



NORTH CITY



AN EXCITING NEW DEVELOPMENT IN SAN DIEGO COUNTY





NORTH CITY

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An architectural rendering of a modern multi-story building, likely a residential or commercial development. The building features a prominent corner tower with large glass windows and a dark facade. The word 'BLOCK' is visible vertically on the tower's facade. Below the tower, the word 'HALCYON' is written horizontally. The building is set in an urban environment with a sidewalk, trees, and a few people walking. The entire image is overlaid with a semi-transparent orange filter.

1

PROJECT OVERVIEW



NORTH CITY

Imagine living and working in an urban oasis - a spot central to all North County - where you can walk to work, bike or hike the local trails, shop at the market across the street and meet friends for drinks down the block. A cosmopolitan center, that sparks a strong sense of place and pride among the people who call it home. North City's compact area, strategic location, and easy access to existing mass transit, make it the most exciting new development in San Diego County.

THIS IS NORTH CITY:
NORTH COUNTY'S DOWNTOWN



“

**A TRUE URBAN NODE IN THE
HEART OF SAN MARCOS**

”



NORTH CITY



2

PROJECT SUMMARY



Palomar College
30,000 Students

Rip Current
Brewing Co.

University of Saint Augustine
1,478 Students

Port Brewing &
The Lost Abbey

Dos Desperados
Brewery

San Marcos
City Hall

THE HOME
DEPOT

LA FITNESS

INTERSTATE
78

BEST
BUY

WinCo
FOODS
HOBBY
LOBBY

San Marcos
Brewery

N
NORTH CITY

Cal State
Transit Center

CSUSM New Arena
Capacity 1,400

CVS

Ralphs

California State University
San Marcos
12,000 Students

Kaiser Permanente
Medical Center

Palomar Pomerado
Health

Stumblefoot
Brewing Co.

Craven Rd

N Twin Oaks Valley Rd

Sprinter Rail Line

W Mission Rd

E Mission Rd

S Bent Ave



NORTH CITY

On over 200 acres, North City will serve as the hub for San Marcos' University District. A cosmopolitan center, that sparks a strong sense of place and pride among the people who call it home. North City's compact area, strategic location, and easy access to existing mass transit make it the most exciting new development in San Diego County.



3,000

RESIDENTIAL UNITS



250,000 SF

SF OF RETAIL



500,000 SF

SF OF OFFICE



30

ACRES OF PARKS



450

HOTEL ROOMS

2



“

WALKABILITY MEETS LIVABILITY

”



NORTH CITY

“

**ALL RESIDENTS WILL BENEFIT
FROM A HEALTHY, VIBRANT, & ACTIVE
ENVIRONMENT.**

”



NORTH CITY

An architectural rendering of a modern multi-story building, likely a residential or commercial development. The building features a prominent central tower with a clock-like structure at the top. The word 'BLOCK' is written vertically on the tower's facade. Below the tower, the word 'HALCYON' is visible on the ground floor. The scene includes a street with a crosswalk, trees, and several people walking, suggesting an urban environment. The entire image is overlaid with a semi-transparent orange filter.

3

COMING SOON!

Coming Soon to San Marcos,

PIMA MEDICAL INSTITUTE: offers life-changing education for careers in healthcare

One of the premier healthcare training providers in the country.





3

COMING SOON!

Coming Soon to San Marcos,

URGE COMMON HOUSE: Mason Ale Works Brewery, bowling alley and bocce court.

A modern take on the American local hang out.





3

COMING SOON!



Coming Soon to San Marcos, Halcyon is a coffeehouse by day, bar & lounge by night where you can always relax and find your own personal “halcyon”.

HALCYON (hal-see-yon): Adj. – Peaceful, Carefree, Untroubled, Prosperous



3

COMING SOON!

Coming Soon to San Marcos, Stella Public House is a “farm to pizza” concept centered on farm to table food practices and the development of strong partnerships with local growers, ranchers and purveyors.

