



NORTH CITY

At A Glance



North City is a master-planned, mixed-use development in San Marcos, California, designed to serve as both the city’s new downtown and an extension of California State University San Marcos CSUSM. Spanning nearly 200 acres, the project aims to create a pedestrian-friendly urban environment that integrates residential, commercial, educational, and recreational spaces.

North City Overview

2,600
Residential Units

3,000
Student Housing Units

1M SF
Office Space

350K SF
Retail Space

250
Hotel Rooms



San Diego

San Marcos Stats

2.3M

Visits

Source: Placer AI

↑9.7%

Med. HH Income 2021 - 2022

Source: Data USA

49.7%

HH Income >\$100K

Source: Placer AI

21,853

Students

Source: Data USA

2K

New Residents Past 12 Months

Source: Placer AI

4

Universities

Cal State University San Marcos, Palomar Collage, University of St. Augustine, and Smith Chason College

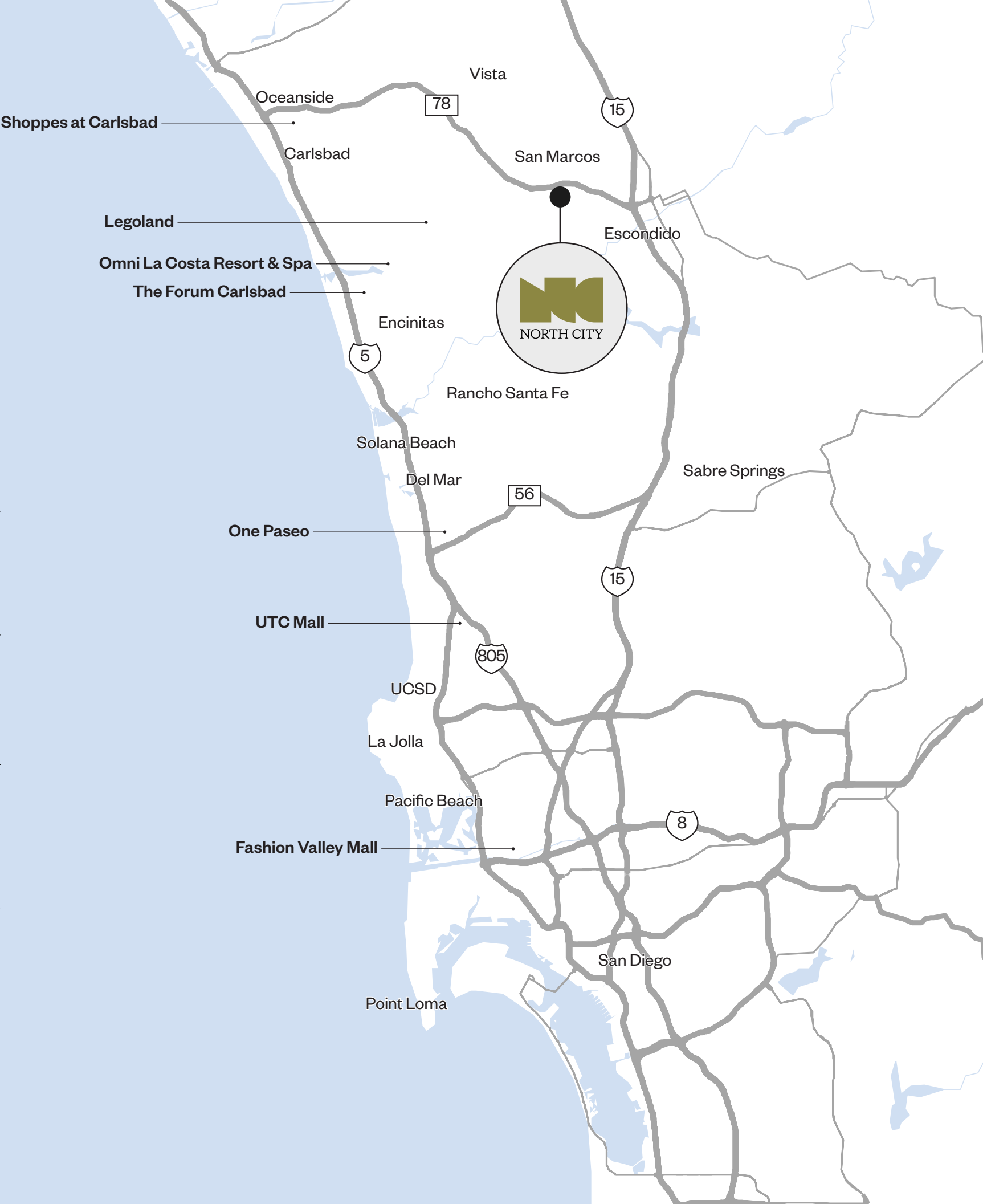
2 Hospitals

Kaiser's \$750M, 204 Bed

Delivered 2023

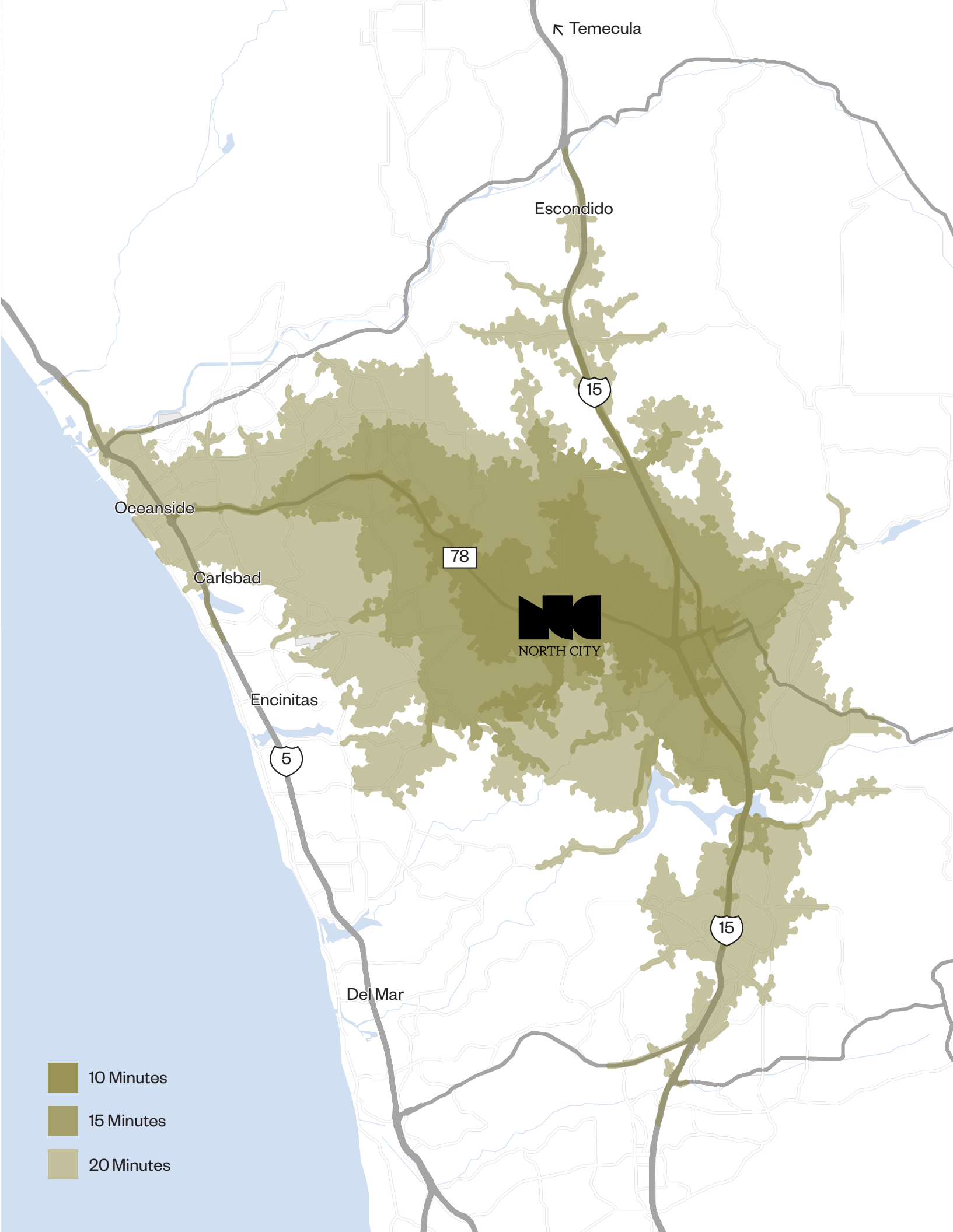
Scripps Health's \$1B, 250 Bed

ETA 2031



Trade Area & Demographics

	10 Min	15 Min	20 Min
Population	232,199	557,656	968,753
House Income	\$111,262	\$126,077	\$141,993
Daytime Employment			
College Education	32%	38%	44%
Generation	10 Min	15 Min	20 Min
Gen Alpha	19.9%	19.3%	19%
Gen Z	13.4%	12.5%	12.1%
Millennials	22.3%	21.5%	21%
Gen X	19.2%	19.3%	19.7%
Baby Boomers	19.1%	20.7%	21.6%
Silent & Greatest	6.2%	6.7%	6.7%



