

FLOWERHILL

P R O M E N A D E





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WELCOME TO THE

*Taste, Style, and Spirit
of San Diego*



JOIN US

Discover Del Mar: Where Coastal Charm Meets Curated Style



FLOWER HILL PROMENADE

2720 Via de la Valle
Del Mar, CA 92014



Property Highlights

- ±165,310 SF retail center
- Located in the affluent Community of Del Mar
- Excellent access and visibility
- Significant surrounding residential population
- Long-term, successful existing tenant mix



Welcome to Flower Hill Promenade

The property is located in North County San Diego, along I-5 at Via de la Valle in the seaside resort town of Del Mar. Across the freeway from the famous Del Mar Racetrack and San Diego County Fair, Flower Hill Promenade has been serving the upscale communities of Del Mar, Carmel Valley, Rancho Santa Fe, Fairbanks Ranch, Solana Beach, Loma Santa Fe, and surrounding neighborhoods for almost 40 years.

Flower Hill Promenade, with ±46 shops and over 927 parking spaces including a 400-space parking garage, is one of San Diego County's premier destination shopping centers.

A coastal collection of tenants with style and taste.



STYLE



RETAIL SF 39%

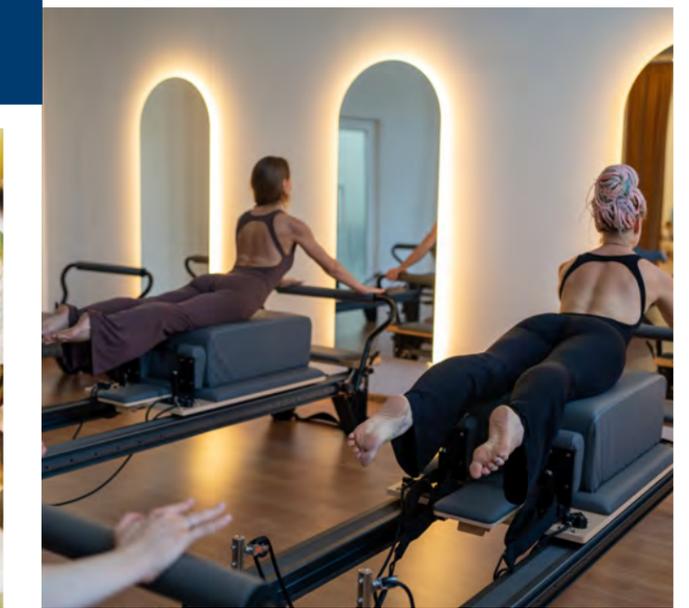


FLAVOR



FOOD SF 27%

HEALTH



WELLNESS SF 34%



CENTER STATISTICS



Be Our New Pearl...

Fresh Styles, Fresh Air, Fresh Perspective



			
2.8 Million Visits Annually	\$270,000 Avg Household Income	165,310 SF Retail, Restaurant, & Office Space	
			
927+ Convenient Parking Spaces	\$3.8 Million Avg Home Value	128,000 Trade Area Population	90.3% Population With A College Degree