Seasonal offerings and simple preparations to let the ingredients shine.





3

COMING SOON!

“

**A COMPACT, MIXED-USE DESIGN,
GEOGRAPHIC LOCATION.**

”



NORTH CITY



4

KEY FEATURES





NORTH CITY



Located immediately adjacent to California State University San Marcos (CSUSM) campus with over 12,000 undergraduate students and a planned enrollment of over 25,000 students



CSUSM has been approved to transition into Division II of the NCAA and has completed construction on a 1,400-seat multi-purpose arena to open in fall of 2016. Additionally, the school recently announced the development of an engineering program.



Nearby employers include Palomar Pomerado Health, Kaiser Permanente, CSUSM, San Marcos Unified School District, Palomar College and City of San Marcos



Close proximity to Palomar Community College with approximately 30,000 students



Located on the SPRINTER light rail commuter line

Residential
2,600 residential units



Integrated Office Campus
Up to 500,000 SF of office



Urban Mixed Use District
+/-250,000 SF retail



SPRINTER RAIL LINE



Residential Park
16.3 acres of park



Hotel
450 hotel rooms



CSUSM New Arena
1,400 seat arena



4

KEY FEATURES

“

**WE'RE MOVING OUR COMMUNITY
FORWARD AND AWAY FROM THE
MUNDANE SUBURBAN LIFESTYLE.**

”



NORTH CITY



5

SITE PLAN
& OPPORTUNITIES

URBAN MIXED USE DISTRICT

RESTAURANT / RETAIL LEASING OPPORTUNITIES

NEW LEASE SIGNED! THE QUAD



- Retail Construction Complete
- Available Now For Lease
- 24,000 SF of Retail/Restaurant Space
- 900 Student Beds/174 Units
- Just leased to Fresh Café

NEW LEASE SIGNED! BLOCK C



- Completion September 2016
- Up to 5,324 SF of retail/restaurant space available for lease
- 196 residential units and 509 parking spaces
- Just Leased to Stella & Halcyon

NEW LEASE SIGNED! PROJECT R-1



- URGE Common House & Mason Ale Works Brewery
- 20,840 SF Restaurant/Brewery/Bowling/ Bocce experience with exterior patio
- Adaptive Re-use Project

NEW LEASE SIGNED! 111 CAMPUS WAY



- 20,000 SF Class A office space available (floor 3)
- 40,000 SF leased to Pima Medical Institute (floors 1 and 2)

BLOCK 1



- Urban office lofts
- Floor 1 - retail/market/drug store
- Floor 2 - 10,300 SF available
- Floor 3 - 10,300 SF available
- Floor 4 - 9,600 SF available

WEST DISTRICT



- Proposed Class A office campus
- Up to 400,000 SF available
- Unparalleled location, freeway access, and visibility

THE CORE



- Proposed mid-rise corporate headquarters or multi-tenant Class A office space
- Availabilities from 20,000 SF to 150,000 SF
- Prominent corner location at project entrance in the heart of the action

JOIN THESE TENANTS:





5

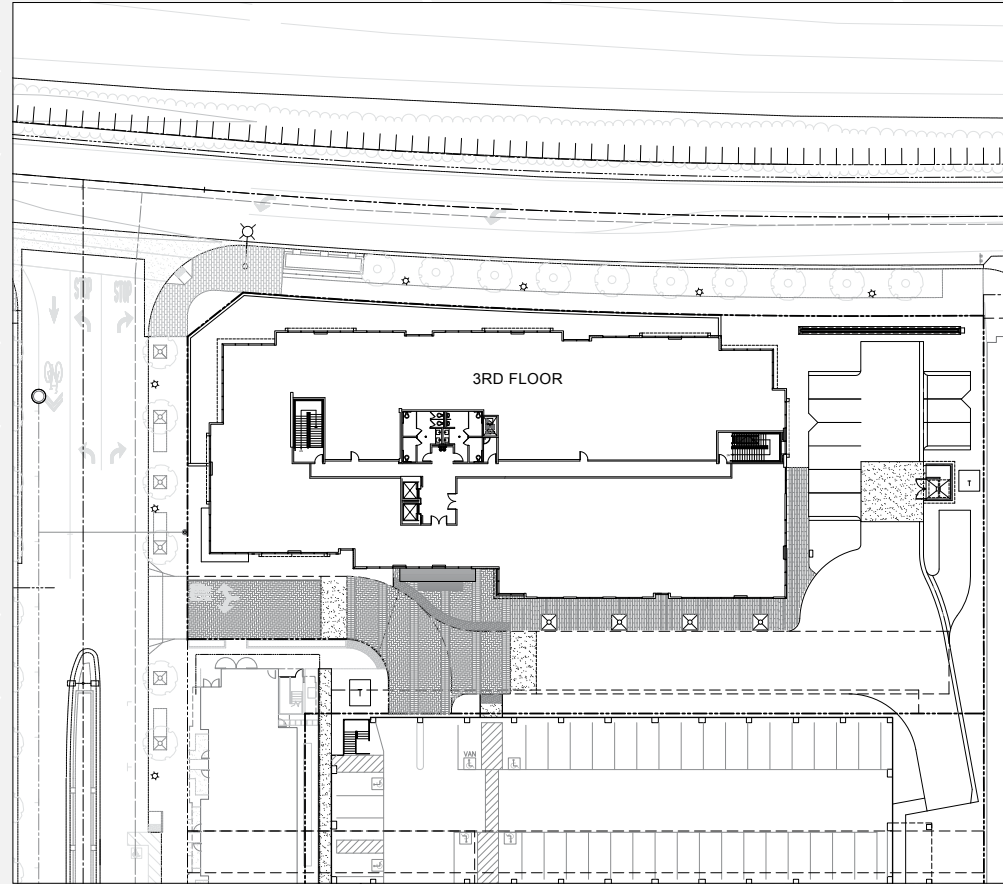
SITE PLAN & OPPORTUNITIES





111 CAMPUS WAY

CLASS A OFFICE BUILDING



- Floor 1 & 2 - 40,000 SF leased to Pima Medical Institute
- Floor 3 - 20,000 SF Class A office space available (divisible)

5

111 CAMPUS WAY

THE CORE

CLASS A CORPORATE HQ OR MULTI-TENANT OFFICE



- Proposed mid-rise corporate headquarters or multi-tenant Class A office space
- Availabilities from 20,000 SF to 150,000 SF
- Prominent corner location at project entrance in the heart of the action





5

THE CORE

WEST DISTRICT

CLASS A OFFICE CAMPUS



- Proposed Class A office campus
- Up to 400,000 SF available
- Unparalleled location, freeway access, and visibility