North City Western Facing View



THE HILLS DISTRICT
600+ For-Sale Housing Units,
delivering 2024 - 2026

FUTURE OFFICE CAMPUS
800 RESIDENTIAL UNITS

NORTH COMMONS
300 Beds

HOTEL

GROCER SITE

450 RESIDENTIAL UNITS
20K SF RETAIL
(under construction)

TWIN OAKS VALLEY RD
Offramp

BLOCK C

THE QUAD
Student dorms
885 Beds

FUTURE STUDENT
HOUSING

FUTURE HOUSING
(relocating self storage facility)

DRAFT REPUBLIC

MESA RIM CLIMBING
CENTER

78 FREEWAY
(90,500 ADT)

CSUSM WELLNESS &
RECREATION CENTER +
FUTURE STUDENT HOUSING
1000 Beds, 15 Stories

NCTD SPRINTER
1.8 Million Annual Ridership

UNIVERSITY VILLAGE APARTMENTS
600+ Beds

BARHAM DR.



CSUSM BASKETBALL
ARENA

Development Renderings



North Campus Building 1:
920 Bed Student Housing
+ CSUSM Rec Center
DELIVERS Q3 2027

CSUSM Extended
Learning Building
EXISTING

Quad
900 Beds
Student Housing
EXISTING

Block C
264 Units
Market Rate
Multifamily
EXISTING

222 North City
460 Units Market Rate
Multifamily
DELIVERS Q4 2025

2 Acre Central Park
DELIVERS 2027

Development Renderings



Hampton Inn & Suites
Renovations and Expansion
DELIVERS 2027

222 North City
460 Units Market Rate
Multifamily
DELIVERS Q4 2025

Retail Mixed Use Center
DELIVERS Q3 2027



Grocery (in lease)
DELIVERS Q3 2027

Development Renderings



222 North City
460 Units Market Rate
Multifamily
DELIVERS Q4 2025

Retail Mixed Use Center
DELIVERS Q3 2027

Hampton Inn & Suites
Renovations and Expansion
DELIVERS 2027

Grocery (in lease)
DELIVERS Q3 2027

Development Renderings



ELB Plan

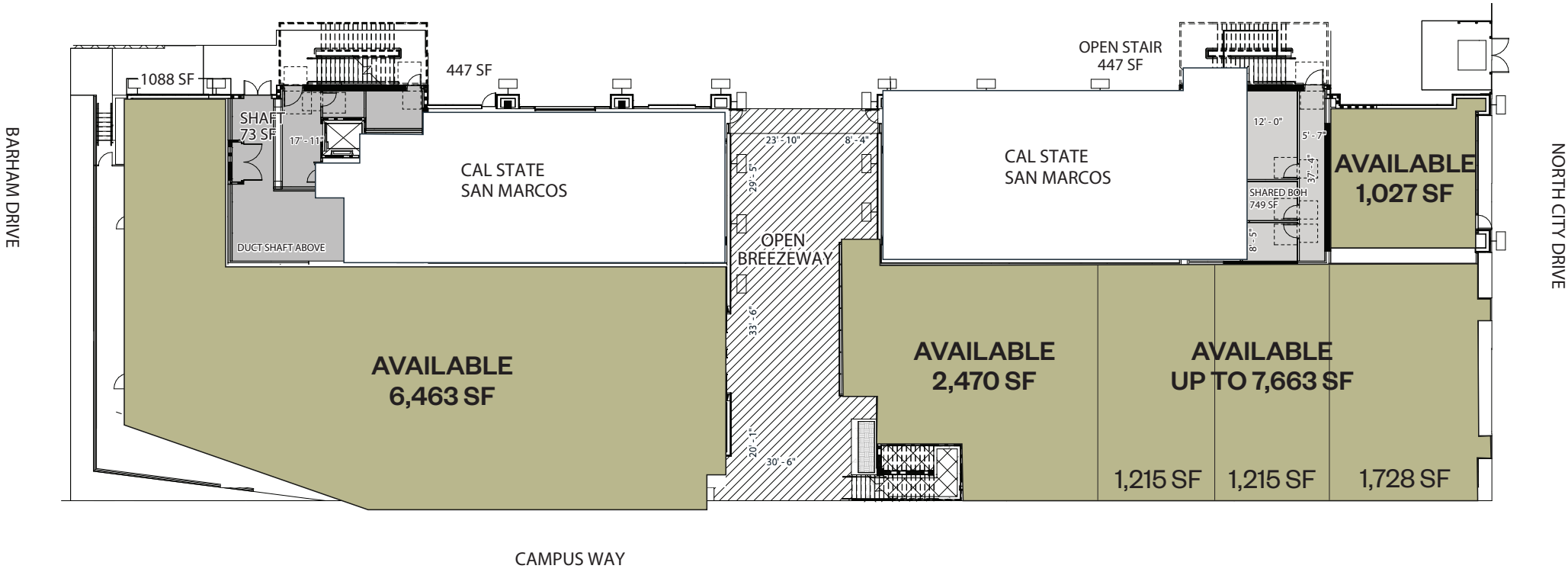
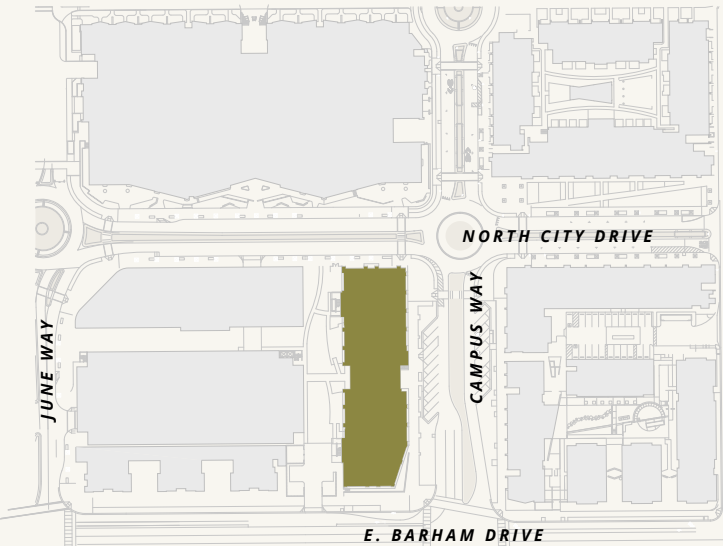
288 Campus Way
San Marcos, CA 92078

