

VALENCIA BUSINESS PARK

*Pre-Leasing
Now!*

Stevens Way & Imperial Ave.
San Diego, CA



Project Summary

Valencia Business Park is a proposed development consisting of 130,627 square feet of new buildings including 31,513 square feet of retail space, a 47,932 square foot multi-use office tower a 47,932 square foot community facility, and a proposed 71,898 square foot parking structure that will accommodate 150 cars. There will also be 172 designated parking spaces for the center.

Project Highlights

- Highly visible location on major traffic corridor.
- Located at the Intersection of Imperial Avenue and Valencia Pkwy.
- Very dense population demographics.
- 20,000 cars per day Stevens/Imperial

DAN MALCOLM

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Malcolm Properties

DRE 01038402

101 W. Broadway, Suite 1460
San Diego, CA 92101

DEMOGRAPHICS

	1 MILE	3 MILE	5 MILE
2009 Population	27,885	262,538	616,625
2014 Population	28,438	266,963	627,551
2009 Avg. Income	\$52,502	\$53,691	\$53,566
2014 Avg. Income	\$54,359	\$55,494	\$55,391

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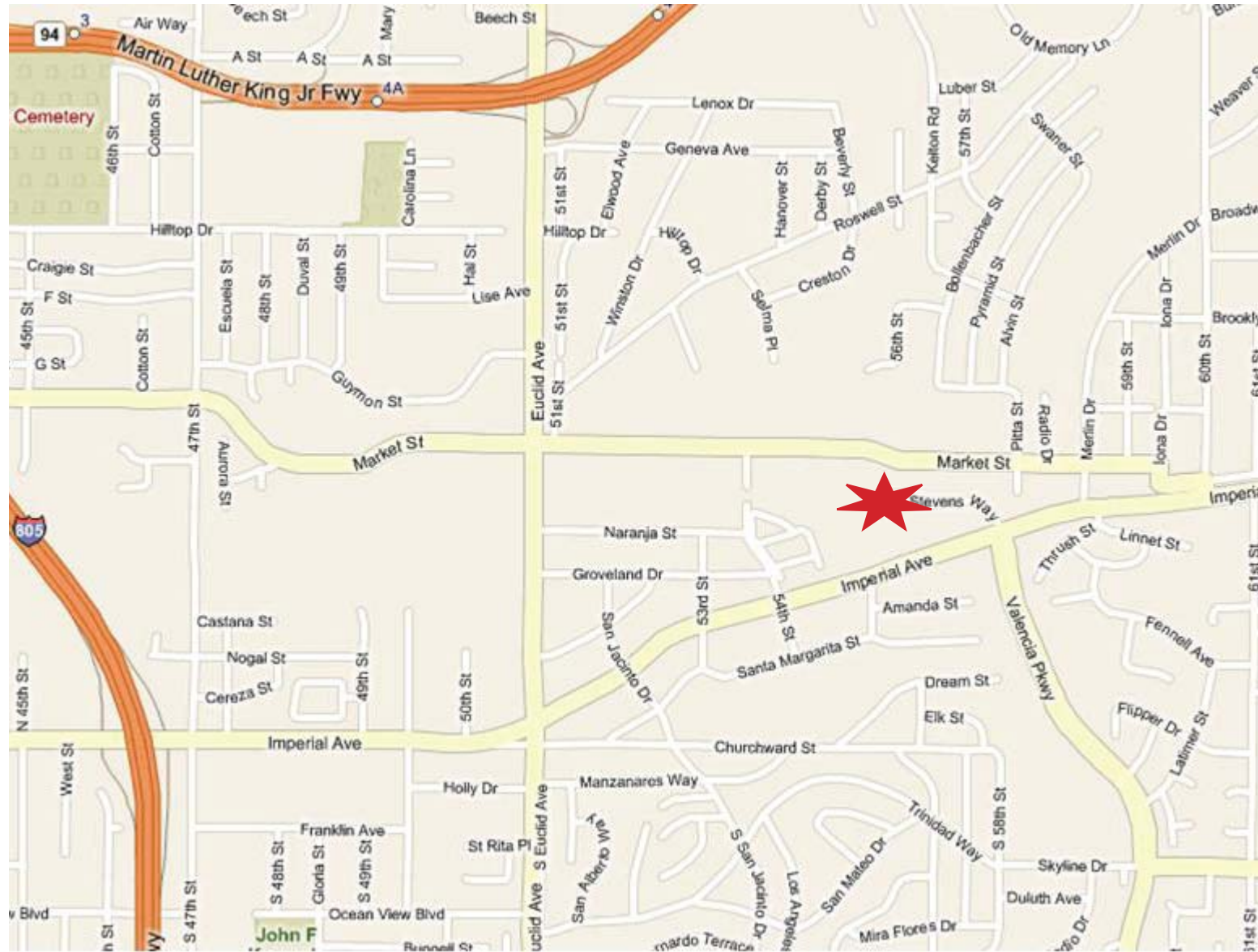
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Development Summary

