



T H E W A T E R M A R K



element
at hotel

CENTRAL CAFE

BISTRO + BREW

TECO

TECO

Angeli
RESTAURANTE

LUXEN

PROJECT FACTS 2026.

San Diego's Untapped
Retail & Dining Market
On The I-15 Corridor

PHASE 1 **301,000 SF** Office —
Open and Operating

PHASE 2 **82,000 SF** Retail &
117 Key Element Hotel

PHASE 3 **7-Acre** Future
Integration Area

MIX **Jimbo's Natural Grocer
Element Hotel**

REGIONAL POSITION **Freeway location** serving
growing and underserved
affluent population

ACREAGE Approximately **35 acres**



15
271,862 ADT

Scripps Poway Parkway
46,325 ADT

THE WATERMARK COMPETES WHERE IT MATTERS MOST.

5-Mile Demographic Comparison

	THE WATERMARK I-15 & Scripps Poway Pkwy.	CARLSBAD FORUM Leucadia Blvd. & El Camino Real	DEL MAR HIGHLANDS Del Mar Heights Rd. & El Camino Real	BRESSI RANCH VILLAGE CENTER Gateway Rd. & El Fuerte St.	GRAND PLAZA Highway 78 & Las Posas Rd.	THE SHOPS AT LA JOLLA VILLAGE I-5 & Nobel Dr.
2030 Projected Population	238,799	151,016	117,639	233,945	196,573	203,840
2030 Projected Median HH Income	\$158,410	\$171,537	\$197,759	\$144,863	\$131,052	\$140,749
2030 Projected Average HH Income	\$202,147	\$234,766	\$278,621	\$188,217	\$162,966	\$185,499
HH Income Distribution over \$100K	68.7%	69.9%	75.8%	62.1%	58.6%	60.7%
Total Employees	116,325	109,190	108,819	143,172	104,351	199,681
College Degree +	82.9%	87.4%	90.7%	60.0%	53.7%	73.4%

RANKINGS: #1 ■ #2 ■ #3 ■



ALL DAY. ALL NIGHT.

With limited options in the area, The Watermark is poised to cater to an underserved clientele 24/7.

- Specialty Coffee
- Fast Casual and Fine Dining
- Craft Beer & Cocktails
- Activated Outdoor Area for Live Entertainment and Events
- Jimbo's Natural Grocer
- Element Hotel

Apple has started renovations on a 65-acre office campus on the I-15 corridor.

Located On The Underserved I-15 Corridor.

301,000 SF Class A Office Space (Existing)

Approximately **82,000 SF** of Highly Curated Retail, Restaurants, 117-Room Element Hotel by Marriott (Extended Stay) and 7-Acre Future Integration Area.

FROM TECHIES TO TRENDSETTERS.

Enterprising professionals make up 75% of the market within the trade area. A diverse and well-educated population, they are early adopters of technology and favor a lifestyle focused on health and fitness.