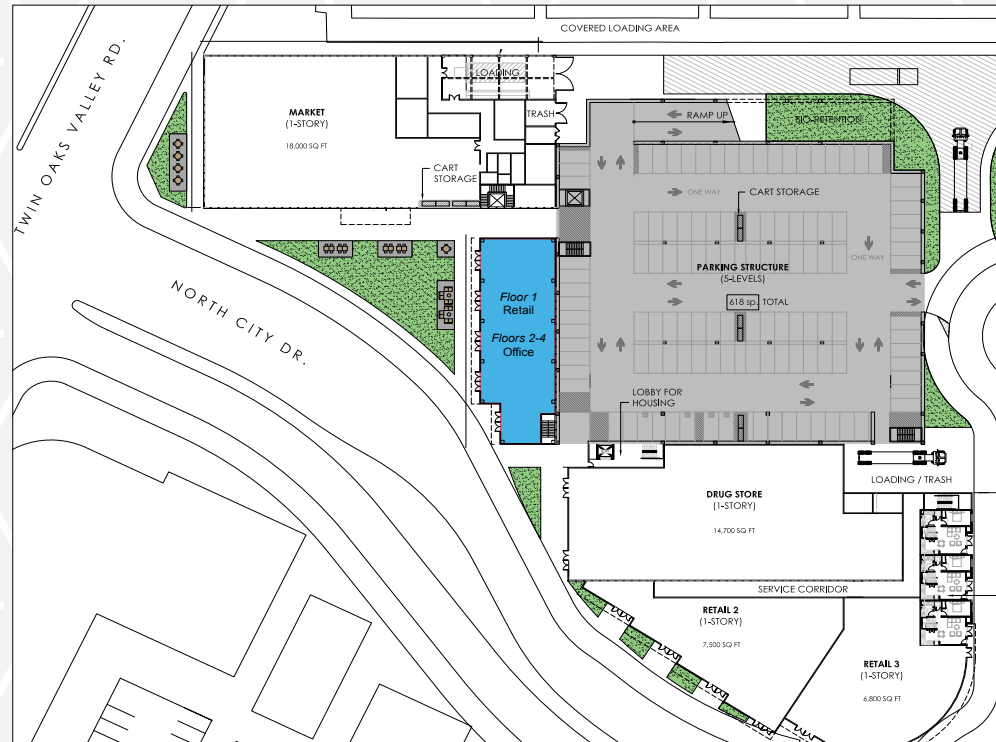
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WEST DISTRICT



BLOCK 1

URBAN OFFICE LOFTS



- Urban office lofts above retail
- Floor 1 - retail/market/drug store
- Floor 2 - 10,300 SF available
- Floor 3 - 10,300 SF available
- Floor 4 - 9,600 SF available