135,000 SF
Academic Space

7,700 SF
North Retail Space

6,463 SF
South Retail Space

709
Space Parking Garage



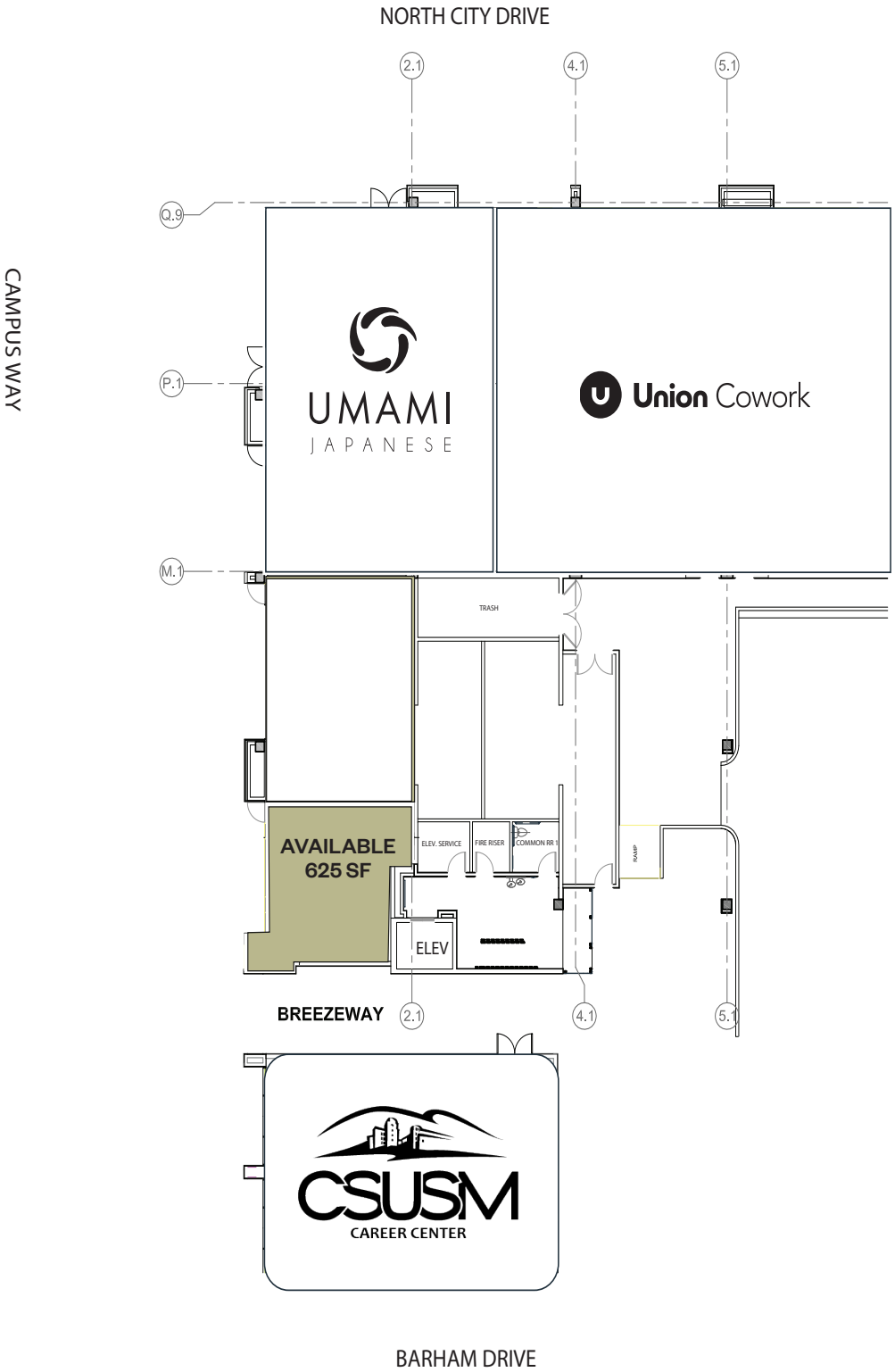
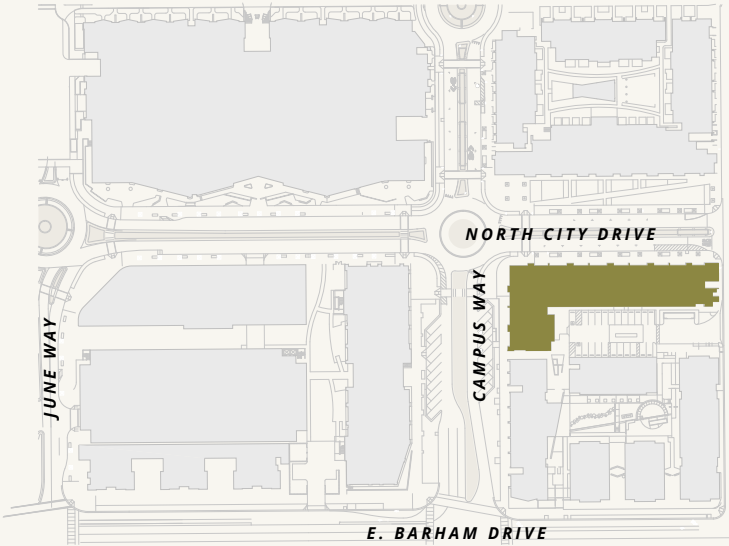