#1 Most Visited Whole Foods in San Diego County



Popular Sam Fox restaurant concept

FLOWER CHILD
HEALTHY FOOD FOR A HAPPY WORLD



Renowned for iconic gourmet pancakes & breakfasts

SUCCESS



STORIES

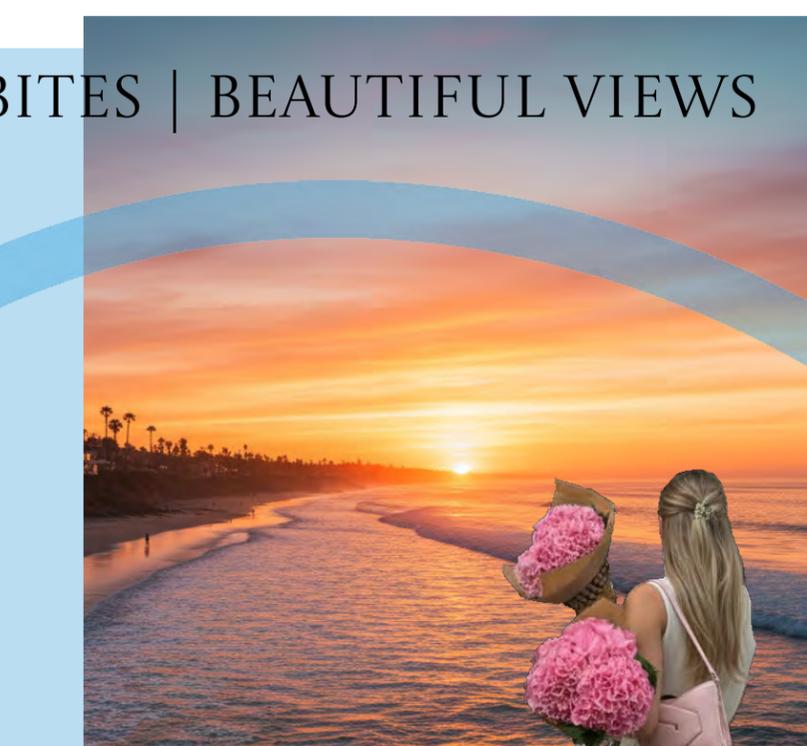


Popular destination for all things toys



Traditional deli and local favorite

SPENDING A DAY AT FLOWER HILL



MORNING

Del Mar wakes slowly, wrapped in ocean air and soft coastal light. At Flower Hill, mornings begin with coffee, calm energy, and effortless sense of possibility.



WELLNESS

Movement fills the center as the community gathers for fitness classes and nourishing routines. Here, wellness feels natural--balanced by fresh bites, bright flavors, and a rhythm that fuels the day.

DISCOVERY

As the sun rises higher, guests meander through boutiques, exploring curated collections and uncovered treasures. Flower Hill invites wandering--every pathway offering a new moment of style, charm, and surprise.

PLAY

Children spill onto the playground near Geppetto's, chasing birds and laughter while parents enjoy a peaceful pause. Flower Hill is where family time feels easy, joyful, and beautifully unhurried.



FLAVOR

Afternoons unfold with shared meals, quick bites, and lingering conversations. From coastal cuisine to sweet indulgences, Flower Hill brings the community together around food, connection, and everyday celebration.



ESCAPE

Evenings soften into golden light as Flower Hill becomes an oasis framed by stunning views. Minutes from the beach and racetrack, yet worlds away in feeling, it's the destination that defines a perfect Del Mar day.



LOCATION

Dream Positioning

- Interstate 5 - 239,481 ADT
- Via de la Valle - 34,696 ADT

- 4 minutes to the Del Mar Race Track
- 7 minutes to the beach
- 7 minutes to Solana Beach Train Station
- 21 minutes to Downtown San Diego
- 26 minutes to San Diego Airport

KING
Garage



SITE PLAN



SHOP
STYLE
EVENTS

Where Coastal Charm Meets Curated Style

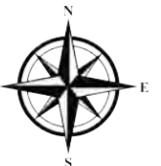
Situated in the seaside resort community of Del Mar, one of San Diego's most upscale neighborhoods. Experience a dynamic location and community center with 24/7 on-site security, monument signage, and over 927 convenient parking spaces. The center's proximity to the county's most high-end neighborhoods and a growing millennial population along the coast make it a dynamic location and community hub.

Discover and join the locals at
Flower Hill Promenade today!

2,800,000
Visits per year



Via de la Valle



TENANT DIRECTORY

CHILDREN'S

- A110 Geppeto's
- A150 Sweetpea

FITNESS

- D160 Bespoke Treatments
- B210 CorePower Yoga
- C150 If I Was A Bird Yoga
- B130 RowVival
- B110 SaltVault Hot Pilates

HEALTH & BEAUTY

- D225 Bare Organic Tan
- FS2636 Capsyl Salon
- A270 Del Mar Brow
- D220 Del Mar Nail Lounge
- A210 Serotonin Centers
- D222 Skybright Day Spa
- D140 Sound Cuts
- D130 Source Sanctuary

JEWELRY (FINE & FASHION)

- C155 Bon Jewels
- B280 Diamond Boutique

MEN'S FASHION

- C240 Patrick James

WOMEN'S FASHION

- D230 Annmarie D'Ercole
- C250 Finnia
- D240 TRE Boutique

SPECIALTY FOOD & WINE

- D250 See's Candy
- C140 Venissimo Cheese
- G100 Whole Foods

HOME & GARDEN

- A125 Lavender

RESTAURANTS

- C190 Bacio di Latte
- B275 Burger Lounge
- B290 Chipotle
- FS2730 Cucina Enoteca
- D210 Flower Child
- FS2660 Milton's
- E110 Nectarine Grove
- A240 Richard Walker's Pancake House
- G104 Starbucks
- C180 Toastique
- G103 Yogurtland

