

Harmony Grove Village Center

Escondido, CA 92029

2.89 ACRES OF ENTITLED RETAIL LAND
& EXISTING 2,000-SF HISTORIC JOHNSON-WARD HOUSE

APPROVED PROJECT

FOR SALE



APPROVED RENDERING - BUILDING A

NEWMARK

DEVELOPMENT OPPORTUNITY

Harmony Grove Village Center

Escondido, CA 92029

A fully-entitled specialty neighborhood shopping center on approximately 2.89 acres planned to feature a small town center concept anchored by a specialty grocery store and other community-focused tenants.



Situated within the Harmony Grove Village master plan, a high-income neighborhood with no existing or other planned grocery stores in the trade area.



An affluent community comprised of three approved master plans with 1,275 approved residential units (700 existing)



Center features community oriented amenities such as outdoor gathering spaces, walking trails to the center and horse tie-ups.



Daytime traffic is generated by nearby businesses including Palomar Medical Center and several industrial/business parks, drawing more than 61,000 people in a 3-mile radius.



APPROVED RENDERING - BUILDING C

Proposed Site Plan



Building A
11,000 SF + Mezzanine
Specialty Grocery

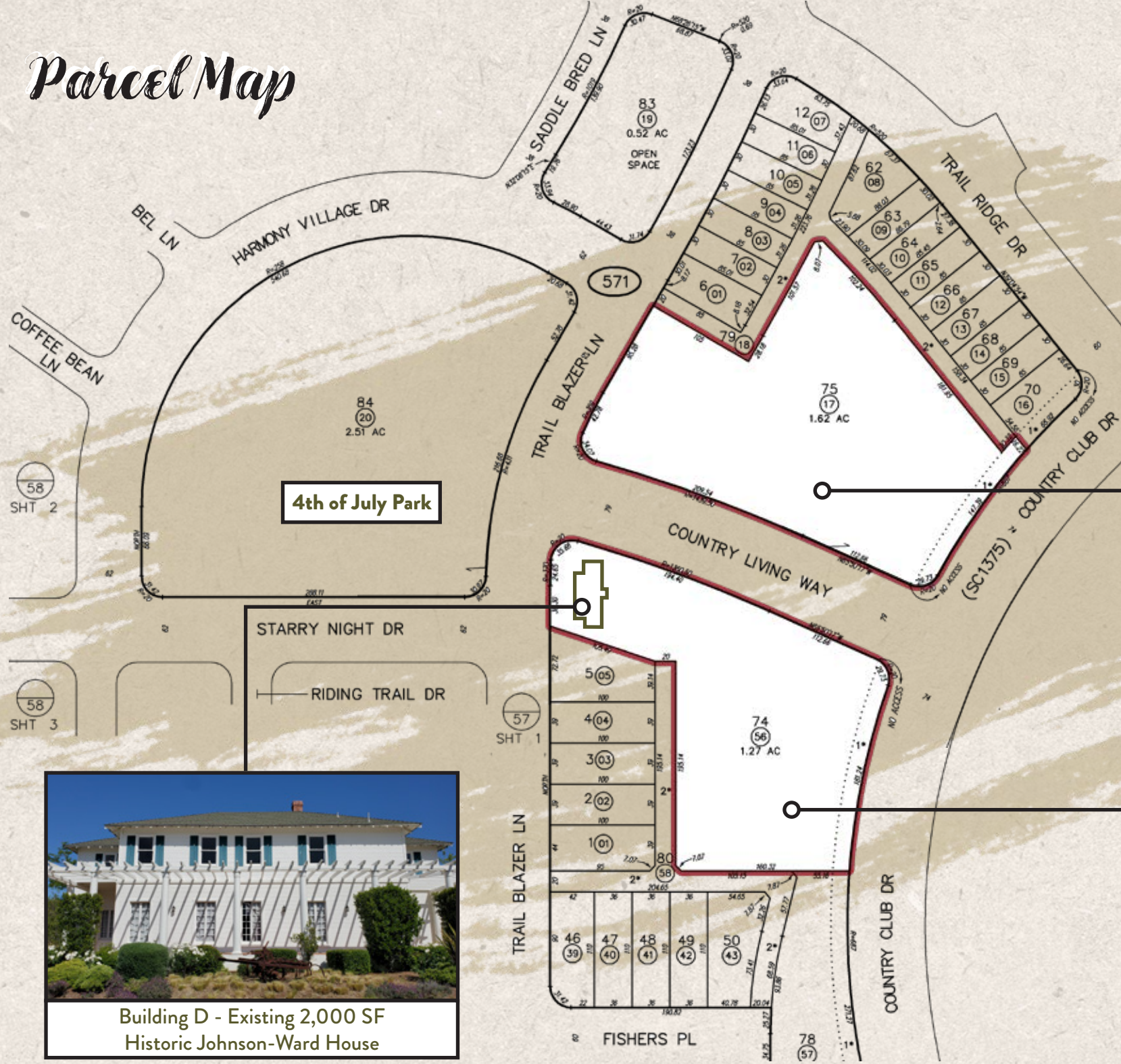
Building B
5,000 SF
Shops & Restaurants

Building C
7,500 SF
Shops & Restaurants

Building D
Existing 2,000 SF
Historic Johnson-Ward House

PARKING	
NORTH SIDE	
Handicap	4 Cars
Standard	69 Cars
Total	73 Cars
SOUTH SIDE	
Handicap	3 Cars
Standard	68 Cars
Total	71 Cars
TOTAL PARKING PROVIDED	
5.6/1,000 sf	144 Cars

Parcel Map



4th of July Park

Parcel 235-571-17
1.62 Acres
Zoning: Commercial
Specific Plan Retail
Buildings A&B

Parcel 235-570-56
1.27 Acres
Zoning: Commercial
Specific Plan Retail
Buildings C&D



Building D - Existing 2,000 SF
Historic Johnson-Ward House

Building A

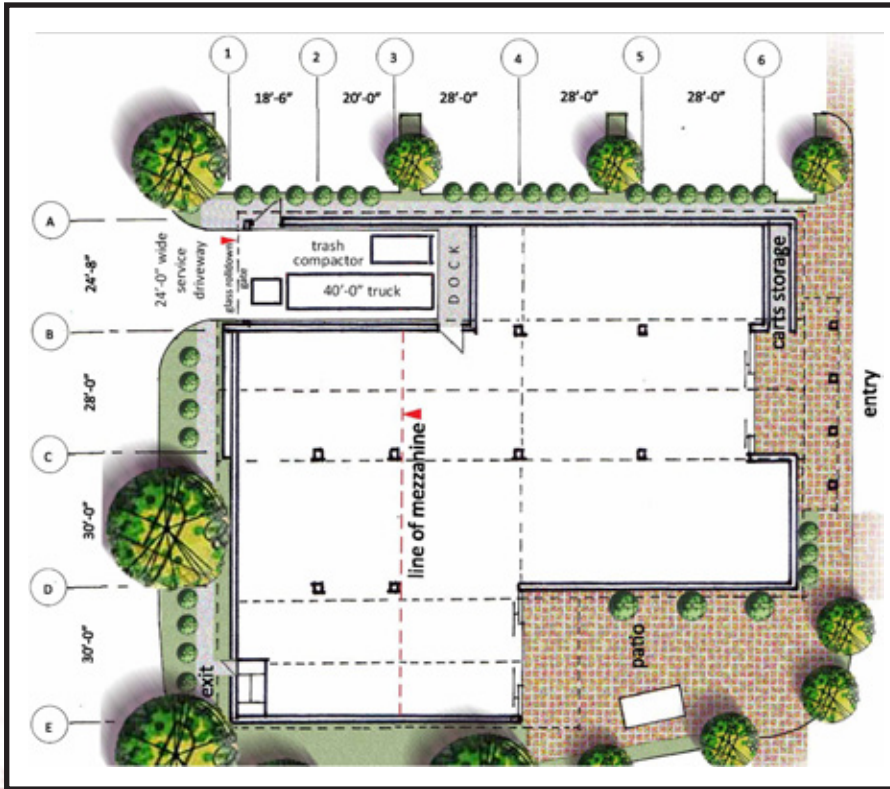


SOUTHEAST ELEVATION



NORTHWEST ELEVATION

Building A



MARKET FLOOR PLAN

All proposed renderings, photographs, and/or floor plans are for illustrative purposes only, and do not represent actual equipment and/or furnishings. Broker and Prospective Buyer to verify details. All information is provided with the understanding that the Seller and Newmark makes no representation as to its accuracy and recipient should verify existing conditions in the field.