Quad Plan

251 North City Dr
San Marcos, CA 92078

900
CSUSM Residents

1,800 SF
Retail Space

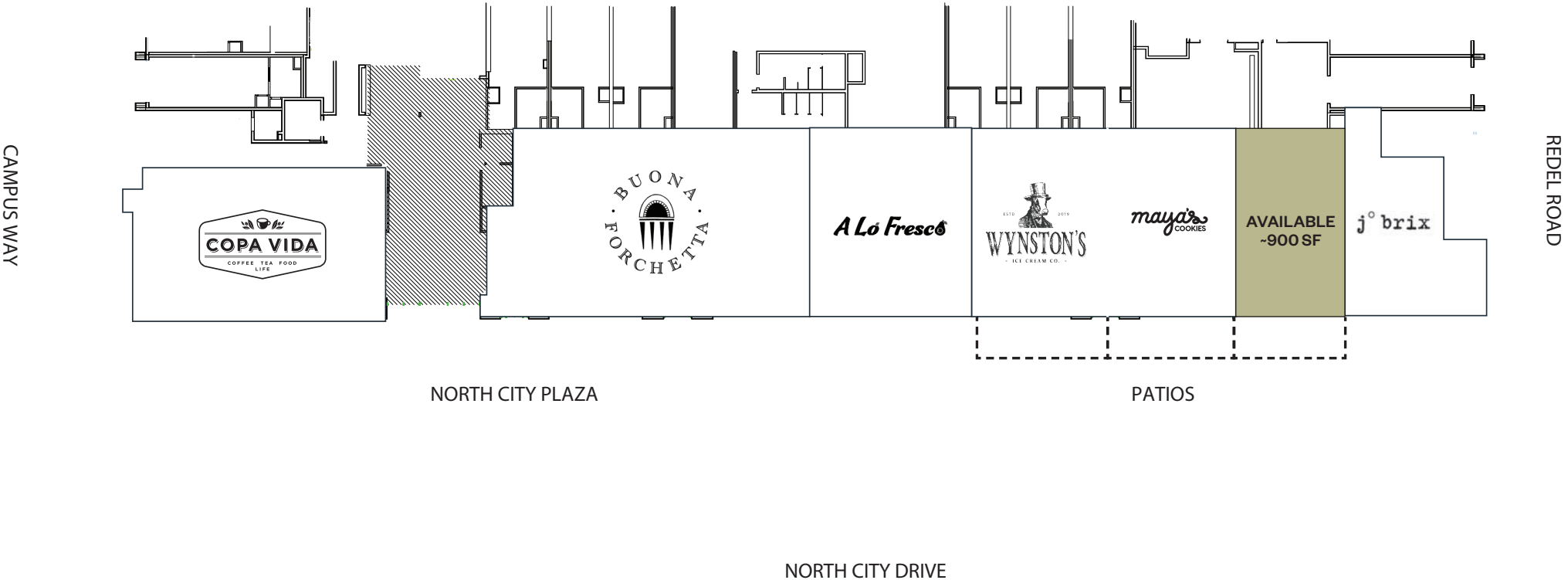
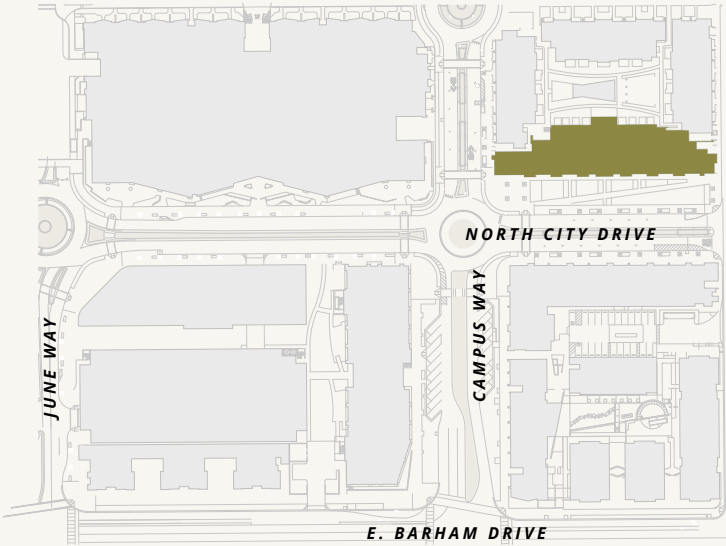


