Cash:	7.31%
<b><u>Costs Incurred by New Owner</u></b>			
<b>TI &amp; Leasing Commission</b>	<b>\$20,070</b>		
Year Built/Renovated:	1986		
Total Building Size:	15,309	Zoning:	CG
Price Per Square Foot:	\$336	Parking:	47 Stalls
Lot Size (SF):	63,597	Land Per Sq. Ft.:	\$81

## NEW FINANCING

LTV:	50%
Balance:	\$2,575,625
Term:	5
Rate:	5.83%
Amortization:	30
Maturity Date:	Sep-2030
Yearly Payment:	\$181,942

## FINANCIAL SUMMARY

	<b><u>Current</u></b>		<b><u>ProForma 2027</u></b>	
Total Rental Income (GLA):	\$329,001		\$388,659	
Expense Reimbursements:	\$177,018	100%	\$177,018	100%
Total Gross Revenue:	\$506,019		\$565,677	
Vacancy Factor:	(\$15,181)	3.0%	(\$16,970)	3.0%
Operating Expenses:	(\$177,018)	54%	(\$177,018)	46%
Net Operating Income (NOI):	\$313,820	6.09%	\$371,688	7.19%
First Trust Deed/Mortgage:	\$181,942		\$181,942	
Pre-Tax Cash Flow:	\$131,879	5.12%	\$189,747	7.31%
Interest Payment:	\$149,296		\$145,269	
Principle Payment:	\$32,646		\$36,673	
Total Return:	\$164,525	6.39%	\$226,419	8.72%

## ESTIMATED EXPENSES

Property Tax:	\$64,391
Insurance:	\$8,186
Maintenance & Repair:	\$1,319
Roof Repair & Maintenance	\$2,734
Water/Sewer:	\$41,350
Gas / Electricity	\$4,029
Trash	\$15,681
Landscaping:	\$3,408
Day Porter	\$15,680
Property Mgt:	\$20,241
<b>Total Expenses:</b>	<b>\$177,018</b>
<b>Expenses Per Sq. Ft (GLA):</b>	<b>\$0.96</b>



# RENT ROLL

This information has been secured from sources we believe to be reliable, but we make no representations or warranties, express or implied, as to the accuracy of the information. References to square footage or age are approximate. Buyer must verify the information and bears all risk for any inaccuracies. Marcus & Millichap is a service mark of Marcus & Millichap Real Estate Investment Services, Inc. © 2025 Marcus & Millichap. All rights reserved.

## RENT ROLL - CURRENT

Unit	Tenant	%	Sq. Ft.	Monthly Rent	Annual Rent	Rent PSF/Mo	Rent PSF/Yr	Type	Start	End	Options	Increases
1	Novedades Livia	12%	1,815	\$2,407	\$28,890	\$1.33	\$15.92	NNN	8/1/2018	8/31/2026	-	3.00%
2	Ding Tea	5%	801	\$1,789	\$21,464	\$2.23	\$26.80	NNN	8/1/2019	7/31/2029	-	3.00%
3	Bing Realty	9%	1,338	\$2,676	\$32,112	\$2.00	\$24.00	NNN	6/1/2025	5/31/2026	-	-
4	Fiesta Mexicana Bakery	9%	1,346	\$3,179	\$38,153	\$2.36	\$28.35	NNN	6/1/2011	7/31/2028	-	5.00%
5 & 6	Physical Therapy	17%	2,668	\$4,809	\$57,709	\$1.80	\$21.63	NNN	10/1/2019	9/30/2027	1 x 5-Yr	3.00%
7	Wing Stop	9%	1,305	\$2,567	\$30,808	\$1.97	\$23.61	NNN	6/8/2015	3/31/2028	2 x 5-Yr	3.00%
8	Lee Nails	9%	1,338	\$2,100	\$25,198	\$1.57	\$18.83	NNN	12/1/2017	11/30/2027	-	3.70%
9	Nuestro Secreto	9%	1,442	\$3,060	\$36,716	\$2.12	\$25.46	NNN	5/1/2024	4/30/2027	2 x 3-Yr	3.00%
10 & 11	La Michoacana	21%	3,256	\$4,829	\$57,952	\$1.48	\$17.80	NNN	6/1/2015	5/31/2026	-	3.00%
<hr/>												
	Total / Average	100%	15,309	\$27,417	\$329,001	\$1.87	\$22.49					
	Vacancy	0%	0									
	Occupancy	100%	15,309									

