

Palomar Station

Armorlite & Las Posas, San Marcos, CA 92069
 New Mixed-Use Project Featuring 37,000 SF of Retail/Office Space Available



PROPERTY FACT SHEET



Rendering of Free-Standing Building and In-Line Spaces



Rendering of Inner Retail Corridor

PROPERTY DESCRIPTION & FEATURES

- 37,000 SF of retail/office space:
 - 25,000 SF free-standing building
 - 12,000 SF of in-line space
- Palomar Station also includes 333 residential units on 12.33 acres
- Adjacent to the Sprinter Palomar College Line Station
- Colleges within 1 mile
 - Palomar College 27,222 students enrolled (2010)
 - Cal State San Marcos 9,148 students enrolled (2010)
- Traffic Counts:
 - Ronald Packard Highway (Route 78) 129,000 VPD
 - Las Posas Road 31,034 VPD
 - Mission Road 17,404 VPD
 - Grand Avenue 13,245 VPD

AREA RETAILERS



2010 DEMOGRAPHIC PROFILE

	5 MINUTES	10 MINUTES	15 MINUTES
Population	39,441	241,252	528,202
Households	11,024	77,741	179,574
Average Household Income	\$63,345	\$68,415	\$77,163
Daytime Employees	23,648	108,685	209,804

