

Available *For Lease*

±11,900 SF FREESTANDING
RETAIL BUILDING WITH DRIVE-THRU



NEWMARK | PACIFIC

SEC VALLEY CENTER ROAD & COLE GRADE ROAD
28535 COLE GRADE ROAD | VALLEY CENTER, CA

Property *Highlights*

±11,900 SF high quality retail building, built in 2019

Ample parking with 48 spaces.

APN: 188-250-19 is a 1.36-acre corner parcel zoned for general commercial allowing extensive uses.

Prior Rite Aid Statistics*

Sales Volume – Approx \$3.7M or \$280/Sq Ft

Store Ranking – 287 out of 1,878 Nationwide;
182 out of 444 in California.

**Reported by Placer.ai for the period 10/1/2022–9/30/2023.*

Prominently positioned at Valley Center's dominant signalized intersection with the area's highest average daily traffic counts: ±23,186 ADT at Valley Center Road & ±16,959 ADT at Cole Grade Road.

Valley Center is extremely underserved by retailers and is home to popular resorts and casinos including Harrah's Resort and Valley View Casino & Hotel, attracting visitors from across Southern California.

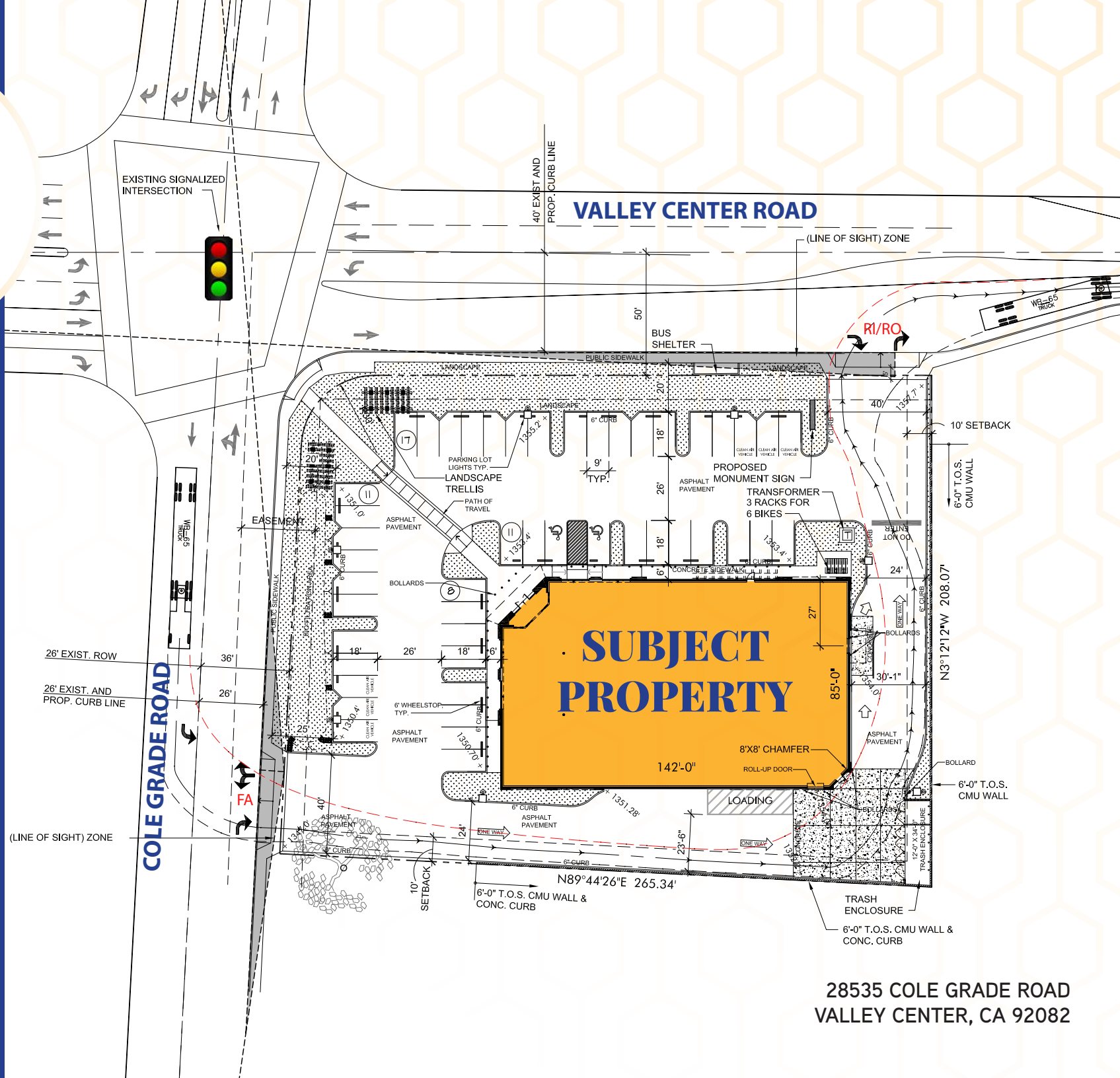
Valley Center boasts affluent demographics with an average household income of \$176,188. The average home value within Valley Center is \$1,034,944.