## RENT ROLL - PROFORMA 2027

<u>Unit</u>	<u>Tenant</u>	<u>%</u>	<u>Sq. Ft.</u>	<u>Monthly Rent</u>	<u>Annual Rent</u>	<u>Rent PSF/Mo</u>	<u>Rent PSF/Yr</u>	<u>Type</u>	<u>Start</u>	<u>End</u>	<u>Options</u>	<u>Increases</u>
1	Novedades Livia	12%	1,815	\$4,084	\$49,005	\$2.25	\$27.00	NNN	8/1/2018	New Lease	-	3.00%
2	Ding Tea	5%	801	\$1,842	\$22,108	\$2.30	\$27.60	NNN	8/1/2019	7/31/2029	-	3.00%
3	New Tenant	9%	1,338	\$3,011	\$36,126	\$2.25	\$27.00	NNN	6/1/2025	New Lease	-	-
4	Fiesta Mexicana Bakery	9%	1,346	\$3,180	\$38,160	\$2.36	\$28.35	NNN	6/1/2011	New Lease	-	5.00%
5 & 6	Physical Therapy	17%	2,668	\$4,953	\$59,440	\$1.86	\$22.28	NNN	10/1/2019	9/30/2032	-	3.00%
7	Wing Stop	9%	1,305	\$2,644	\$31,732	\$2.03	\$24.32	NNN	6/8/2015	3/31/2028	2 x 5-Yr	3.00%
8	Lee Nails	9%	1,338	\$3,011	\$36,126	\$2.25	\$27.00	NNN	12/1/2017	New Lease	-	3.70%
9	Nuestro Secreto	9%	1,442	\$3,151	\$37,817	\$2.19	\$26.23	NNN	5/1/2024	4/30/2030	1 x 3-Yr	3.00%
10 & 11	La Michoacana	21%	3,256	\$6,512	\$78,144	\$2.00	\$24.00	NNN	6/1/2015	New Lease	-	3.00%
Total / Average		100%	15,309	\$32,388	\$388,659	\$2.16	\$25.97					