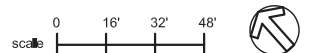
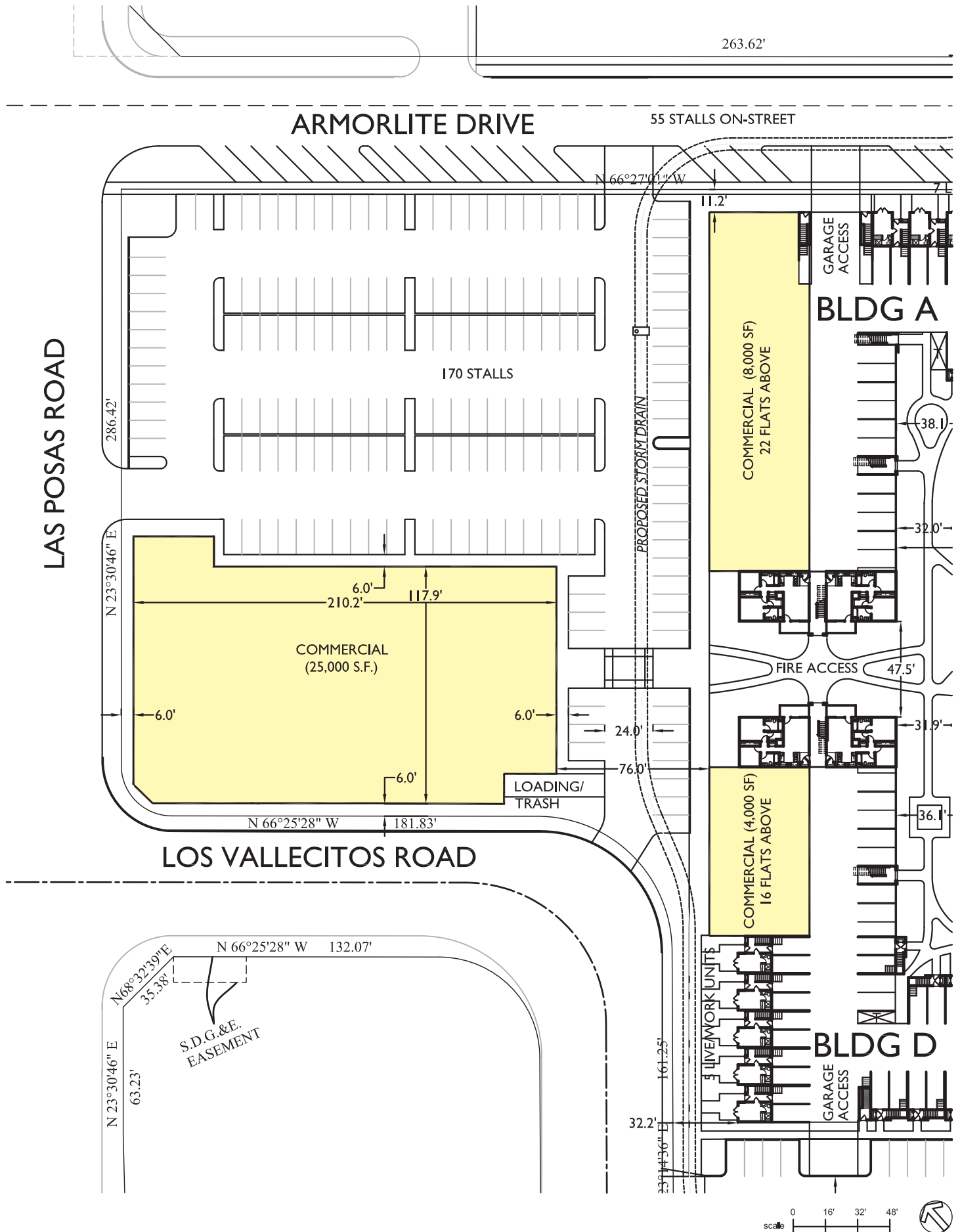
CONTACT	Anthony Villasenor 858.724.0424 avillasenor@sierraus.com CA License #01235967	Ryan Gonzales 858.724.0470 rgonzales@sierraus.com CA License #01109934	www.SierraUS.com 322 8th Street • Suite 105 Del Mar, CA 92014 858.724.0292(fax) • 866.606.8555(toll-free)
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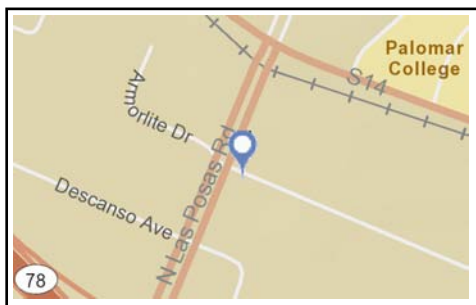
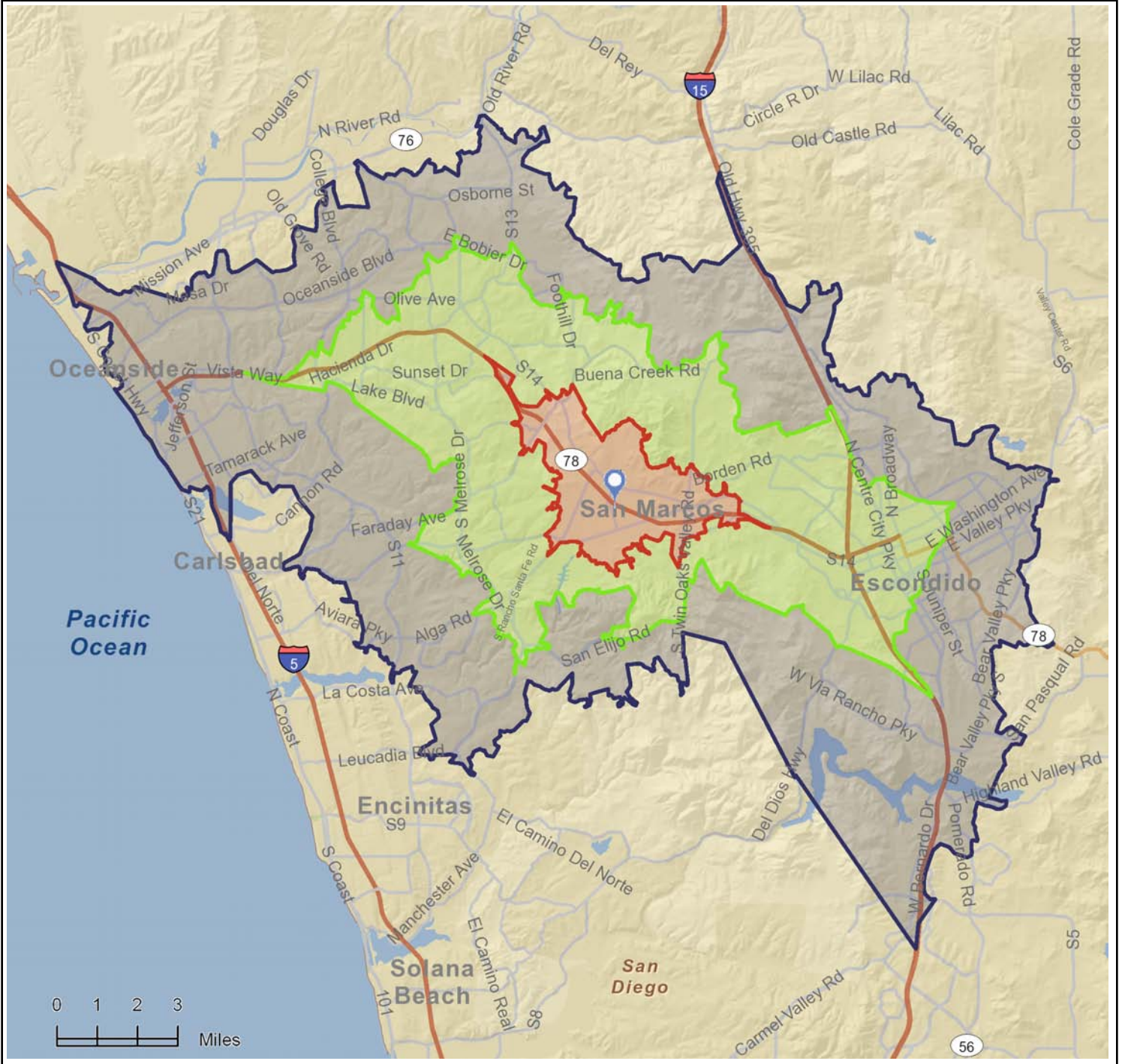