SOUTHWEST ELEVATION

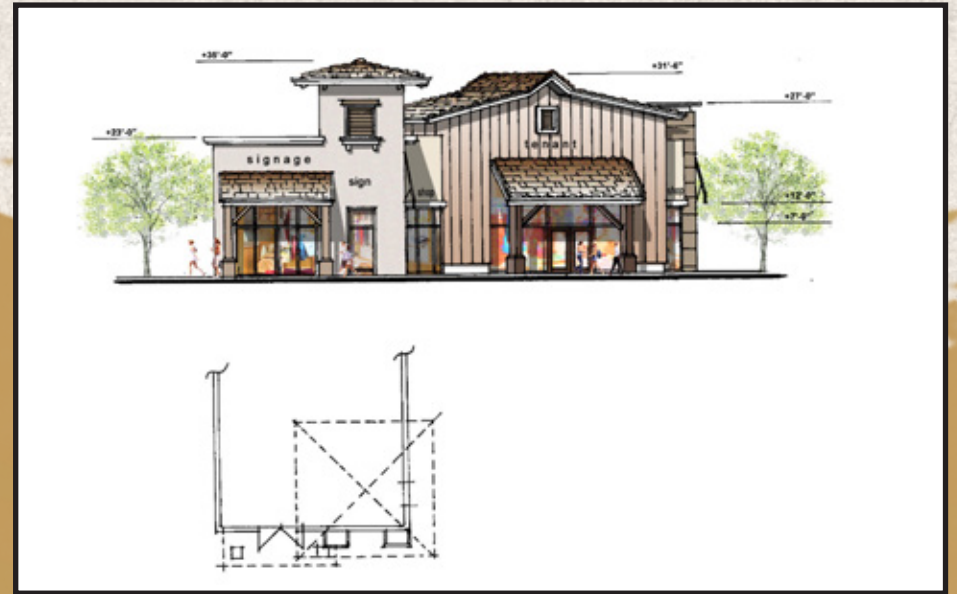


NORTHEAST ELEVATION

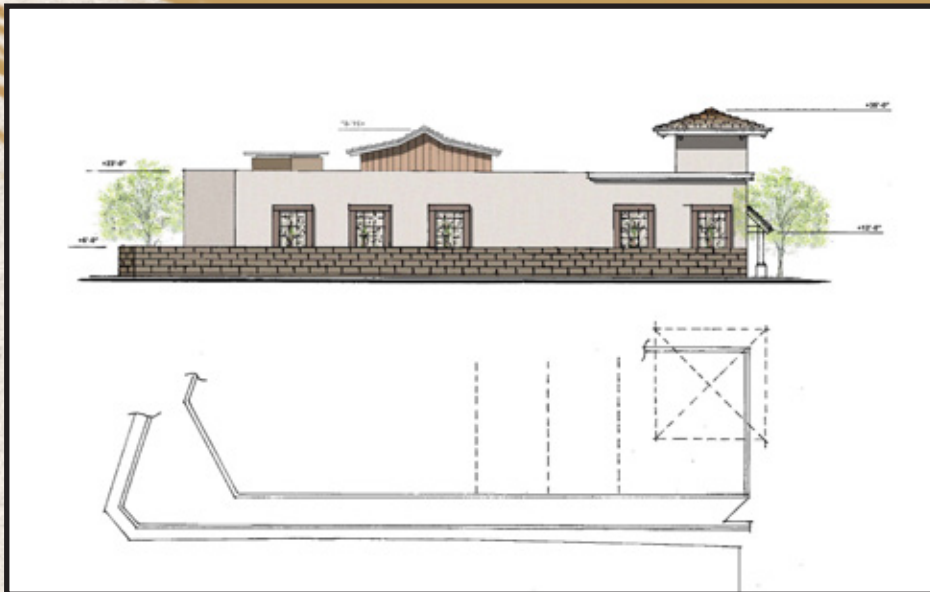
Building B



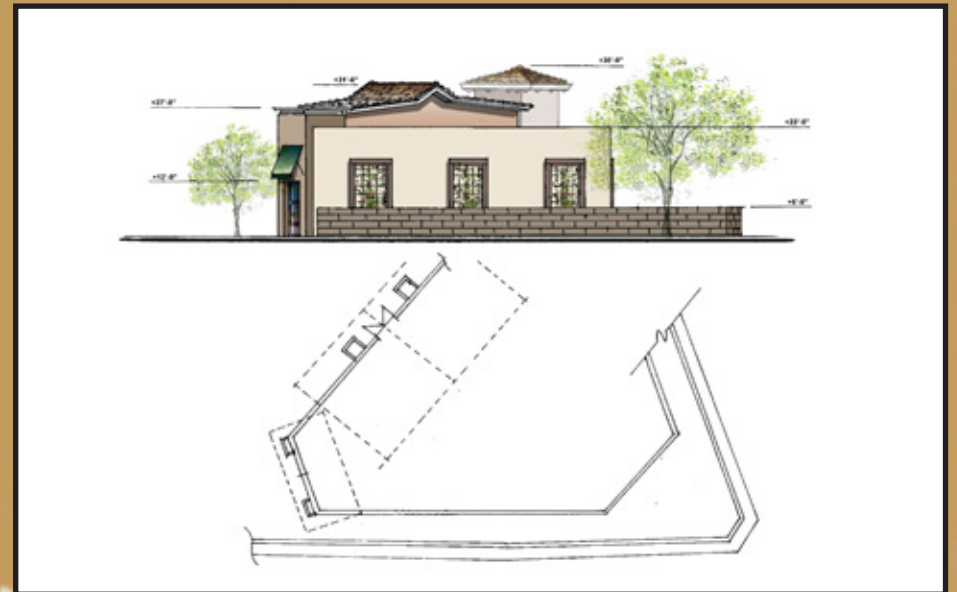
SOUTH ELEVATION



NORTHEAST ELEVATION



NORTHWEST ELEVATION



SOUTHWEST ELEVATION

Building D



HISTORIC JOHNSTON-WARD HOUSE

Originally built in 1931, this historic house was part of the Ward Dairy Ranch, owned by cousins who moved into the area during the community's early years. Today it a centerpiece for the Harmony Grove Village commercial area.



PALOMAR HEALTH
HOSPITAL
2,400+ Employees

Escondido Business Center
1,060+ Employees

Escondido Auto Park

STONE
BREWING CO.

Harmony Grove Road is utilized regularly by Elfin Forest, San Elijo Hills and La Costa residents.


 Country Club Drive
2,600 Cars per day


ALDI **BevMo!** **TARGET** **TJ-maxx**
HomeGoods **CVS pharmacy**
THE HOME DEPOT **BIG LOTS!** **Albertsons**

Albertsons is currently the closest grocery store, a 2.9-mile drive.

Escondido


Site


 Citricado Parkway
16,100 Cars per day

 Harmony Grove Road
10,100 Cars per day

Coming Soon:
New state-of-the-art
Equestrian Center

Driving Distance to:

 @ W 9th Ave/Auto Pkwy
3.3 Miles

 @ E Barham Dr
5.9 Miles

