



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



element

CENTRAL CAFE

BISTRO + BREW

TECO

TECO

Magali

MUSEUM

# 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

	<b>WATERMARK</b> I-15 & Scripps Poway Pkwy	<b>CARLSBAD FORUM</b> Leucadia Blvd. & El Camino Real	<b>DEL MAR HIGHLANDS</b> Del Mar Heights Rd. & El Camino Real	<b>UTC</b> La Jolla Village Dr. & Genesee Ave.	<b>FASHION VALLEY</b> I-163 & Friars Rd.	<b>NORTH COUNTY FAIR</b> I-15 & Via Rancho Pkwy
<b>2030 Projected Population</b>	238,799	151,016	117,639	224,802	552,558	165,780
<b>2030 Projected Population Family</b>	203,716	122,895	97,651	155,417	334,121	146,025
<b>2030 Projected Median HHI</b>	\$158,410	\$171,537	\$197,759	\$140,367	\$108,488	\$128,030
<b>2030 Median Disposable Income</b>	\$111,965	\$120,574	\$133,855	\$98,689	\$70,137	\$85,870
<b>HH Income Distribution over \$100K</b>	68.7%	69.9%	75.8%	60.9%	50.8%	55.7%
<b>Total Employees</b>	116,325	109,190	108,819	220,136	335,258	80,202
<b>College Degree +</b>	82.9%	87.4%	90.7%	84.7%	76.6%	68.9%