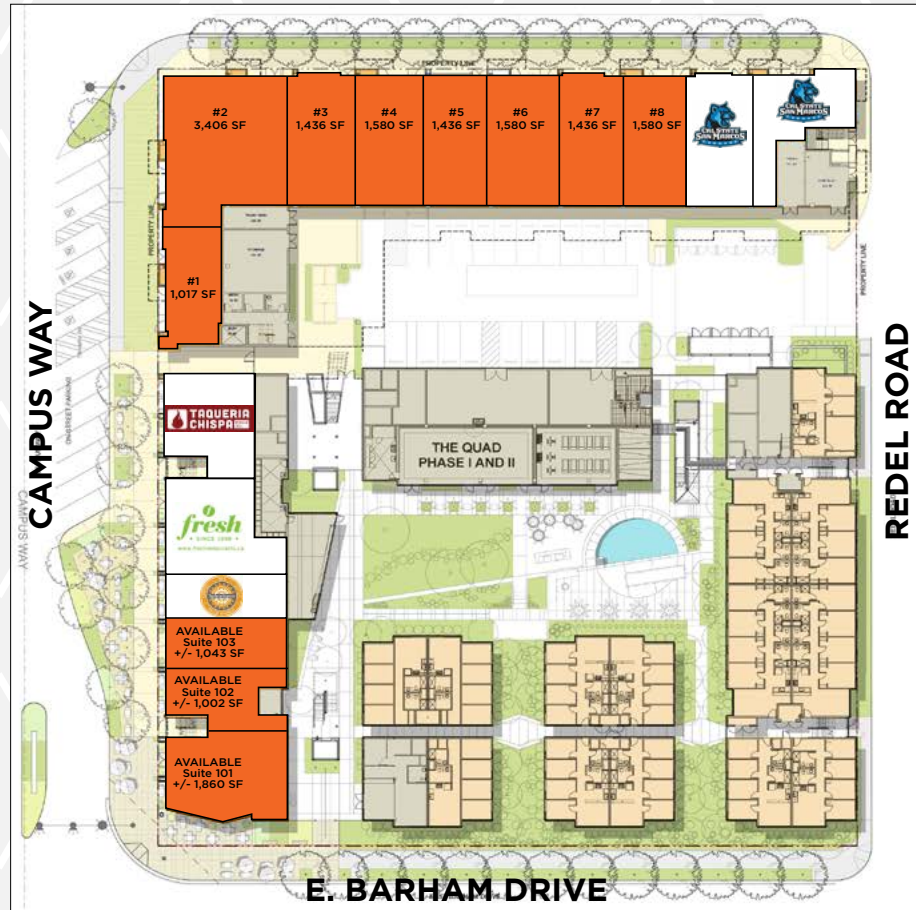
200
BARRINGTON
DR. A

THE
QUART



THE QUAD

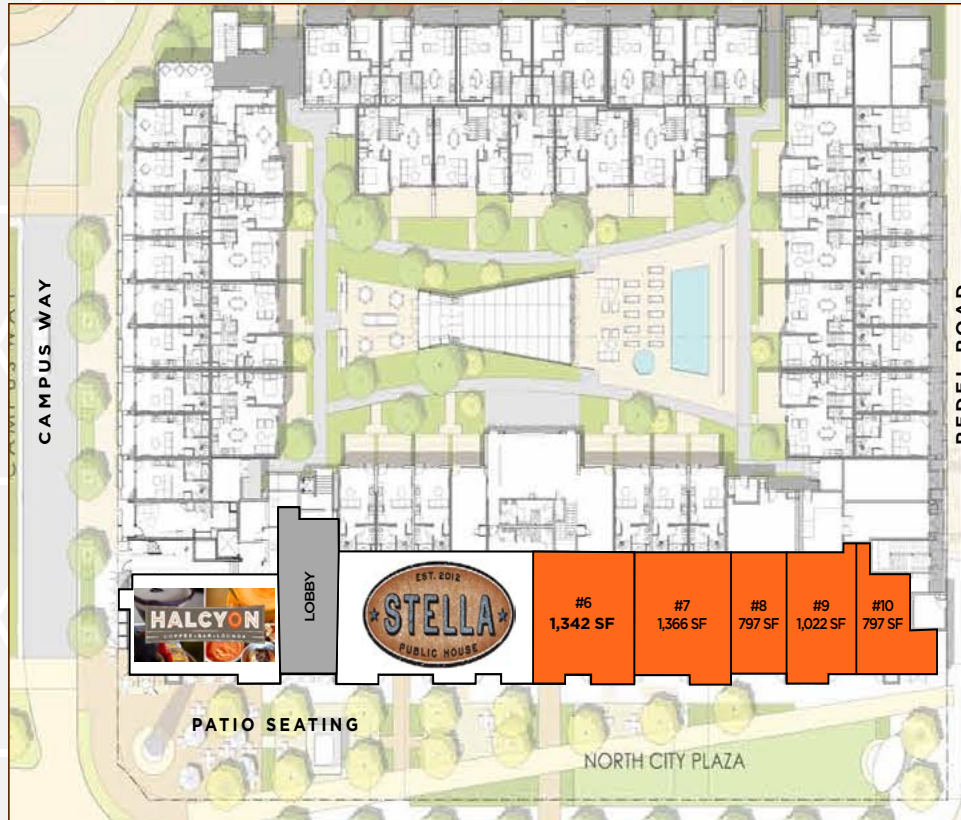
RETAIL/STUDENT HOUSING



- Available now for lease
- Retail construction complete
- 17,834 SF of retail/restaurant space available
- 870 student beds
- 174 units

BLOCK C

APARTMENTS/RETAIL



- A modern residential building in the heart of North City
- Completion September 2016
- Up to 5,324 SF of retail/restaurant space available for lease
- 196 residential units and 509 parking spaces (including multiple charging stations)
- Stella Public House & Halycon Coffee House





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BLOCK C

PROJECT R-1

ADAPTIVE RE-USE PROJECT



- 20,840 SF Restaurant/ Brewery/ Bowling Experience with exterior patio







PROJECT R-2

ADAPTIVE RE-USE PROJECT



- 18,100 SF Building

“

**RESIDENTIAL TOWNHOMES AND APARTMENTS,
STUDENT HOUSING UNITS, HIGH-END AND
COMMUNITY ORIENTED RETAIL SHOPS, SUPERB
RESTAURANTS, ENTERTAINMENT FACILITIES AND
COMMERCIAL OFFICES ALL LOCATED IN THE
SAME LOCALE!**