SPECIALTY SHOPS

- B270 Club Champion
- A170 Cre8tive DIY
- G101 IB Pet
- C230 Liberty Tobacco
- C160 Optical Illusions

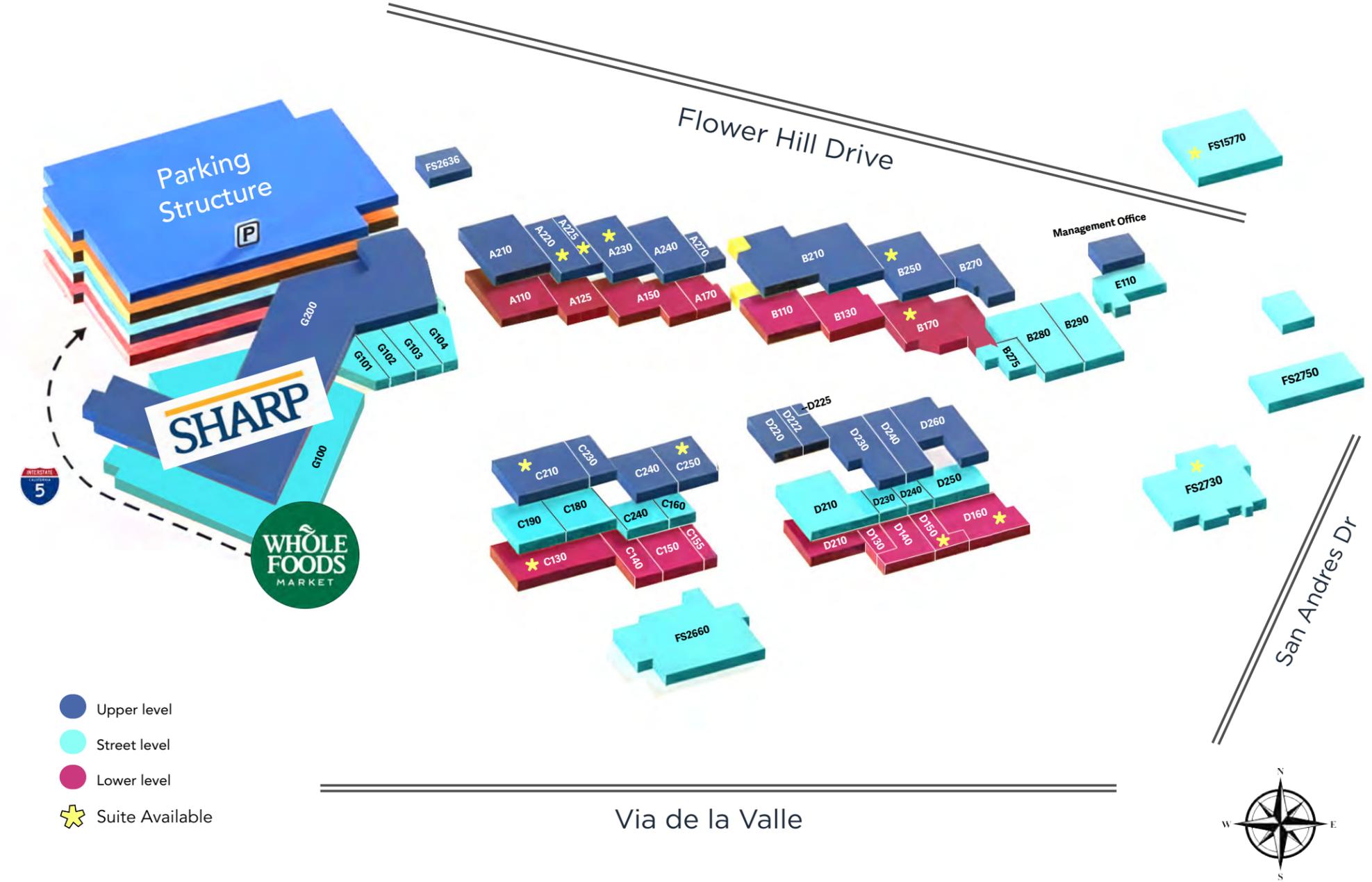
SERVICES

- FS2750 Circle K
- G102 First Bank
- D260 Oakwood Escrow
- G200 Sharp Healthcare