14,735 SF Freestanding building with drive thru (possible Drug Store)

13,606 SF Freestanding building (possible Grocery Store)

3,172 SF Fast Food Pad

1,197 SF Retail Tenant

1,026 SF Retail Tenant

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MALCOLM PROPERTIES
Commercial Real Estate Brokerage, Development & Property Management

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	1 Mile radius	3 Miles radius	5 Miles radius
2009 Population			
Total Population	27,885	262,538	616,625
Male Population	48.9%	49.1%	50.4%
Female Population	51.1%	50.9%	49.6%
Median Age	28.0	29.1	29.9
2009 Income			
Median HH Income	\$43,456	\$44,940	\$42,787
Per Capita Income	\$14,073	\$15,231	\$18,088
Average HH Income	\$52,502	\$53,691	\$53,566
2009 Households			
Total Households	7,428	73,729	199,466
Average Household Size	3.74	3.54	2.97
2009 Housing			
Owner Occupied Housing Units	53.1%	48.0%	38.7%
Renter Occupied Housing Units	42.9%	48.7%	57.1%
Vacant Housing Units	4.0%	3.4%	4.2%
Population			
1990 Population	24,165	236,814	562,432
2000 Population	27,129	256,638	601,067
2009 Population	27,885	262,538	616,625
2014 Population	28,438	266,963	627,551
1990-2000 Annual Rate	1.16%	0.81%	0.67%
2000-2009 Annual Rate	0.3%	0.25%	0.28%
2009-2014 Annual Rate	0.39%	0.33%	0.35%

In the identified market area, the current year population is 616,625. In 2000, the Census count in the market area was 601,067. The rate of change since 2000 was 0.28 percent annually. The five-year projection for the population in the market area is 627,551, representing a change of 0.35 percent annually from 2009 to 2014. Currently, the population is 50.4 percent male and 49.6 percent female.

	1 Mile radius	3 Miles radius	5 Miles radius
Households			
1990 Households	6,830	70,369	187,524
2000 Households	7,278	72,587	194,701
2009 Households	7,428	73,729	199,466
2014 Households	7,560	74,821	203,235
1990-2000 Annual Rate	0.64%	0.31%	0.38%
2000-2009 Annual Rate	0.22%	0.17%	0.26%
2009-2014 Annual Rate	0.35%	0.29%	0.38%

The household count in this market area has changed from 194,701 in 2000 to 199,466 in the current year, a change of 0.26 percent annually. The five-year projection of households is 203,235, a change of 0.38 percent annually from the current year total. Average household size is currently 2.97, compared to 2.97 in the year 2000. The number of families in the current year is 130,920 in the market area.

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Median Household Income			
1990 Median HH Income	\$28,681	\$27,340	\$26,272
2000 Median HH Income	\$34,178	\$35,649	\$34,020
2009 Median HH Income	\$43,456	\$44,940	\$42,787
2014 Median HH Income	\$46,041	\$47,308	\$45,061
1990-2000 Annual Rate	1.77%	2.69%	2.62%
2000-2009 Annual Rate	2.63%	2.54%	2.51%
2009-2014 Annual Rate	1.16%	1.03%	1.04%
Per Capita Income			
1990 Per Capita Income	\$9,280	\$9,570	\$11,266
2000 Per Capita Income	\$11,592	\$12,874	\$14,989
2009 Per Capita Income	\$14,073	\$15,231	\$18,088
2014 Per Capita Income	\$14,544	\$15,721	\$18,783
1990-2000 Annual Rate	2.25%	3.01%	2.9%
2000-2009 Annual Rate	2.12%	1.83%	2.05%
2009-2014 Annual Rate	0.66%	0.64%	0.76%
Average Household Income			
1990 Average Household Income	\$32,614	\$31,597	\$32,152
2000 Average Household Income	\$42,976	\$44,750	\$44,429
2009 Average HH Income	\$52,502	\$53,691	\$53,566
2014 Average HH Income	\$54,359	\$55,494	\$55,391
1990-2000 Annual Rate	2.8%	3.54%	3.29%
2000-2009 Annual Rate	2.19%	1.99%	2.04%
2009-2014 Annual Rate	0.7%	0.66%	0.67%

Households by Income

Current median household income is \$42,787 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$45,061 in five years. In 2000, median household income was \$34,020, compared to \$26,272 in 1990.