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%**

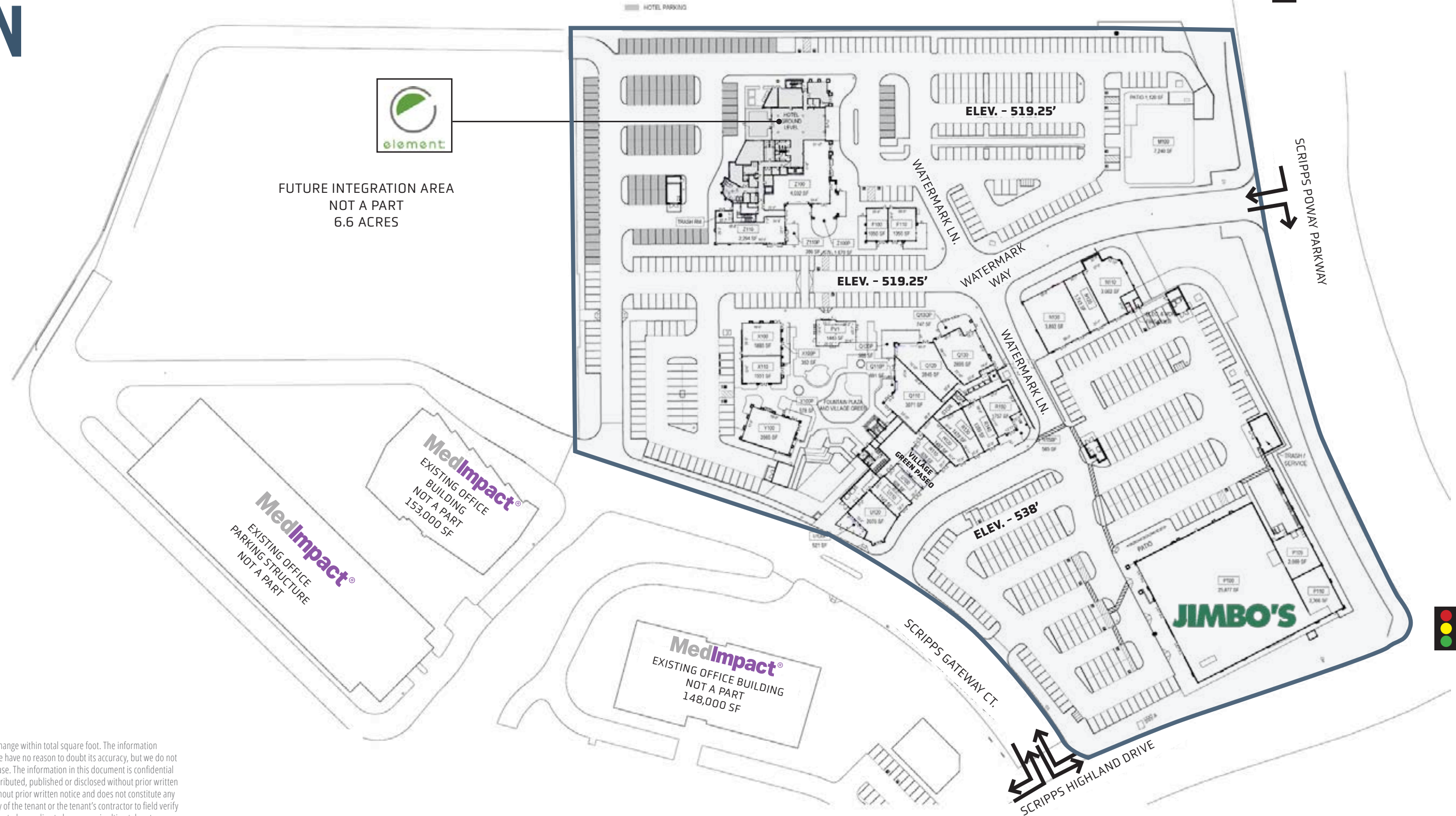
BACHELORS DEGREE OR HIGHER



# SITE PLAN

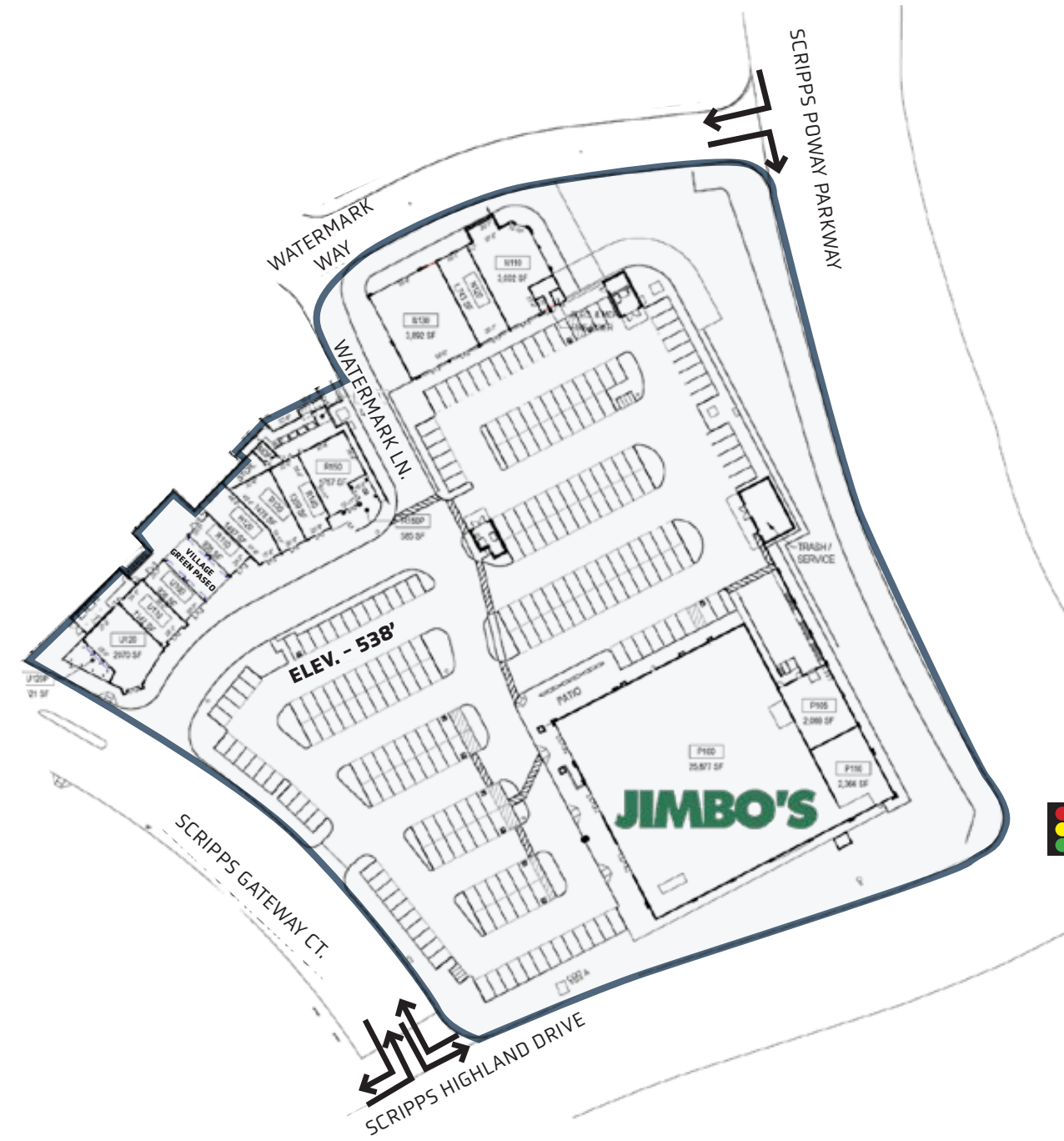
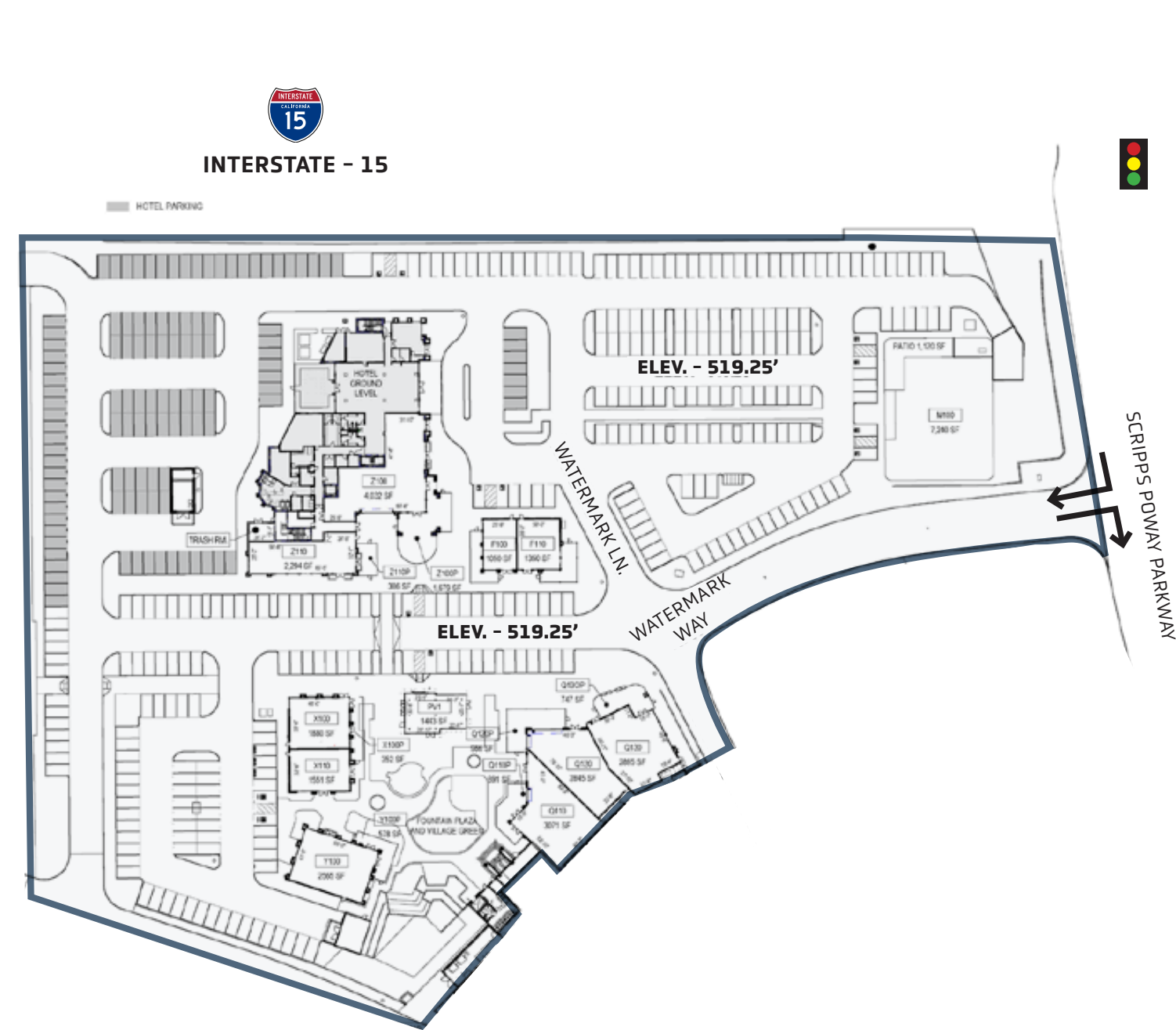


INTERSTATE - 15



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# THE WATERMARK

[thewatermarksandiego.com](http://thewatermarksandiego.com)

## LEASING TEAM

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