Trade Area

Demographics

	1 Mile	3 Miles	5 Miles
POPULATION			
2021 Total Population	3,222	51,944	213,610
2025 Total Population	3,399	53,960	222,153
2021-2026 Annual Growth Rate	1.08%	0.76%	0.79%
Total Business	115	3,638	9,418
Total Employees	1,424	41,380	94,091
Total Daytime Population	3,169	61,001	206,357
2021 Median Age	36.5	35.8	35.0
HOUSEHOLDS			
2021 Total Households	1,072	17,543	69,103
2021 Average Household Size	2.83	2.89	3.05
2021 Housing Units	1,118	18,280	72,816
Owner Occupied Housing Units	66.5%	59.3%	52.9%
Renter Occupied Housing Units	29.3%	36.7%	42.0%
Vacant Occupied Housing Units	4.1%	4.0%	5.1%
2021 Median Home Value	\$595,865	\$624,371	\$625,385
INCOME			
2021 Average Household Income	\$100,762	\$105,616	\$103,536
< \$15,000	10.1%	8.3%	7.6%
\$15,000-\$24,999	5.1%	6.1%	6.8%
\$25,000-\$34,999	4.7%	6.0%	7.7%
\$35,000-\$49,999	10.9%	9.2%	10.2%
\$50,000-\$74,999	14.7%	15.5%	15.8%
\$75,000-\$99,999	12.3%	13.2%	12.0%
\$100,000-\$149,999	21.0%	21.3%	19.2%
\$150,000-\$199,999	12.4%	9.8%	10.2%
\$200,000+	8.6%	10.6%	10.5%
2021 Median Household Income	\$82,406	\$82,633	\$78,049
2021 Per Capita Income	\$37,728	\$36,407	\$33,575

Harmony Grove Village Center

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