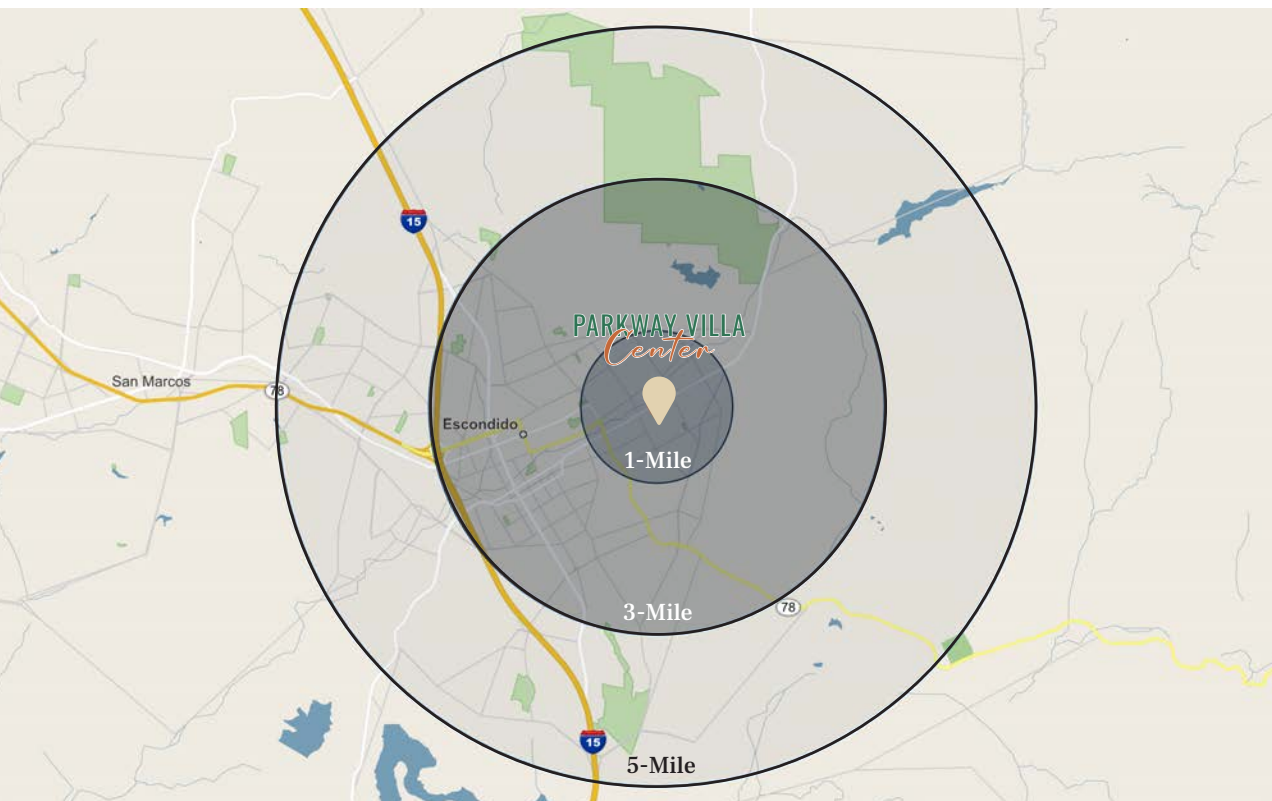
04

## LOCATION & MARKET OVERVIEW



# ESCONDIDO, CALIFORNIA OVERVIEW

Escondido, California is a vibrant city located in North San Diego County, known for its beautiful climate, scenic surroundings, and welcoming community. Nestled in a natural valley, it offers a blend of suburban charm and urban convenience, with historic downtown areas, top-rated schools, and a variety of parks, wineries, and cultural attractions like the California Center for the Arts. Escondido's proximity to major freeways makes it easily accessible to the coast, downtown San Diego, and other Southern California destinations, making it an ideal place to live, work, and visit.



## CITY HIGHLIGHTS

WITHIN A 5-MILE RADIUS



181,717

2024 POPULATION



\$116,363

AVERAGE HOUSEHOLD INCOME



60,401

TOTAL HOUSEHOLDS



± 35 Minute Drive

TO SAN DIEGO, CA

PALM SPRINGS

110

MILES

LOS ANGELES

103

MILES

SAN DIEGO

30

MILES

FRESNO

322

MILES

SAN FRANCISCO

484

MILES

SACRAMENTO

487

MILES



# DEMOGRAPHICS

Marcus & Millichap  
OVANESS-ROSTAMIAN GROUP

POPULATION	1 Mile	3 Miles	5 Miles
<b>2029 Projection</b>			
Total Population	33,037	126,246	183,577
<b>2024 Estimate</b>			
Total Population	32,822	125,293	181,717
<b>2020 Census</b>			
Total Population	33,399	127,422	184,065
<b>2010 Census</b>			
Total Population	32,516	121,738	175,200
<b>Daytime Population</b>			
2024 Estimate	20,401	97,744	156,617
HOUSEHOLDS	1 Mile	3 Miles	5 Miles
<b>2029 Projection</b>			
Total Households	10,198	40,061	61,017
<b>2024 Estimate</b>			
Total Households	10,126	39,787	60,401
Average (Mean) Household Size	3.2	3.1	3.0
<b>2010 Census</b>			
Total Households	10,021	39,407	59,553
<b>2010 Census</b>			
Total Households	9,549	36,916	56,230
<b>Occupied Units</b>			
2029 Projection	10,454	41,473	63,204
2024 Estimate	10,378	41,181	62,556
HOUSEHOLDS BY INCOME	1 Mile	3 Miles	5 Miles
<b>2024 Estimate</b>			
\$150,000 or More	13.9%	19.8%	25.3%
\$100,000-\$149,999	17.1%	18.5%	19.4%
\$75,000-\$99,999	12.5%	11.4%	11.0%
\$50,000-\$74,999	19.9%	16.6%	15.1%
\$35,000-\$49,999	12.3%	10.5%	9.1%
Under \$35,000	24.2%	23.3%	20.0%
Average Household Income	\$90,111	\$102,146	\$116,363
Median Household Income	\$74,626	\$83,068	\$95,177
Per Capita Income	\$27,049	\$32,392	\$39,006

