



North San Diego County Quarterly Report

# RETAIL MARKET

## FOURTH QUARTER 2018



**Market Summary: Restaurants, fitness and service providers are the most active tenants in the county.** According to research, the San Diego retail market remains strong. "In the premier projects across the county, activity remains strong with restaurants, fitness and service providers being the most active tenants," said Carrie Bobb, retail expert. "Asking rents are holding steady in the best retail markets. Our landlord clients are smart and thoughtful about the merchandising mix and recognize the state of the apparel and fashion retailers today. Specialty retailers need the strength of the foot traffic generated from restaurants and fitness providers. We are still seeing success in these areas despite the headlines. The difference is that 10 years ago, fashion accounted for close to 30 percent of the GLA (Gross Leasable Area) for a project and today it is closer to 15 percent." (Source: OsideNews.com)

The North County Retail market did not experience much change in the fourth quarter 2018. The vacancy rate went from 3.7% in the previous quarter to 3.8% in the current quarter. Net absorption was positive 76,614 square feet, and vacant sublease space increased by 19,674 square feet. Quoted rental rates decreased from the third quarter levels (\$2), ending at at \$1.93 per square foot per month. A total of 9 retail buildings with 57,877 square feet of retail space were delivered to the market in the quarter, with 390,692 square feet still under construction at the end of the quarter. (Source: CoStar)

At Lee & Associates North San Diego County, we are dedicated to providing our customers with unparalleled representation by providing real estate solutions with accuracy and efficiency. We appreciate your business and invite you to contact us with any questions you might have regarding commercial properties in North San Diego County.

## MARKET SNAPSHOT

North County totals are based on the 5 major cities of Lee & Associates NSDC (Carlsbad, Escondido, Oceanside, San Marcos and Vista)

### San Diego County

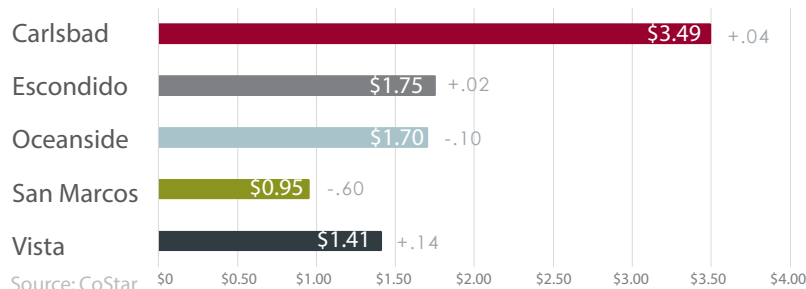
San Diego Inventory:	140,371,737
San Diego Availability:	5,359,456
San Diego Availability Rate:	3.8%
San Diego Absorption:	(157,789)
San Diego Rental Rates:	\$1.93

### North County

North County Inventory:	33,204,037
North County Availability:	1,592,952
North County Availability Rate:	5.2%
North County Absorption:	(205,433)
North County Rental Rates:	\$1.85

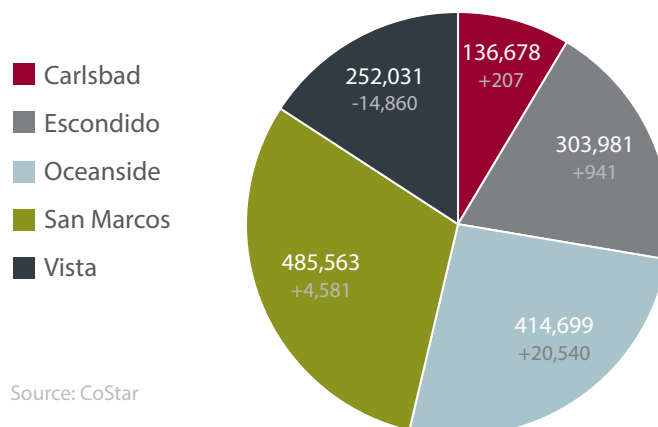
Source: CoStar

## RENTAL RATES BY SUBMARKET



## TOTAL AVAILABLE SF BY SUBMARKET

(compared to previous quarter)



Lee & Associates - NSDC maintains an up-to-date database of all available properties and sold/leased properties.

