AN EXCITING NEW DEVELOPMENT IN SAN DIEGO COUNTY
PROJECT OVERVIEW
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
2

PROJECT SUMMARY
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.
WALKABILITY MEETS LIVABILITY
ALL RESIDENTS WILL BENEFIT FROM A HEALTHY, VIBRANT, & ACTIVE ENVIRONMENT.
NOW OPEN!
Now open in San Marcos,
PIMA MEDICAL INSTITUTE: offers life-changing education for careers in healthcare

One of the premier healthcare training providers in the country.
Now open in 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
Now open in 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.
EXISTING BUILDING

NOW OPEN!
A COMPACT, MIXED-USE DESIGN, GEOGRAPHIC LOCATION.
KEY FEATURES
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.

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

Located on the SPRINTER light rail commuter line.

Nearby employers include Palomar Pomerado Health, Kaiser Permanente, CSUSM, San Marcos Unified School District, Palomar College and City of San Marcos.
Residential
2,600 residential units

Integrated Office Campus
Up to 750,000 SF of office

Urban Mixed Use District
+/-375,000 SF retail

Residential Park
30 acres of park

2 Hotels
450 hotel rooms

CSUSM New Arena
1,400 seat arena
WE’RE MOVING OUR COMMUNITY FORWARD AND AWAY FROM THE MUNDANE SUBURBAN LIFESTYLE.
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)
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
• Proposed Class A office campus
• Up to 400,000 SF available
• Unparalleled location, freeway access, and visibility
• 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
Available now for lease
- Retail construction complete
- 17,834 SF of retail/restaurant space available
- 870 student beds
- 174 units

THE QUAD
RETAIL/STUDENT HOUSING
• 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
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!
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

15 MINUTES
30 MINUTES
45 MINUTES
60 MINUTES
## NORTH CITY

<table>
<thead>
<tr>
<th>1 MILE</th>
<th>3 MILES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AVERAGE HOUSEHOLD INCOME</strong></td>
<td></td>
</tr>
<tr>
<td>$81,525</td>
<td>$72,461</td>
</tr>
<tr>
<td><strong>PROJECTED AVERAGE HOUSEHOLD INCOME IN 5 YEARS</strong></td>
<td>$88,757</td>
</tr>
<tr>
<td><strong>RESIDENTIAL POPULATION</strong></td>
<td></td>
</tr>
<tr>
<td>88,327</td>
<td>16,047</td>
</tr>
<tr>
<td><strong>3 MILE RADIUS PROJECTED POPULATION IN 5 YEARS</strong></td>
<td>96,893</td>
</tr>
</tbody>
</table>

Source: ESRI Business Analyst

### TRAFFIC COUNTS

<table>
<thead>
<tr>
<th>Volume (ADT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highway 78</td>
</tr>
<tr>
<td>Twin Oaks Valley</td>
</tr>
<tr>
<td>Barham</td>
</tr>
</tbody>
</table>

Source: SANDAG

### 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

### MEDIAN AGE OF CURRENT RESIDENT

- **52,310** students in the area
- **41,092** employees in the area
- **7.5%** projected 5-year population growth
- **34.8** median age of current resident

Source: City of San Marcos - Vision Statement

“...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...”
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.