Block C Plan

250 North City Dr
San Marcos, CA 92078

263
Apartments

2,378 SF
Retail Space

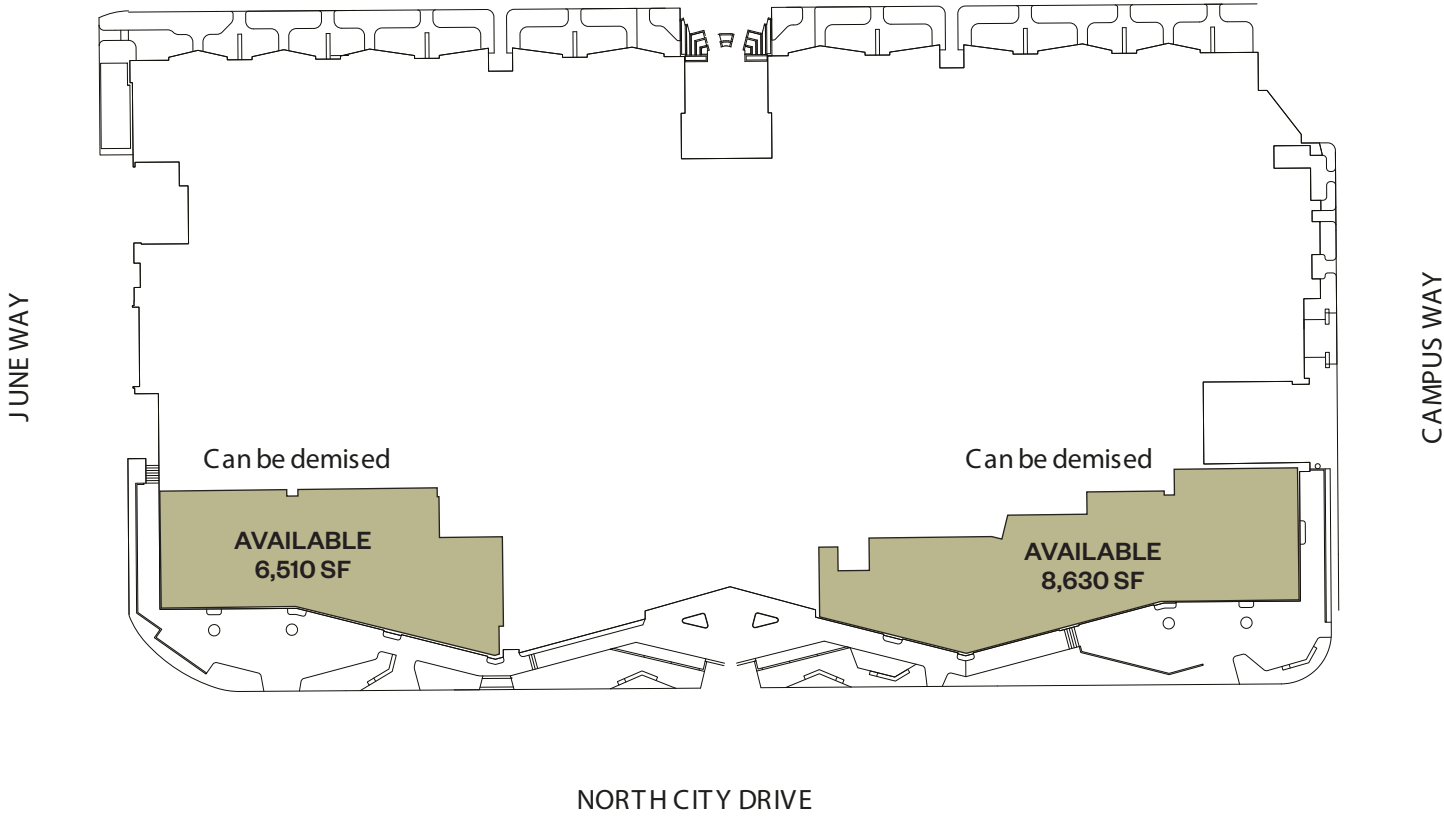
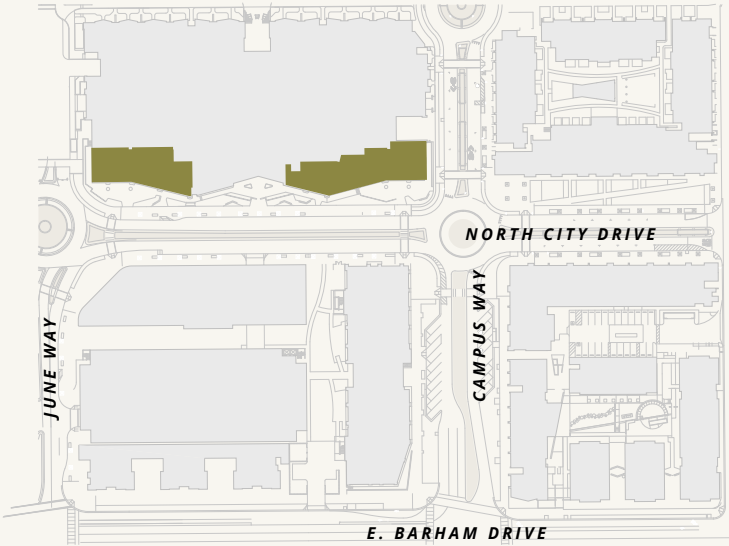


222 North City

222 North City Dr
San Marcos, CA 92078

15,140 SF
Retail Space

DELIVERS Q4 2025



Community Events

San Marcos' Weekly Farmer's Market

Every Tuesday 3-7pm

Summer Movie Nights

Draws thousands of community members

2x Week Live Music

Attracts 5k+ people

San Marcos Chamber of Commerce Events:

Spring Fling
Harvest Fest
Winter Wonderland



Meet the tenants



Copa Vida
Fueled by its central roasting facility in Pasadena, Copa Vida’s seventh cafe features a 3rd wave coffee program with complete range of espresso and tea drinks. The current offerings of small bites and grab-and-go items are scheduled to expand to a breakfast & lunch menu with a future kitchen build-out.