Site Plan

11,900 sf

11,900 sf



28535 COLE GRADE ROAD
VALLEY CENTER, CA 92082

Trade Area

2 Miles

NORTH VILLAGE

Proposed
573 Homes including:
413 senior homes
160 affordable units
50,000 SF Commercial



SUBJECT



Valley Center Road



Valley Center Road



Driving Distance To: ↗

Harrahs
SOUTHERN CALIFORNIA
RESORT

11 Minutes
6.7 Miles
Northeast

Driving Distance To: ↘

VALLEY VIEW
CASINO & HOTEL
San Diego's Favorite

7 Minutes
3.9 Miles
Southeast

PARK CIRCLE

632 Single Family Homes
34,000 SF Commercial
Under Development
McDonalds Now Open



NATIVE OAKS VILLAGE

Proposed
Retail Center
Anchored by a National Grocer

Bates
Nut Farm

Demographics

Drive Time



12,002

10-MINUTE TOTAL POPULATION



11,462

10-MINUTE DAYTIME POPULATION



\$184,756

10-MINUTE AVERAGE H.H. INCOME



\$1,023,582

10-MINUTE AVERAGE HOME VALUE

		5 MINUTES	10 MINUTES	15 MINUTES
POPULATION	2026 Population	1,777	12,002	53,918
	2031 Population	1,768	11,953	53,356
	Total Businesses	150	406	1,078
	Total Employees	2,330	4,595	14,234
	Total Daytime Population	2,216	11,462	44,977
	2026 Median Age	41.5	43.4	39.5
HOUSING	2026 Total Households	504	3,756	17,064
	2026 Housing Units	551	3,985	17,780
	Owner Occupied Housing Units	73.1%	78.1%	67.6%
	Renter Occupied Housing Units	18.3%	16.1%	28.3%
	Vacant Housing Units	8.5%	5.7%	4.0%
INCOME	2026 Average Home Value	\$1,051,891	\$1,023,582	\$858,957
	2026 Average Household Income	\$155,189	\$184,756	\$139,664
	2026 Median Household Income	\$118,760	\$152,151	\$107,116
	2026 Per Capita Income	\$47,666	\$58,481	\$44,066
INCOME BREAKDOWN	<\$15,000	4.0%	3.5%	6.8%
	\$15,000- \$24,999	6.2%	3.8%	4.1%
	\$25,000- \$34,999	8.9%	5.5%	4.5%
	\$35,000- \$49,999	2.8%	4.4%	7.1%
	\$50,000- \$74,999	11.5%	7.1%	11.5%
	\$75,000- \$99,999	11.7%	8.3%	11.9%
	\$100,000- \$149,999	14.1%	16.8%	20.7%
	\$150,000- \$199,999	12.9%	14.5%	12.7%
	\$200,000+	27.8%	36.3%	20.7%

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CONTACT

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