



THE WATERMARK



PROJECT FACTS 2024.

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

SIZE **650,000 SF** Retail/Office/Hotel
 200,000 SF Retail

MIX **Whole Foods**
 Element Hotel

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

ACREAGE Approximately **35 acres**



THE WATERMARK DOMINATES WHERE IT MATTERS.

5-Mile Demographic Comparison

	WATERMARK I-15 & Scripps Poway Pkwy	CARLSBAD FORUM Leucadia Blvd. & El Camino Real	UTC La Jolla Village Dr. & Genesee Ave.	FASHION VALLEY I-163 & Friars Rd.	NORTH COUNTY FAIR I-15 & Via Rancho Pkwy	DEL MAR HIGHLANDS Del Mar Heights Rd. & El Camino Real
2027 Projected Population	246,345	157,393	230,693	528,320	178,906	125,380
2027 Projected Population Family	207,558	125,960	147,693	311,223	147,428	102,310
2027 Projected Median HHI	\$150,508	\$168,713	\$131,127	\$99,215	\$115,436	\$191,446
2022 Median Disposable Income	\$103,672	\$111,643	\$91,379	\$64,942	\$79,510	\$123,940
HH Income Distribution over \$100K	53.47%	58.49%	46.2%	30.69	40.24%	65.21%
Total Employees	136,058	101,150	270,433	408,314	83,952	105,073
College Degree +	69.02%	73.83%	72%	58.57%	53.81%	82%

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**
- **Whole Foods Market**
- **Element Hotel**

Apple has recently made a commitment in the I-15 corridor for a 65-acre campus.