SITE PLAN



Palomar Station DT
 201 N Las Posas Rd, San Marcos, CA 92069-1422
 Drive Time: 5, 10, 15 Minutes

Latitude: 33.146894
 Longitude: -117.18939





Palomar Station DT
201 N Las Posas Rd, San Marcos, CA 92069-1422
Drive Time: 5, 10, 15 Minutes

Latitude: 33.146894
Longitude: -117.18939

	5 minutes	10 minutes	15 minutes
2010 Population			
Total Population	39,441	241,252	528,202
Male Population	50.9%	49.6%	49.4%
Female Population	49.1%	50.4%	50.6%
Median Age	28.6	33.2	34.9
2010 Income			
Median HH Income	\$52,532	\$56,581	\$61,895
Per Capita Income	\$18,092	\$22,714	\$26,489
Average HH Income	\$63,345	\$68,415	\$77,163
2010 Households			
Total Households	11,024	77,741	179,574
Average Household Size	3.56	3.06	2.91
2010 Housing			
Owner Occupied Housing Units	45.1%	53.3%	55.7%
Renter Occupied Housing Units	50.6%	41.7%	39.3%
Vacant Housing Units	4.3%	5.0%	5.0%
Population			
1990 Population	22,433	162,036	374,761
2000 Population	33,160	208,285	456,257
2010 Population	39,441	241,252	528,202
2015 Population	42,045	254,710	557,021
1990-2000 Annual Rate	3.99%	2.54%	1.99%
2000-2010 Annual Rate	1.71%	1.44%	1.44%
2010-2015 Annual Rate	1.29%	1.09%	1.07%

In the identified market area, the current year population is 528,202. In 2000, the Census count in the market area was 456,257. The rate of change since 2000 was 1.44 percent annually. The five-year projection for the population in the market area is 557,021, representing a change of 1.07 percent annually from 2010 to 2015. Currently, the population is 49.4 percent male and 50.6 percent female.