Milonga Empanadas
Specializing in handmade artisanal empanadas drawing from a traditional Argentinian heritage cultivated in Michelin-star kitchens. Enjoy handmade and freshly baked savory options.



Umami Japanese
Umami Japanese is rooted in traditional Asian flavors that come alive with California’s culinary innovation. Inspired by the essence of fresh high-quality ingredients, gorgeous dishes are prepared with finesse, to artfully present our chef’s expression of well-balanced flavors.

Meet the tenants



J Brix Wines
From garage beginnings to industry pioneers, Emily and Jody Brix Towe craft unique wines as the heart of California’s minimal-intervention wine movement. Their journey spans from Santa Barbara roots to a San Diego lifestyle, underpinned by a simple motto: only love. The pair is opening North County’s first tasting room in North City in early October.

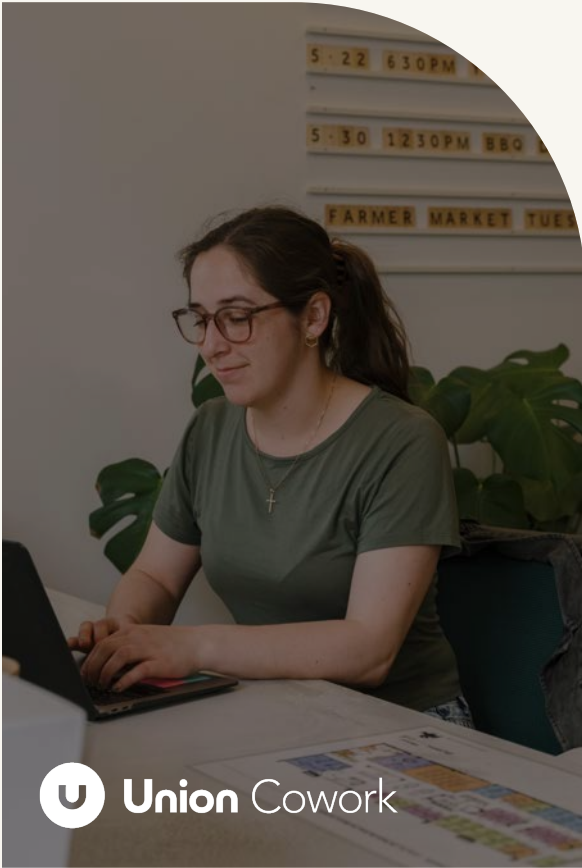


Draft Republic
Part of the Cohn Restaurant Group, this family friendly eater-tainment destination offers comfort food, wine, craft cocktails, and features 40+ beers on tap along with an 8 lane boutique bowling alley and Full Swing Golf Simulator, modern arcade and over 30+ TV’s for sports and event viewing. A large outdoor patio includes games and live music, and more.



Buona Forchetta
Buona Forchetta started in 2011 as a tiny Italian restaurant inspired by owner Matteo’s desire to bring some of his native Italy to San Diego. Now a family of restaurants throughout the City, Buona Forchetta is a staple of award winning Neapolitan-style pies and Northern Italian upscale entrees in a family-friendly, approachable space.

Meet the tenants



Union Cowork
Founded in 2013, Union Cowork leases office and industrial space in urban infill neighborhoods in California and select cities worldwide. As their 7th location, the primary customer segments are private businesses, startups, entrepreneurs, students, and non-profits.



Wynston's Ice Cream
Handmade Happiness. Select from classic flavors, seasonal delights, and dairy free options of inspired ice cream. Served by cone, cup, or pint.



Mesa Rim
Mesa Rim has been a hub for folks to explore the sport of climbing since first opening its doors in San Diego in 2010. This 4th location will open in Fall 2020 and encourage people of all walks of life and abilities to venture out of their comfort zones in pursuit of a remarkable movement experience.



Maya's Cookies
America's #1 Black-Owned Gourmet Vegan Cookie Company is packed with delicious, all-vegan treats, and features unique partners for special in-store events, products, and exclusive flavors and items.



A Lo Fresco
A Lo Fresco offers a unique dining experience, allowing you to craft your own bowl, burrito, or toast with flavors from popular destinations around the world. Started as a food truck, North City will be the home of A Lo Fresco's first brick and mortar location.

Meet the office tenants





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FOUNDRY
COMMERCIAL