## SUBMARKET STATISTICS

MARKET	INVENTORY		AVAILABILITY			AVAILABILITY RATE	
	Bldgs/Ctrs	Total SF	Direct SF	Sublease SF	Available SF	Direct	Total
<b>CARLSBAD</b>							
General Retail	198	1,492,062	35,163	0	35,163	2.36%	2.36%
Shopping Center	28	2,091,616	86,917	3,625	90,542	4.16%	4.33%
Misc. Retail	143	2,013,859	6,372	4,601	10,973	0.32%	0.54%
<b>TOTAL</b>	<b>369</b>	<b>5,597,537</b>	<b>128,452</b>	<b>8,226</b>	<b>136,678</b>	<b>2.29%</b>	<b>2.44%</b>
<b>ESCONDIDO</b>							
General Retail	580	4,074,665	79,638	0	79,638	1.95%	1.95%
Shopping Center	87	4,092,502	219,803	0	219,803	5.37%	5.37%
Misc. Retail	185	2,024,106	4,540	0	4,540	0.22%	0.22%
<b>TOTAL</b>	<b>852</b>	<b>10,191,273</b>	<b>303,981</b>	<b>0</b>	<b>303,981</b>	<b>2.98%</b>	<b>2.98%</b>
<b>OCEANSIDE</b>							
General Retail	421	2,286,144	66,313	0	66,313	2.90%	2.90%
Shopping Center	66	3,607,157	309,056	2,460	311,516	8.57%	8.64%
Misc. Retail	225	1,622,820	32,505	4,365	36,870	2.00%	2.27%
<b>TOTAL</b>	<b>712</b>	<b>7,516,121</b>	<b>407,874</b>	<b>6,825</b>	<b>414,699</b>	<b>5.43%</b>	<b>5.52%</b>
<b>SAN MARCOS</b>							
General Retail	123	1,448,791	200,396	0	200,396	13.83%	13.83%
Shopping Center	50	2,821,817	227,005	0	227,005	8.04%	8.04%
Misc. Retail	139	357,701	58,162	0	58,162	16.26%	16.26%
<b>TOTAL</b>	<b>312</b>	<b>4,628,309</b>	<b>485,563</b>	<b>0</b>	<b>485,563</b>	<b>10.49%</b>	<b>10.49%</b>
<b>VISTA</b>							
General Retail	368	2,134,343	85,634	20,120	105,754	4.01%	4.95%
Shopping Center	63	2,513,348	137,575	0	137,575	5.47%	5.47%
Misc. Retail	116	623,106	8,702	0	8,702	1.40%	1.40%
<b>TOTAL</b>	<b>547</b>	<b>5,270,797</b>	<b>231,911</b>	<b>20,120</b>	<b>252,031</b>	<b>4.40%</b>	<b>4.78%</b>

Source: CoStar

## HISTORICAL AVAILABILITY / ABSORPTION RATES



Source: CoStar

## Q4 TOP RETAIL SALES IN NORTH SAN DIEGO COUNTY

<b>MULTI-PROPERTY SALE</b>	<b>MULTI-PROPERTY SALE</b>			
<b>ENCINITAS MARKETPLACE</b> 114-172 N El Camino Real Encinitas, CA	<b>ENCINITAS MARKETPLACE</b> 180-194 N El Camino Real Encinitas, CA	<b>GELSON'S MARKET</b> 7660 El Camino Real Carlsbad, CA	<b>ROOSEVELT PLAZA</b> 560 Carlsbad Village Dr Carlsbad, CA	<b>FREESTANDING RETAIL</b> 1760 Descanso Ave San Marcos, CA
Size: 110,530 SF Price: \$31,634,483 (\$286.21/SF)	Size: 9,881 SF Price: \$8,791,007 (\$889.69 SF)	Size: 50,689 SF Price: \$21,900,000 (\$435.92/SF)	Size: 19,950 SF Price: \$8,195,000 (\$410.78/SF)	Size: 73,460 SF Price: \$7,950,000 (\$108.22/SF)
<b>MULTI-PROPERTY SALE</b>	<b>MULTI-PROPERTY SALE</b>			
<b>RETAIL STOREFRONT</b> 3460 Marron Rd Oceanside, CA	<b>RETAIL STOREFRONT</b> 3480 Marron Rd Oceanside, CA	<b>BABIES R US</b> 1990 University Dr Vista, CA	<b>AM/PM MINI MART</b> 1990 Oceanside Blvd Oceanside, CA	<b>RETAIL RESTAURANT</b> 755 Raintree Dr Carlsbad, CA
Size: 9,498 SF Price: \$4,900,000 (\$128.74/SF)	Size: 6,192 SF Price: \$3,808,431 (\$615.06 SF)	Size: 38,060 SF Price: \$4,900,000 (\$128.74/SF)	Size: 2,417 SF Price: \$3,700,000 (\$1,530.82/SF)	Size: 18,127 SF Price: \$3,200,000 (\$176.53/SF)