TRADE AREA



313,734

2030 PROJECTED POPULATION



40

MEDIAN AGE



\$164,264

MEDIAN HOUSEHOLD INCOME



60%

BACHELORS DEGREE OR HIGHER



SITE PLAN

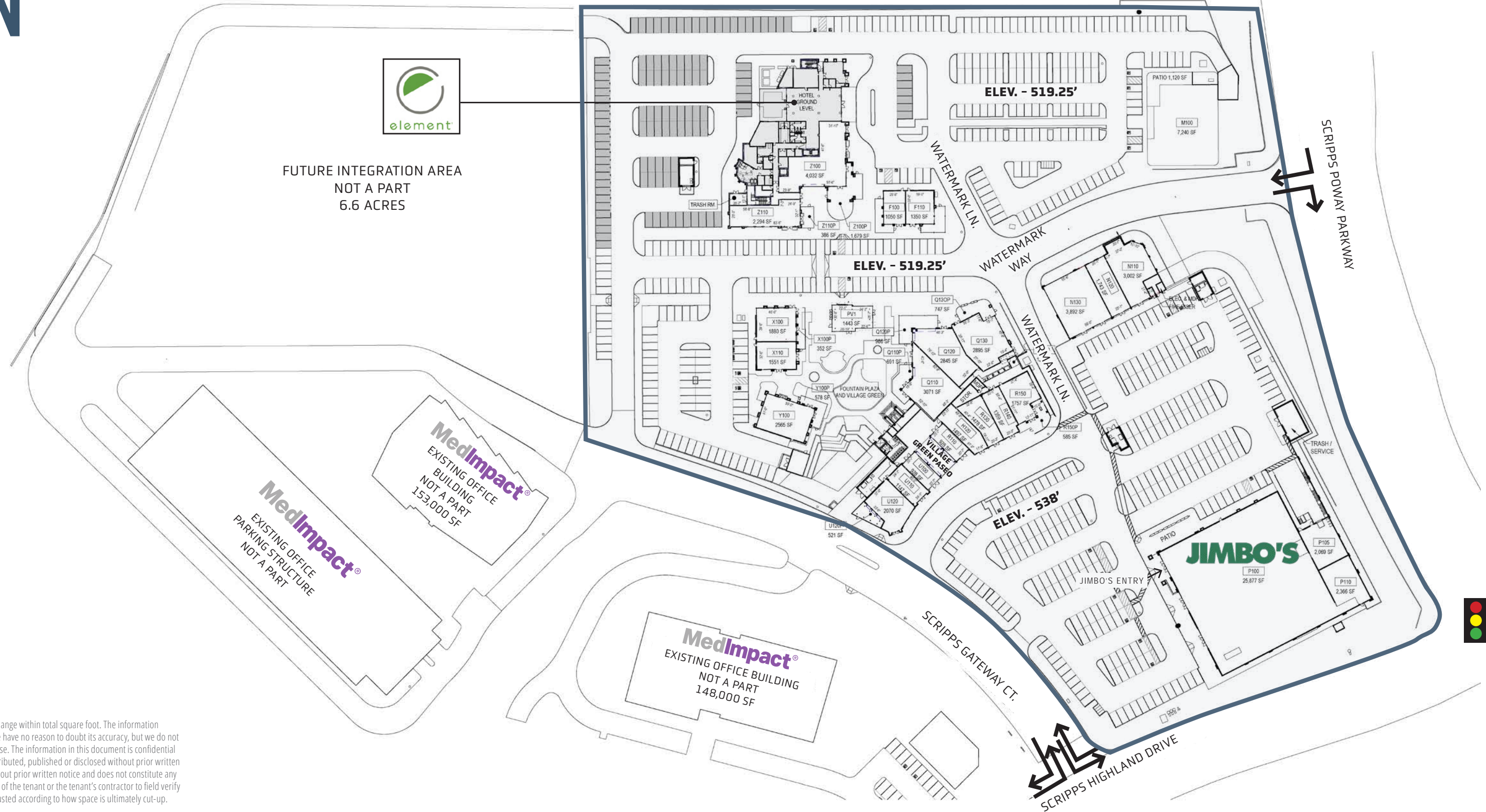