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



340,435

2025 PROJECTED POPULATION



39

MEDIAN AGE



\$133,847

MEDIAN HOUSEHOLD INCOME



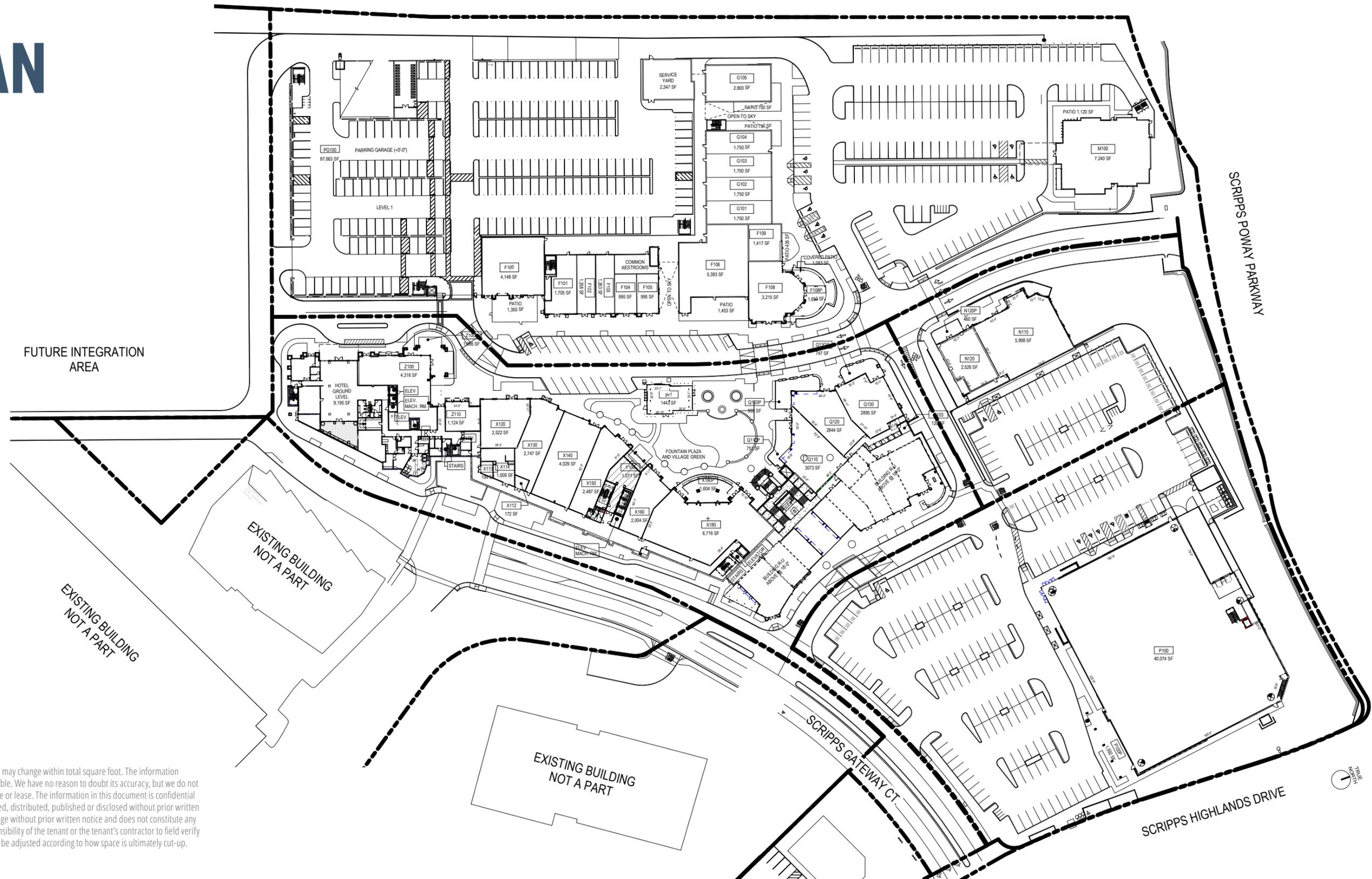
60%

BACHELORS DEGREE OR HIGHER



SITE PLAN

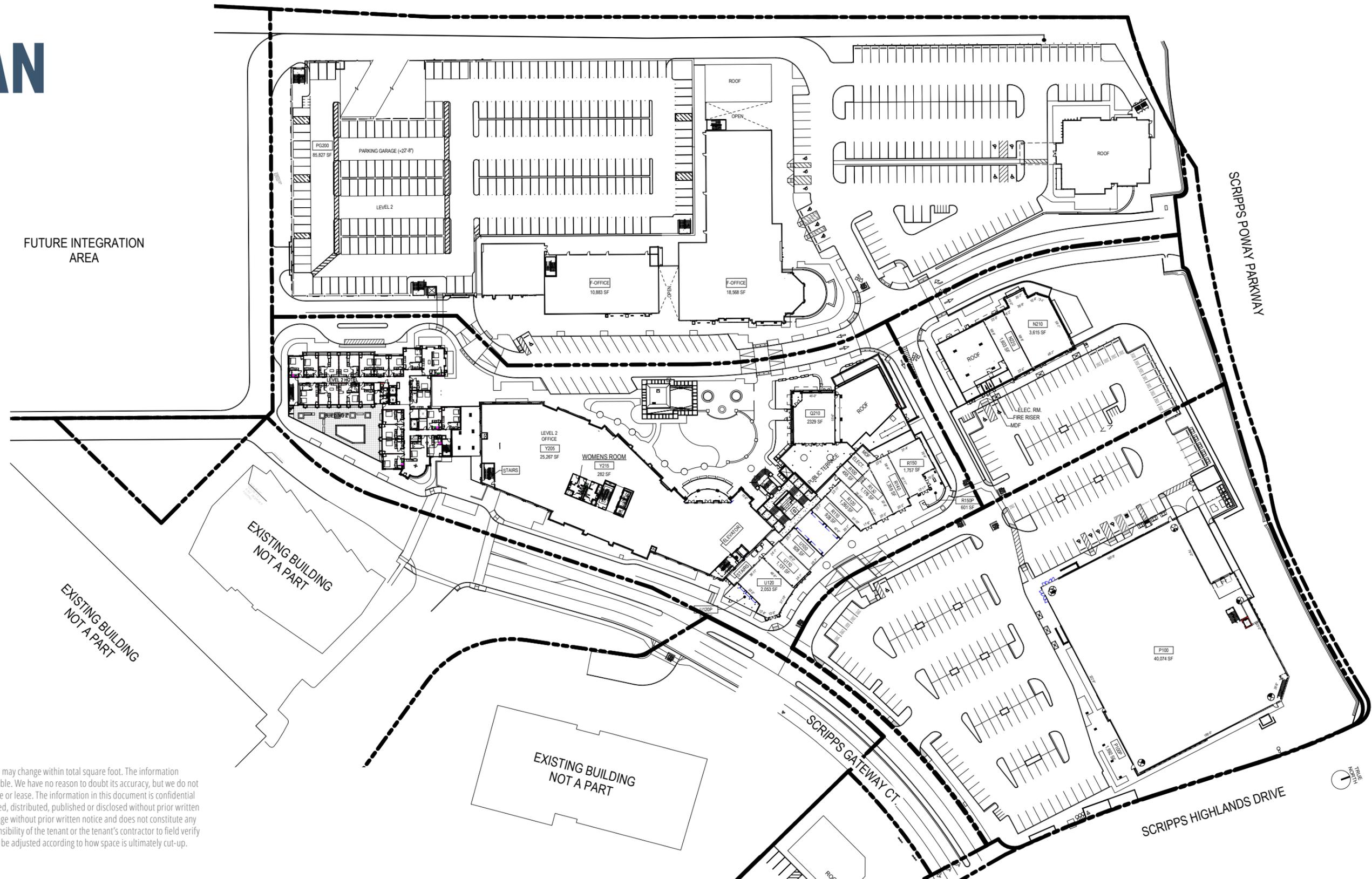
Level 1



*Net building footprints and heights shown are approximate and may change within total square foot. The information contained herein has been given to us by sources we deem reliable. We have no reason to doubt its accuracy, but we do not guarantee it. All information should be verified prior to purchase or lease. The information in this document is confidential and proprietary to Sudberry Development and may not be copied, distributed, published or disclosed without prior written permission. The information contained herein is subject to change without prior written notice and does not constitute any contract or obligation by Sudberry Development. It is the responsibility of the tenant or the tenant's contractor to field verify existing site conditions and dimensions. The facade arcade may be adjusted according to how space is ultimately cut-up.

SITE PLAN

Level 2



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Park at Watermark



BISTRO + BREW

Quali-Tea

SUNNY GREEN



LOCATED ON THE UNDERSERVED 15 CORRIDOR.

405,000 SF
Class A Office Space

Approximately **200,000 SF**
of Highly Curated Retail,
Restaurants, and 125-Room
Element Hotel by Marriott
(Extended Stay)





BUILDING F



THE WATERMARK

OFFICE BUILDING

CENTRAL CAFE

SweetCream

MAIN STREET



THE WATERMARK

thewatermarksandiego.com

LEASING TEAM

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