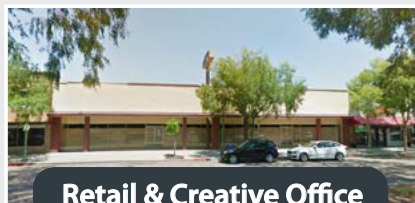
## Q4 TOP RETAIL LEASES IN NORTH SAN DIEGO COUNTY

<b>RETAIL STOREFRONT</b> 2110-2160 Vista Way Oceanside, CA	<b>FREESTANDING RETAIL</b> 306 S Santa Fe Ave Vista, CA	<b>FREESTANDING RETAIL</b> 307 Vista Village Dr Vista, CA	<b>OFFICE/RETAIL</b> 6 Creekside Dr San Marcos, CA	<b>RETAIL STOREFRONT</b> 7030-7040 Avenida Encinas Carlsbad, CA
Size: 8,745 SF	Size: 45,750 SF Price: \$ 18.00/NNN	Size: 6,000 SF	Size: 4,066 SF Price: \$ 33.00/NNN	Size: 4,000 SF
<b>RETAIL STOREFRONT</b> 114-116 S Coast Hwy Oceanside, CA	<b>RETAIL STOREFRONT</b> 2020 Hacienda Dr Vista, CA	<b>RETAIL STOREFRONT</b> 5621 Palmer Way Carlsbad, CA	<b>RETAIL STOREFRONT</b> 1450-1476 Encinitas Blvd Encinitas, CA	<b>RETAIL STOREFRONT</b> 2800-2820 Roosevelt St Carlsbad, CA
Size: 8,150 SF Price: \$ 8.04/MG	Size: 3,304 SF Price: \$ 20.00/MG	Size: 3,070 SF	Size: 2,901 SF	Size: 2,800 SF Price: \$ 33.00/NNN

Source: CoStar

**FOR SALE!**

**Escondido**  
**224-228 E Grand Avenue**



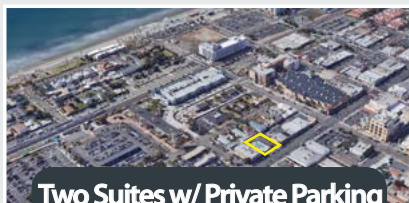
**Retail & Creative Office**

**Building Size: ±13,500 SF**  
**Asking Price: \$2,299,000**

Lee & Associates - NSDC Agent:  
Michael Golden

**FOR SALE!**

**Oceanside**  
**121-127 S Coast Highway**



**Two Suites w/ Private Parking**

**Building SF: ±2,830 SF**  
**Asking Price: \$1,495,000**

Lee & Associates - NSDC Agents:  
Isaac Little | Matt Weaver

**FOR SALE!**

**Escondido**  
**231 E. Grand Avenue**



**Great Small Business Opportunity**

**Building Size: ±2,875 SF**  
**Asking Price: \$899,900**

Lee & Associates - NSDC Agent:  
John Orlando

**FOR SALE!**

**San Diego**  
**7875 Highlinds Village Place**



**Suite in Major Shopping Center**

**Building Size: ±2,300 SF**  
**Asking Price: \$549,000**

Lee & Associates - NSDC Agents:  
Trent France | Greg Gershman

**FOR SALE/LEASE**

**San Diego**  
**7630 Carroll Road**



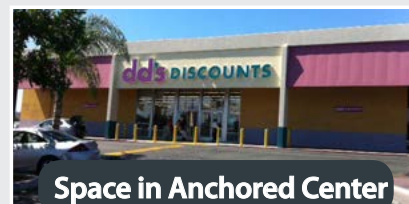
**Miramar Metroplex**

**Building Size: ±42,712 SF**  
**First Floor: ± 21,784 SF**  
**Second Floor: ± 20,928 SF**

Lee & Associates - NSDC Agent:  
Tim Gosselin

**FOR LEASE!**

**Chula Vista**  
**3506-3596 National Avenue**



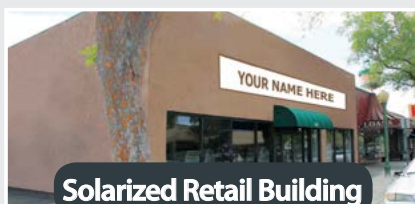
**Space in Anchored Center**

**Rentable SF: ±3,000 SF - ±9,000 SF**  
**Excellent visibility at prominent intersection**

Lee & Associates - NSDC Agents:  
Marc Dudzik | Victor Aquilina

**FOR LEASE!**

**Escondido**  
**249 E Grand Avenue**



**Solarized Retail Building**

**Suite Size: First Floor: ±6,150 SF**  
**Second Floor: ±1,200 SF**

Lee & Associates - NSDC Agent:  
Michael Golden

**FOR LEASE!**

**Oceanside**  
**305 Wisconsin Avenue**



**Creative Office/Retail**

**Building Size: ±6,435 SF**  
**Lot Size: 22,216 SF**

Lee & Associates - NSDC Agents:  
Trent France | Greg Gershman

**FOR LEASE!**

**Escondido**  
**1284,1290 & 1292 W San Marcos**



**Prominent Retail Space**

**Rentable Size: ±4,680-13,150 SF**  
**Located by Edwards theater, shopping & dining**

Lee & Associates - NSDC Agent:  
Jeff Abramson

Lee & Associates - NSDC maintains an up-to-date database of all available properties and sold/leased properties. For more information, log on to our website and click on the properties link.

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**YOUR NORTH COUNTY TEAM**

RETAIL MARKET Q4 2018

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**ABOUT LEE & ASSOCIATES**

Lee & Associates, founded in 1979, is one of the largest regional commercial real estate providers in the United States.

Since 1979, our seasoned, motivated shareholders and professionals have been offering comprehensive quality service nationally and locally in a pro-active manner. We develop customized solutions for all your real estate needs through our market-to-market knowledge in all property types. Our unique business model and extensive experience has helped us become one of the largest commercial real estate providers in the United States.



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