INTERSTATE - 15

HOTEL PARKING



FUTURE INTEGRATION AREA
NOT A PART
6.6 ACRES



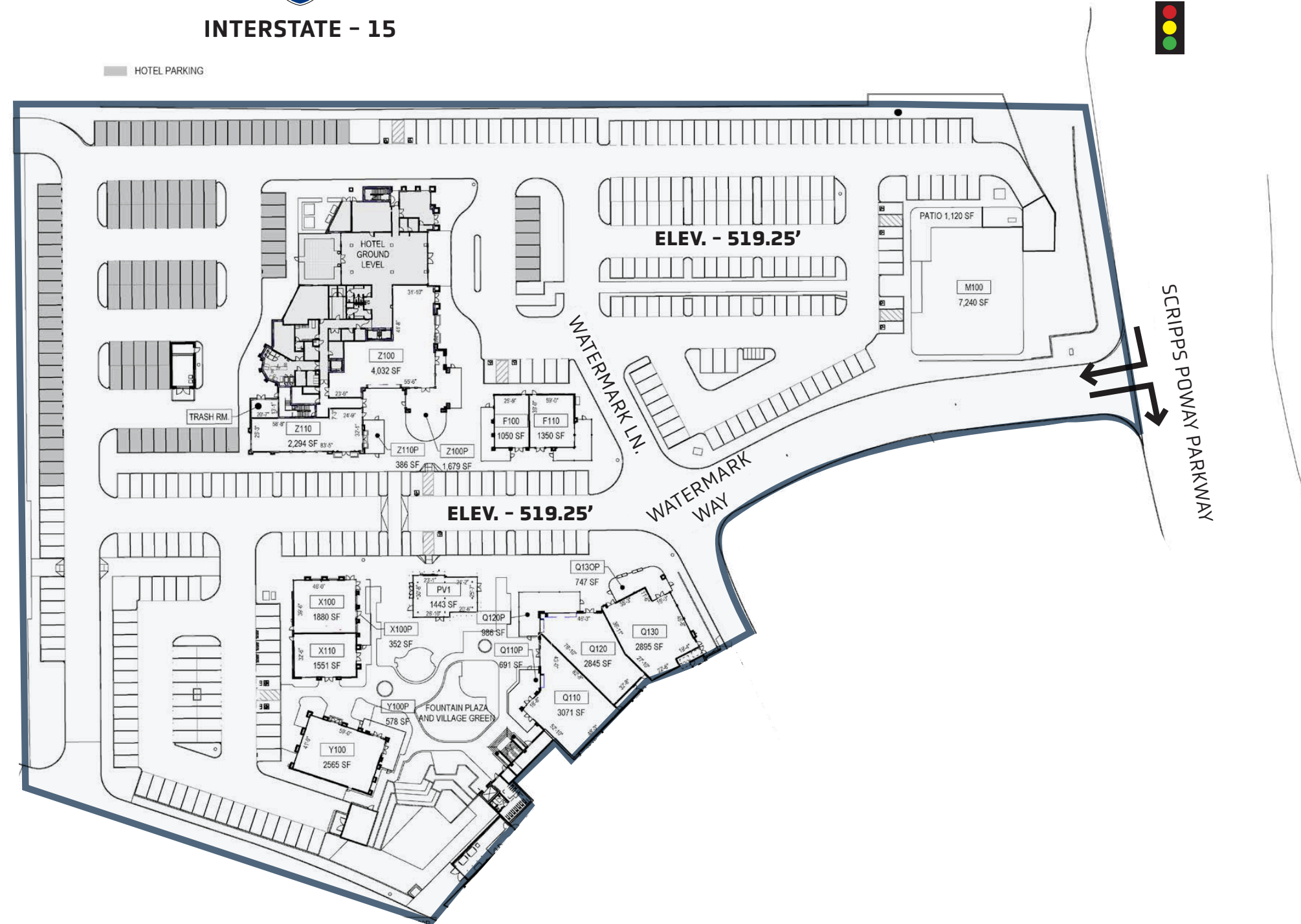
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SITE PLAN