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NORTH CITY



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DEMOGRAPHICS

STRATEGIC REGIONAL LOCATION

15 MINUTES

TO MCCLELLAN-PALOMAR AIRPORT

20 MINUTES

TO OCEAN

40 MINUTES

TO DOWNTOWN SAN DIEGO

1 HOUR

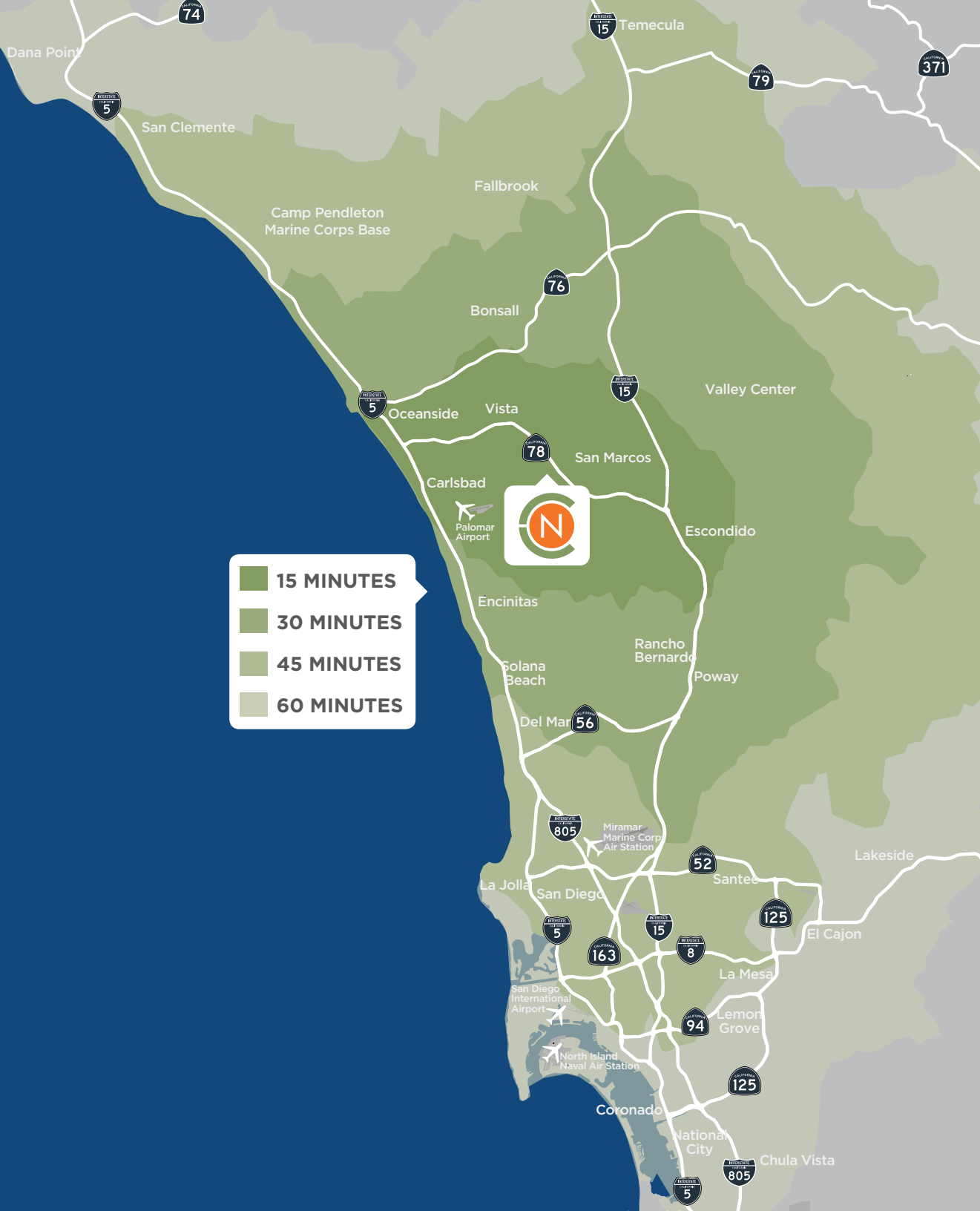
TO ORANGE COUNTY

1 HOUR 10 MINUTES

TO U.S. - MEXICO BORDER

1 HOUR 40 MINUTES

TO LOS ANGELES

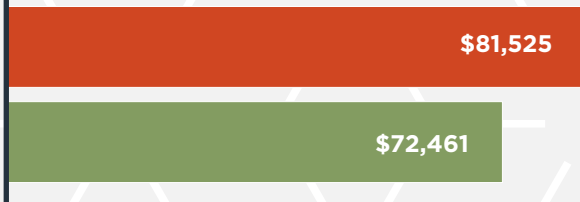


NORTH CITY

1 MILE

3 MILES

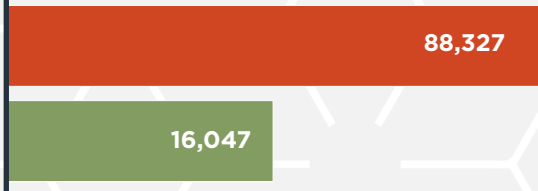
AVERAGE HOUSEHOLD INCOME



\$88,757

Projected average household income in 5 years

RESIDENTIAL POPULATION



96,893

3 mile radius projected population in 5 years

Source: ESRI Business Analyst

ALL ABOUT CRAFT BEER

- North County San Diego craft breweries generate \$272.3 million annually
- Vista has more breweries per capita than any other city in the nation
- North County has nearly 40 breweries and brewpubs employing about 850 people
