

Available *For Lease*

±11,900 SF FREESTANDING
RETAIL BUILDING WITH DRIVE-THRU



NEWMARK | PACIFIC

SEC VALLEY CENTER ROAD & COLE GRADE ROAD
28535 COLE GRADE ROAD | VALLEY CENTER, CA

Property *Highlights*

±11,900 SF high quality retail building, built in 2019

Ample parking with 48 spaces.

APN: 188-250-19 is a 1.36-acre corner parcel zoned for general commercial allowing extensive uses.

Prior Rite Aid Statistics*

Sales Volume – Approx \$3.7M or \$280/Sq Ft

Store Ranking – 287 out of 1,878 Nationwide;
182 out of 444 in California.

**Reported by Placer.ai for the period 10/1/2022–9/30/2023.*

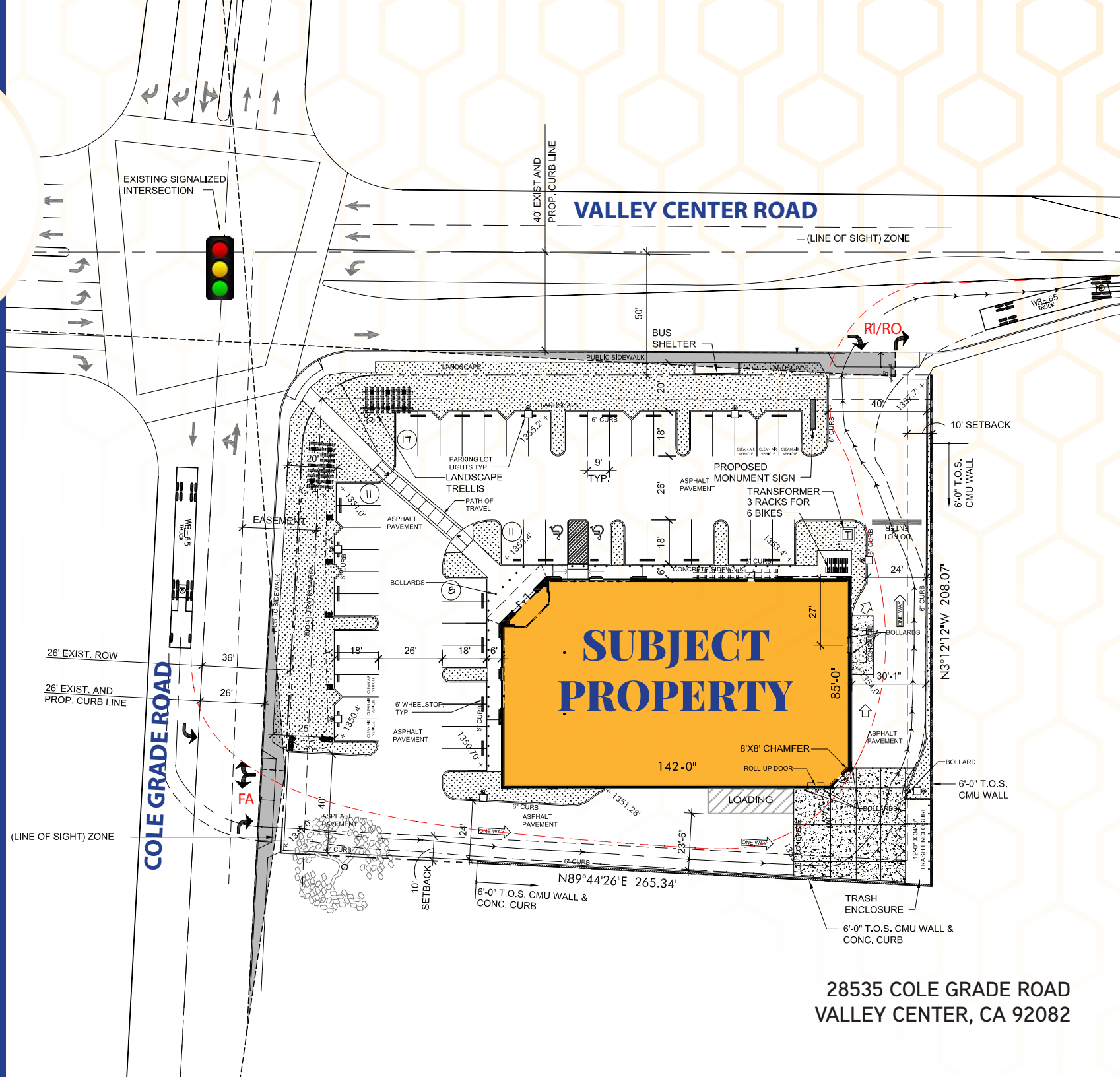
Prominently positioned at Valley Center's dominant signalized intersection with the area's highest average daily traffic counts: ±23,186 ADT at Valley Center Road & ±16,959 ADT at Cole Grade Road.