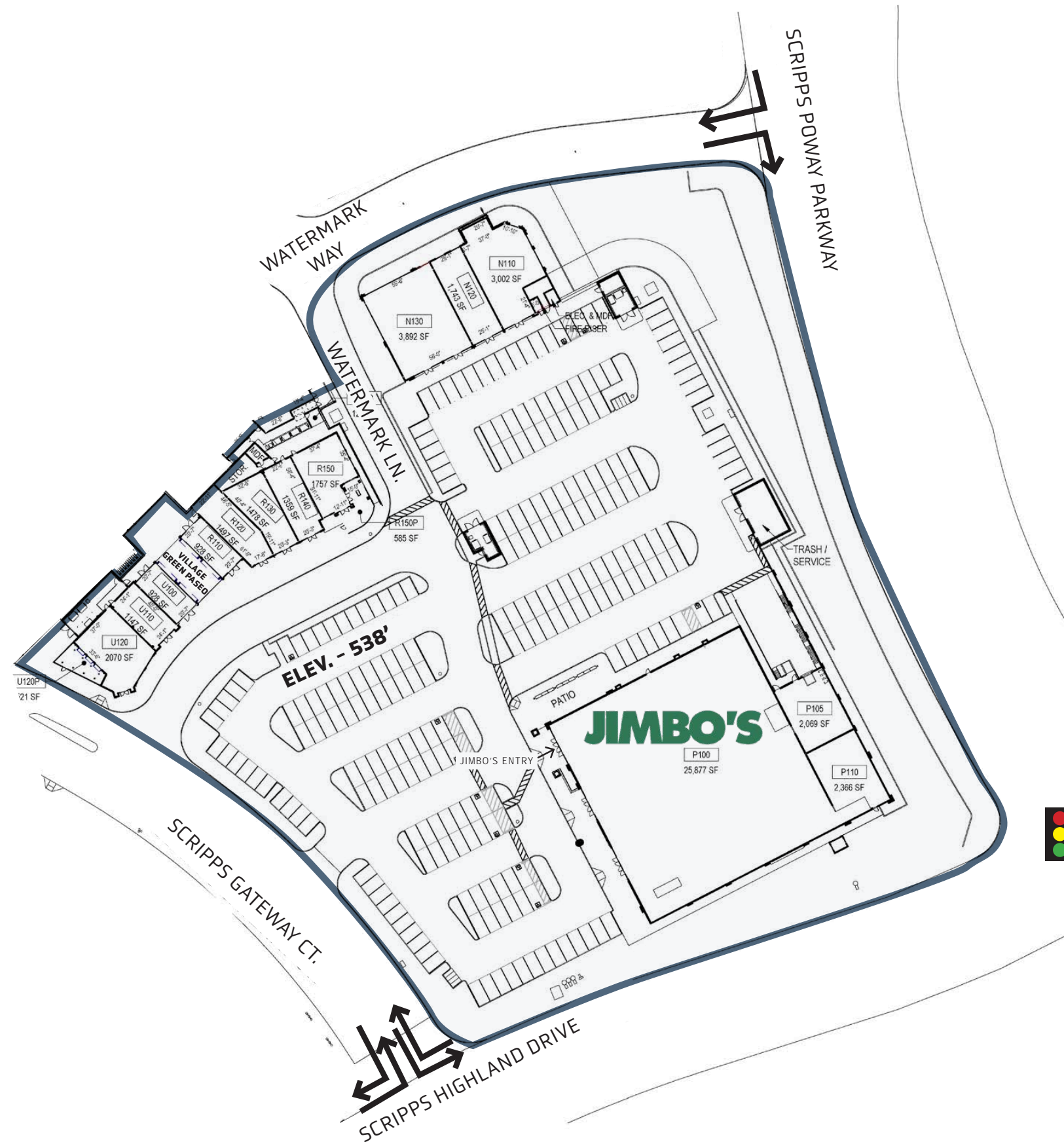
INTERSTATE - 15

HOTEL PARKING



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THE WATERMARK

thewatermarksandiego.com

LEASING TEAM

Don Moser

Retail Insite

858-523-2087

dmoser@retailinsite.net

Ron Pepper

Retail Insite

858-523-2085

rpepper@retailinsite.net

Steve McClurkin

Sidney Inc.

310-930-7787

steve@sidneyinc.com



SUDBERRY PROPERTIES

5465 Morehouse Drive, Suite 260, San Diego, CA 92121-4714