	5 minutes	10 minutes	15 minutes
Households			
1990 Households	7,479	58,018	136,378
2000 Households	9,702	68,755	158,061
2010 Households	11,024	77,741	179,574
2015 Households	11,689	82,042	189,066
1990-2000 Annual Rate	2.64%	1.71%	1.49%
2000-2010 Annual Rate	1.25%	1.21%	1.25%
2010-2015 Annual Rate	1.18%	1.08%	1.04%

The household count in this market area has changed from 158,061 in 2000 to 179,574 in the current year, a change of 1.25 percent annually. The five-year projection of households is 189,066, a change of 1.04 percent annually from the current year total. Average household size is currently 2.91, compared to 2.85 in the year 2000. The number of families in the current year is 125,274 in the market area.

Housing

Currently, 55.7 percent of the 188,980 housing units in the market area are owner occupied; 39.3 percent, renter occupied; and 5.0 percent are vacant. In 2000, there were 164,435 housing units - 57.2 percent owner occupied, 38.9 percent renter occupied and 3.9 percent vacant. The rate of change in housing units since 2000 is 1.37 percent. Median home value in the market area is \$330,879, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 4.77 percent annually to \$417,623. From 2000 to the current year, median home value changed by 4.92 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.



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	5 minutes	10 minutes	15 minutes
Median Household Income			
1990 Median HH Income	\$27,901	\$33,176	\$36,045
2000 Median HH Income	\$40,358	\$43,840	\$48,101
2010 Median HH Income	\$52,532	\$56,581	\$61,895
2015 Median HH Income	\$58,847	\$63,833	\$70,657
1990-2000 Annual Rate	3.76%	2.83%	2.93%
2000-2010 Annual Rate	2.61%	2.52%	2.49%
2010-2015 Annual Rate	2.3%	2.44%	2.68%
Per Capita Income			
1990 Per Capita Income	\$11,869	\$14,627	\$16,255
2000 Per Capita Income	\$14,960	\$18,323	\$21,389
2010 Per Capita Income	\$18,092	\$22,714	\$26,489
2015 Per Capita Income	\$20,252	\$25,788	\$30,317
1990-2000 Annual Rate	2.34%	2.28%	2.78%
2000-2010 Annual Rate	1.87%	2.12%	2.11%
2010-2015 Annual Rate	2.28%	2.57%	2.74%
Average Household Income			
1990 Average Household Income	\$34,778	\$40,341	\$44,304
2000 Average Household Income	\$48,949	\$53,916	\$60,622
2010 Average HH Income	\$63,345	\$68,415	\$77,163
2015 Average HH Income	\$71,250	\$77,678	\$88,507
1990-2000 Annual Rate	3.48%	2.94%	3.19%
2000-2010 Annual Rate	2.55%	2.35%	2.38%
2010-2015 Annual Rate	2.38%	2.57%	2.78%

Households by Income

Current median household income is \$61,895 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$70,657 in five years. In 2000, median household income was \$48,101, compared to \$36,045 in 1990.

Current average household income is \$77,163 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$88,507 in five years. In 2000, average household income was \$60,622, compared to \$44,304 in 1990.

Current per capita income is \$26,489 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$30,317 in five years. In 2000, the per capita income was \$21,389, compared to \$16,255 in 1990.