Valley Center is extremely underserved by retailers and is home to popular resorts and casinos including Harrah's Resort and Valley View Casino & Hotel, attracting visitors from across Southern California.

Valley Center boasts affluent demographics with an average household income of \$187,872. The average home value within Valley Center is \$1,032,366.



11,900 sf



28535 COLE GRADE ROAD
VALLEY CENTER, CA 92082

Trade Area

2 Miles

NORTH VILLAGE

Proposed
573 Homes including:
413 senior homes
160 affordable units
50,000 SF Commercial



SUBJECT



Valley Center Road



Valley Center Road



Driving Distance To: ↗



11 Minutes
6.7 Miles
Northeast

Driving Distance To: ↘



7 Minutes
3.9 Miles
Southeast

PARK CIRCLE

632 Single Family Homes
34,000 SF Commercial
Under Development
McDonalds Now Open



NATIVE OAKS VILLAGE

Proposed
Retail Center
Anchored by a National Grocer

Bates
Nut Farm

Demographics

Drive Time



12,165

10-MINUTE TOTAL POPULATION



11,424

10-MINUTE DAYTIME POPULATION



\$171,304

10-MINUTE AVERAGE H.H. INCOME



\$928,887

10-MINUTE MEDIAN HOME VALUE

		5 MINUTES	10 MINUTES	15 MINUTES
POPULATION	2025 Population	2,086	12,165	62,092
	2030 Population	2,073	12,096	61,407
	Total Businesses	159	424	1,206
	Total Employees	2,405	5,896	15,427
	Total Daytime Population	2,057	11,424	49,207
	2025 Median Age	42.0	43.5	38.8
HOUSING	2025 Total Households	607	3,770	19,393
	2025 Housing Units	653	3,991	20,163
	Owner Occupied Housing Units	75.0%	78.6%	66.6%
	Renter Occupied Housing Units	17.9%	15.9%	29.6%
	Vacant Housing Units	7.0%	5.5%	3.8%
INCOME	2025 Median Home Value	\$940,909	\$928,887	\$804,840
	2025 Average Household Income	\$143,922	\$171,304	\$129,699
	2025 Median Household Income	\$107,145	\$138,170	\$100,038
INCOME BREAKDOWN	2025 Per Capita Income	\$44,314	\$54,202	\$40,430
	<\$15,000	3.8%	3.6%	6.6%
	\$15,000- \$24,999	5.6%	3.6%	4.1%
	\$25,000- \$34,999	8.9%	5.6%	5.1%
	\$35,000- \$49,999	3.3%	4.7%	7.7%
	\$50,000- \$74,999	12.9%	7.8%	12.8%
	\$75,000- \$99,999	13.0%	9.6%	13.7%
	\$100,000- \$149,999	15.2%	18.2%	19.5%
	\$150,000- \$199,999	13.3%	15.6%	13.0%
	\$200,000+	24.1%	31.3%	17.5%

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CONTACT

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