AVAILABLE

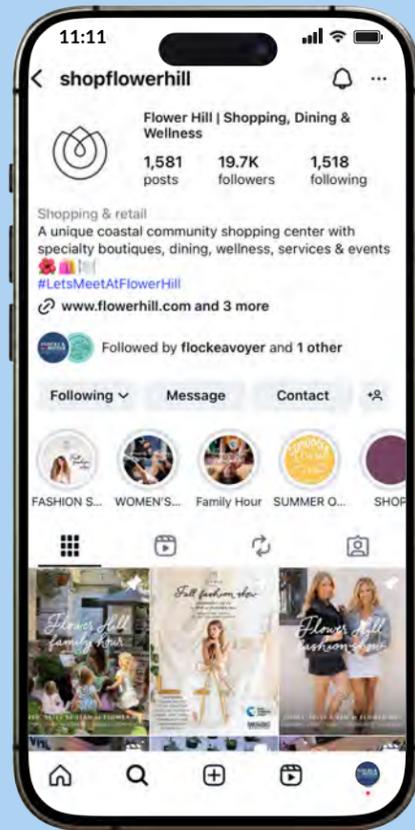
- A220 1,244 SF
- A225 622 SF
- A230 1,886 SF
- B170 3,388 SF
- B250 3,252 SF
- C130 2,624 SF
- C210 2,072 SF (Divisible)
- C250 1,400 SF (Avail. in 30 days)
- D150 617 SF
- D160 1,718 SF
- FS15770 3,167 SF (06/26/26)
- FS2730 11,156 SF (12/01/25)

SITE PLAN



FLOWER HILL IS BLOOMING

Driving Traffic & Sales Activations



From your opening day launch plans to our curated community events, branding and social media presence, we're here to support your success.

Flower Hill creates vibrant, community-driven experiences that bring more joy, awareness, and foot traffic to Flower Hill. This includes branding for the center, collaborative event programming, social media exposure to an established audience of 19k+ followers, and fostering a strong network of retailers to keep Flower Hill top of mind for both loyal and new shoppers.

FLOWER HILL

Customer Engagements Events

At Flower Hill, every event is designed to do more than entertain—it creates meaningful connections that drive foot traffic, spark discovery, and ultimately boost revenue for our tenants.

From high-energy gatherings like Fashion Shows and Women's Wellness Events to community favorites like Family Hour, each activation invites guests to browse, shop, dine, and explore the vibrant mix of boutiques, eateries, and experiences that make Flower Hill truly unique.

Our robust marketing ecosystem amplifies this impact. With a highly engaged Instagram community of over 19K followers, consistent tenant spotlights, event promotions, and dedicated social media storytelling, our events reach far beyond the property. Additional marketing touch points—from on-site signage and printed flyers to editorial features in Magazines—extend visibility and bring new customers through our doors.

Together, these touch points transform Flower Hill into a community hub—an evolving tapestry of style, wellness, family, and discovery—setting us apart from traditional shopping centers and ensuring that every visit becomes an experience worth returning to.



Flower Hill's first Fall Fashion Show hosted more than 120 community members that are eager to give back, shop, and enjoy all that Flower Hill has to offer.



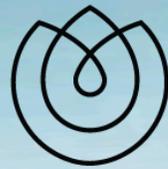
Flower Hill's family Hour is a great way to highlight our local retailers and encourage the community to come together to shop, play, and eat.



Flower Hill's Women's Wellness Open House is an opportunity for all wellness related tenants at Flower Hill to shine and share all they have to offer in one place.



CENTER BLOOM BOOSTERS



FLOWERHILL

P R O M E N A D E

LEASING OPPORTUNITIES

For More Information and
to Schedule a Personal Tour,
Please Contact:

Gael Courtney
858 875 4666
gcourtney@flockeavoyer.com
DRE No. 00952439

Steve Avoyer
619 280 2600
savoyer@flockeavoyer.com
DRE No. 00407899

Delaney Roche
858 875 4678
droche@flockeavoyer.com
DRE No. 02246330

Paige Rochelle
858 875 4684
prochelle@flockeavoyer.com
DRE No. 02369938

**FLOCKE &
AVOYER**
Commercial Real Estate

BOARDWALK
INVESTMENTS GROUP

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