Population by Employment

Total Businesses	2,213	10,622	21,123
Total Employees	23,648	108,685	209,804

Currently, 87.8 percent of the civilian labor force in the identified market area is employed and 12.2 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 89.9 percent of the civilian labor force, and unemployment will be 10.1 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 64.2 percent of the population aged 16 years or older in the market area participated in the labor force, and 1.5 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 61.9 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 19.0 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 19.2 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 74.1 percent of the market area population drove alone to work, and 4.4 percent worked at home. The average travel time to work in 2000 was 27.3 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 17.0 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 20.8 percent were high school graduates only (29.6 percent in the U.S.)
- 8.0 percent had completed an Associate degree (7.7 percent in the U.S.)
- 20.3 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 10.5 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)



Demographic and Income Profile

Palomar Station DT
 201 N Las Posas Rd, San Marcos, CA 92069-1422,
 Drive Time: 5 minutes

Prepared by V[] ^ A[] e ^ fi[]
 Latitude: 33.146894
 Longitude: -117.18939

Summary	2000	2010	2015
Population	33,160	39,441	42,045
Households	9,702	11,024	11,689
Families	7,049	8,023	8,476
Average Household Size	3.40	3.56	3.58
Owner Occupied Housing Units	4,646	5,194	5,582
Renter Occupied Housing Units	5,056	5,830	6,107
Median Age	27.9	28.6	28.8

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	1.29%	0.70%	0.76%
Households	1.18%	0.63%	0.78%
Families	1.11%	0.55%	0.64%
Owner HHs	1.45%	0.68%	0.82%
Median Household Income	2.30%	2.59%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	1,236	12.7%	932	8.5%	781	6.7%
\$15,000 - \$24,999	1,341	13.8%	973	8.8%	838	7.2%
\$25,000 - \$34,999	1,455	15.0%	1,130	10.2%	923	7.9%
\$35,000 - \$49,999	1,935	19.9%	2,095	19.0%	1,743	14.9%
\$50,000 - \$74,999	1,987	20.4%	2,720	24.7%	3,267	27.9%
\$75,000 - \$99,999	908	9.3%	1,420	12.9%	1,661	14.2%
\$100,000 - \$149,999	669	6.9%	1,250	11.3%	1,760	15.1%
\$150,000 - \$199,999	133	1.4%	338	3.1%	474	4.1%
\$200,000+	60	0.6%	167	1.5%	244	2.1%

Median Household Income	\$40,358	\$52,532	\$58,847
Average Household Income	\$48,949	\$63,345	\$71,250
Per Capita Income	\$14,960	\$18,092	\$20,252

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,438	10.4%	4,089	10.4%	4,357	10.4%
5 - 9	3,394	10.2%	3,711	9.4%	3,945	9.4%
10 - 14	2,555	7.7%	3,004	7.6%	3,280	7.8%
15 - 19	2,436	7.3%	3,199	8.1%	2,895	6.9%
20 - 24	2,939	8.9%	3,229	8.2%	3,769	9.0%
25 - 34	6,330	19.1%	6,690	17.0%	7,117	16.9%
35 - 44	5,084	15.3%	5,605	14.2%	5,520	13.1%
45 - 54	2,979	9.0%	4,456	11.3%	4,607	11.0%
55 - 64	1,443	4.4%	2,806	7.1%	3,383	8.0%
65 - 74	1,078	3.3%	1,311	3.3%	1,855	4.4%
75 - 84	1,008	3.0%	833	2.1%	855	2.0%
85+	474	1.4%	506	1.3%	461	1.1%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	18,464	55.7%	19,984	50.7%	20,415	48.6%
Black Alone	826	2.5%	826	2.1%	807	1.9%
American Indian Alone	306	0.9%	346	0.9%	360	0.9%
Asian Alone	1,451	4.4%	1,989	5.0%	2,260	5.4%
Pacific Islander Alone	77	0.2%	86	0.2%	90	0.2%
Some Other Race Alone	10,435	31.5%	14,123	35.8%	15,814	37.6%
Two or More Races	1,602	4.8%	2,085	5.3%	2,298	5.5%
Hispanic Origin (Any Race)	17,737	53.5%	23,937	60.7%	26,712	63.5%