Current average household income is \$53,566 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$55,391 in five years. In 2000, average household income was \$44,429, compared to \$32,152 in 1990.

Current per capita income is \$18,088 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$18,783 in five years. In 2000, the per capita income was \$14,989, compared to \$11,266 in 1990.

Population by Employment

Total Businesses	377	3,632	15,435
Total Employees	2,520	31,383	188,066

Currently, 83.0 percent of the civilian labor force in the identified market area is employed and 17.0 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 88.0 percent of the civilian labor force, and unemployment will be 12.0 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 62.0 percent of the population aged 16 years or older in the market area participated in the labor force, and 4.2 percent were in the Armed Forces.

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

- 54.6 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 25.0 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 20.3 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 68.1 percent of the market area population drove alone to work, and 3.3 percent worked at home. The average travel time to work in 2000 was 25.3 minutes in the market area, compared to the U.S. average of 25.5 minutes.

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3 Miles radius

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Top 3 Tapestry Segments

1.	Urban Villages	Urban Villages	NeWest Residents
2.	NeWest Residents	Las Casas	Inner City Tenants
3.	Las Casas	NeWest Residents	Urban Villages



2009 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

	1 Mile radius	3 Miles radius	5 Miles radius
Apparel & Services: Total \$	\$10,025,152	\$102,479,544	\$281,414,174
Average Spent	\$1,349.64	\$1,389.95	\$1,410.84
Spending Potential Index	54	56	56
Computers & Accessories: Total \$	\$1,328,827	\$13,566,010	\$36,908,198
Average Spent	\$178.89	\$184.00	\$185.04
Spending Potential Index	78	81	81
Education: Total \$	\$6,469,164	\$68,210,881	\$191,990,185
Average Spent	\$870.92	\$925.16	\$962.52
Spending Potential Index	69	74	77
Entertainment/Recreation: Total \$	\$17,253,974	\$175,951,968	\$474,951,058
Average Spent	\$2,322.83	\$2,386.47	\$2,381.11
Spending Potential Index	72	74	74
Food at Home: Total \$	\$25,853,548	\$262,260,938	\$713,762,048
Average Spent	\$3,480.55	\$3,557.09	\$3,578.36
Spending Potential Index	76	78	78
Food Away from Home: Total \$	\$18,349,600	\$187,222,046	\$516,238,434
Average Spent	\$2,470.33	\$2,539.33	\$2,588.10
Spending Potential Index	74	76	78
Health Care: Total \$	\$18,230,889	\$183,709,935	\$498,169,642
Average Spent	\$2,454.35	\$2,491.69	\$2,497.52
Spending Potential Index	65	66	66
HH Furnishings & Equipment: Total \$	\$11,063,132	\$111,435,058	\$294,734,459
Average Spent	\$1,489.38	\$1,511.41	\$1,477.62
Spending Potential Index	69	70	68
Investments: Total \$	\$7,228,105	\$73,776,159	\$190,840,697
Average Spent	\$973.09	\$1,000.64	\$956.76
Spending Potential Index	68	70	67
Retail Goods: Total \$	\$135,924,151	\$1,374,293,545	\$3,685,651,666
Average Spent	\$18,298.89	\$18,639.80	\$18,477.59
Spending Potential Index	71	72	72
Shelter: Total \$	\$95,461,503	\$969,928,688	\$2,593,510,391
Average Spent	\$12,851.58	\$13,155.32	\$13,002.27
Spending Potential Index	82	84	83
TV/Video/Sound Equipment: Total \$	\$6,451,652	\$65,900,097	\$182,748,489
Average Spent	\$868.56	\$893.82	\$916.19
Spending Potential Index	71	74	75
Travel: Total \$	\$10,547,391	\$107,058,446	\$280,831,382
Average Spent	\$1,419.95	\$1,452.05	\$1,407.92
Spending Potential Index	77	79	76
Vehicle Maintenance & Repairs: Total \$	\$5,266,650	\$53,312,674	\$143,656,744
Average Spent	\$709.03	\$723.09	\$720.21
Spending Potential Index	76	77	77