HOUSEHOLDS BY EXPENDITURE	1 Mile	3 Miles	5 Miles
<b>Consumer Expenditure Top 10 Categories</b>			
Housing	\$29,595	\$30,986	\$32,771
Transportation	\$12,159	\$12,774	\$13,352
Food	\$10,705	\$11,175	\$11,674
Personal Insurance and Pensions	\$8,967	\$9,648	\$10,460
Entertainment	\$3,322	\$3,511	\$3,766
Cash Contributions	\$2,326	\$2,510	\$2,900
Apparel	\$2,095	\$2,218	\$2,328
Education	\$1,167	\$1,387	\$1,559
Personal Care Products and Services	\$939	\$953	\$979
Alcoholic Beverages	\$572	\$608	\$653
POPULATION PROFILE	1 Mile	3 Miles	5 Miles
<b>Population By Age</b>			
2024 Estimate Total Population	32,822	125,293	181,717
Under 20	28.8%	27.9%	25.9%
20 to 34 Years	23.5%	22.6%	21.1%
35 to 39 Years	7.7%	7.5%	7.2%
40 to 49 Years	12.6%	12.6%	12.3%
50 to 64 Years	15.8%	16.9%	18.1%
Age 65+	11.6%	12.6%	15.4%
Median Age	34.0	35.0	38.0
<b>Population 25+ by Education Level</b>			
2024 Estimate Population Age 25+	20,950	82,025	123,323
Elementary (0-8)	18.5%	14.8%	11.4%
Some High School (9-11)	7.7%	6.7%	5.7%
High School Graduate (12)	28.1%	24.9%	22.3%
Some College (13-15)	22.9%	23.5%	23.7%
Associate Degree Only	7.1%	7.3%	8.2%
Bachelor's Degree Only	11.4%	15.4%	18.4%
Graduate Degree	4.3%	7.3%	10.4%



# SAN DIEGO OVERVIEW

The San Diego-Carlsbad metro is located in the southwestern portion of the state of California. Composed of San Diego County, it sits adjacent to the Mexican border, extending north to the southern edges of Orange County and Riverside County. From west to east, it is situated between the Pacific Ocean and Imperial County. San Diego is the most populous city in the county, with nearly 1.4 million residents, followed by Chula Vista, with 268,000, and Oceanside, with 174,000 people. A diverse economic base includes military, finance, life sciences, tourism and real estate-related companies. Employment in these industries and a strong retail base draw many job seekers to the region.



Sources: Marcus & Millichap Research Services; BLS; Bureau of Economic Analysis; Experian; Fortune; Moody's Analytics; U.S. Census Bureau

## METRO HIGHLIGHTS

### WHITE-COLLAR JOBS

The professional and business services sector accounts for an 18 percent share of total employment, exceeding the United States average.

### POPULATION GROWTH

A gain of approximately 65,000 residents in the metro over the next five years will increase the need for basic health and education services.

### AFFLUENT POPULATION

San Diego's median household income of \$88,400 per year is well above the national median.

## ECONOMY

- The U.S. Department of Defense has a significant impact on the local economy. The largest employer in the county is the U.S. Navy at Naval Base Coronado, which includes the North Island Naval Air Station. Camp Pendleton is also a sizable employer.
- Tech and life science firms are proliferating. Major tech and research companies include Leidos, General Dynamics NASSCO, Qualcomm and BAE Systems.



# EXCLUSIVELY LISTED BY

Marcus & Millichap  
OVANESS-ROSTAMIAN GROUP

## ORBELL OVANESS

Senior Managing Director Investments  
Managing Partner  
Office: Los Angeles  
Direct: (213) 943-1822  
Mobile: (818) 219-5054  
orbell.ovaness@marcusmillichap.com  
License: CA 01402142

## ARA H. ROSTAMIAN, MRED

Senior Director Investments  
Managing Partner  
Office: Los Angeles  
Direct: (213) 943-1781  
Mobile: (818) 823-0832  
ara.rostamian@marcusmillichap.com  
License: CA 01814678

## IVAN PROCHKO, MRED

Associate Investments  
Office: Salt Lake City  
Direct: (213) 943-1814  
Mobile: (310) 913-5921  
ivan.prochko@marcusmillichap.com  
License: CA 02000435  
UT 13944324-SA00

## TONY SOLOMON

Broker of Record  
23975 Park Sorrento Suite 400  
Calabasas, CA 91302  
License: CA 01238010



PARKWAY VILLA  
*Center*