Data Note: Income is expressed in current dollars
 Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Demographic and Income Profile

Palomar Station DT
 201 N Las Posas Rd, San Marcos, CA 92069-1422,
 Drive Time: 10 minutes

Prepared by V[] ^ Å Å Æ ^ fi[]
 Latitude: 33.146894
 Longitude: -117.18939

Summary	2000		2010		2015	
Population	208,285		241,252		254,710	
Households	68,755		77,741		82,042	
Families	48,611		54,503		57,155	
Average Household Size	2.98		3.06		3.06	
Owner Occupied Housing Units	38,995		43,582		46,503	
Renter Occupied Housing Units	29,760		34,159		35,538	
Median Age	31.7		33.2		33.5	
Trends: 2010 - 2015 Annual Rate	Area		State		National	
Population	1.09%		0.70%		0.76%	
Households	1.08%		0.63%		0.78%	
Families	0.96%		0.55%		0.64%	
Owner HHs	1.31%		0.68%		0.82%	
Median Household Income	2.44%		2.59%		2.36%	
Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	8,095	11.8%	6,101	7.8%	4,990	6.1%
\$15,000 - \$24,999	9,010	13.1%	6,791	8.7%	5,739	7.0%
\$25,000 - \$34,999	9,638	14.0%	7,197	9.3%	5,752	7.0%
\$35,000 - \$49,999	12,230	17.8%	13,150	16.9%	11,027	13.4%
\$50,000 - \$74,999	14,793	21.5%	18,759	24.1%	21,046	25.7%
\$75,000 - \$99,999	7,285	10.6%	11,598	14.9%	13,261	16.2%
\$100,000 - \$149,999	5,478	8.0%	9,680	12.5%	13,766	16.8%
\$150,000 - \$199,999	1,333	1.9%	2,668	3.4%	3,878	4.7%
\$200,000+	886	1.3%	1,797	2.3%	2,582	3.1%
Median Household Income	\$43,840		\$56,581		\$63,833	
Average Household Income	\$53,916		\$68,415		\$77,678	
Per Capita Income	\$18,323		\$22,714		\$25,788	
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	17,940	8.6%	20,518	8.5%	21,564	8.5%
5 - 9	18,189	8.7%	18,890	7.8%	19,873	7.8%
10 - 14	15,188	7.3%	16,499	6.8%	17,797	7.0%
15 - 19	14,374	6.9%	17,567	7.3%	16,108	6.3%
20 - 24	15,959	7.7%	17,799	7.4%	19,699	7.7%
25 - 34	33,926	16.3%	35,617	14.8%	37,661	14.8%
35 - 44	31,901	15.3%	31,805	13.2%	31,533	12.4%
45 - 54	22,007	10.6%	29,986	12.4%	29,578	11.6%
55 - 64	12,526	6.0%	22,350	9.3%	25,992	10.2%
65 - 74	11,572	5.6%	13,745	5.7%	18,384	7.2%
75 - 84	10,919	5.2%	10,733	4.4%	10,773	4.2%
85+	3,784	1.8%	5,743	2.4%	5,749	2.3%
Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	139,002	66.7%	151,891	63.0%	155,537	61.1%
Black Alone	6,140	2.9%	6,148	2.5%	6,038	2.4%
American Indian Alone	2,063	1.0%	2,303	1.0%	2,389	0.9%
Asian Alone	8,522	4.1%	11,939	4.9%	13,838	5.4%
Pacific Islander Alone	887	0.4%	990	0.4%	1,040	0.4%
Some Other Race Alone	42,172	20.2%	55,576	23.0%	62,035	24.4%
Two or More Races	9,500	4.6%	12,405	5.1%	13,833	5.4%
Hispanic Origin (Any Race)	80,053	38.4%	105,250	43.6%	117,302	46.1%

Data Note: Income is expressed in current dollars
 Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