- The industry keeps \$37.2 million in the local economy because employees buy local foods and services

Source: The Coast News, Vol. 28, No. 32

52,310

Total number of students in the area

41,092

Total number of employees in the area

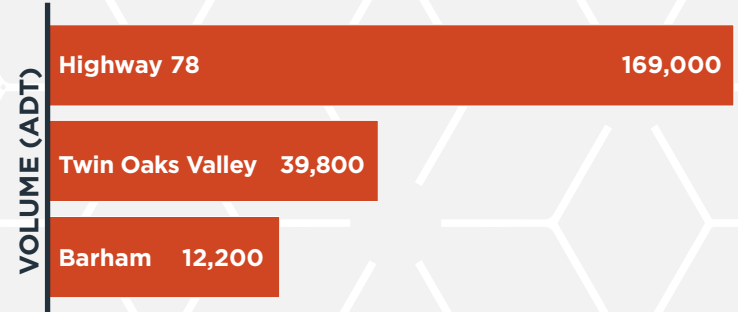
7.5%

Projected 5-year population growth

34.8

Median age of current resident

TRAFFIC COUNTS



Source: SANDAG

“...THE PEOPLE OF SAN MARCOS IMAGINE A VIBRANT COMMUNITY... TO BUILD A CENTER FOR COMMERCE, ECONOMIC DEVELOPMENT AND JOB GROWTH BUILT UPON A BROAD FOUNDATION OF HIGH-QUALITY EDUCATIONAL INSTITUTIONS...”

Source: City of San Marcos - Vision Statement



BLOCK

BLOCK

HALCYON
COFFEE + BAKERY





NORTH CITY

“

NORTH CITY PROMISES TO BE A HIP, HAPPENING HUB OF MIXED-USE RESIDENTIAL, RETAIL AND COMMERCIAL OFFICE SPACE, ATTRACTING PEOPLE OF ALL AGES AND STAGES, WHO WANT TO LIVE WHERE THEY WORK, AND STAY WHERE THEY PLAY.

”

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