



NORTH CITY



At A Glance

North City is a master-planned, mixed-use development in San Marcos, California, designed to serve as both the city's new downtown and an extension of California State University San Marcos CSUSM. Spanning nearly 200 acres, the project aims to create a pedestrian-friendly urban environment that integrates residential, commercial, educational, and recreational spaces.

North City Overview

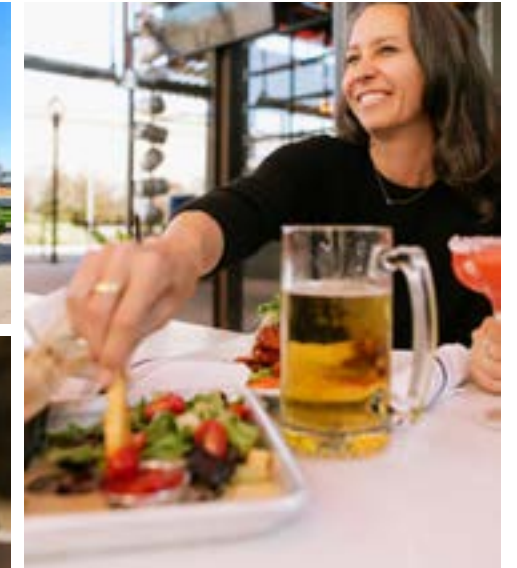
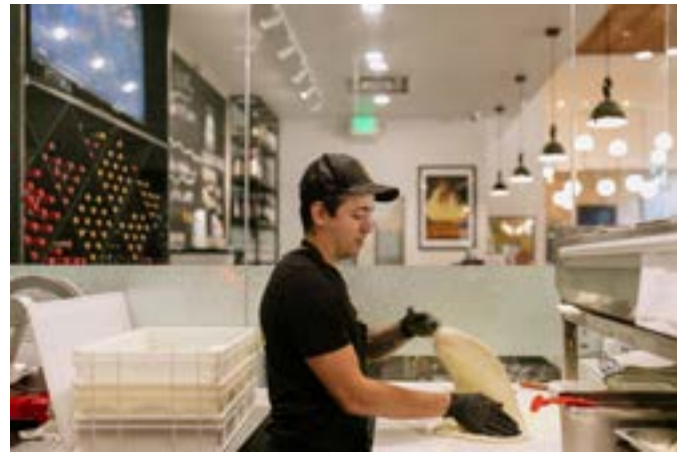
2,600
Residential Units

3,000
Student Housing Units

1M SF
Office Space

350K SF
Retail Space

250
Hotel Rooms



San Diego

San Marcos Stats

2.3M
Visits
Source: Placer AI

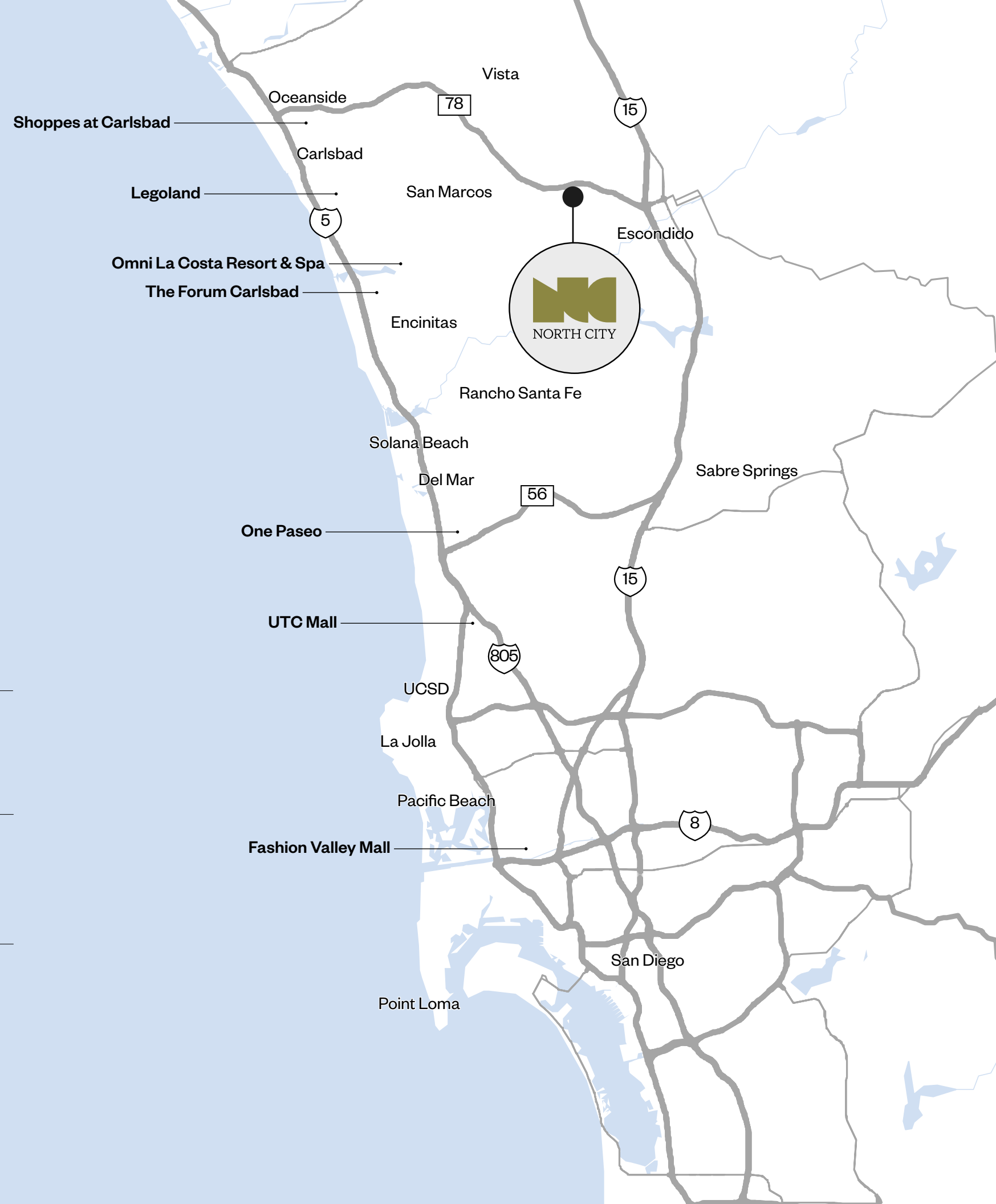
↑9.7%
Med. HH Income 2021 - 2022
Source: Data USA

49.7%
HH Income >\$100K
Source: Placer AI

21,853
Students
Source: Data USA

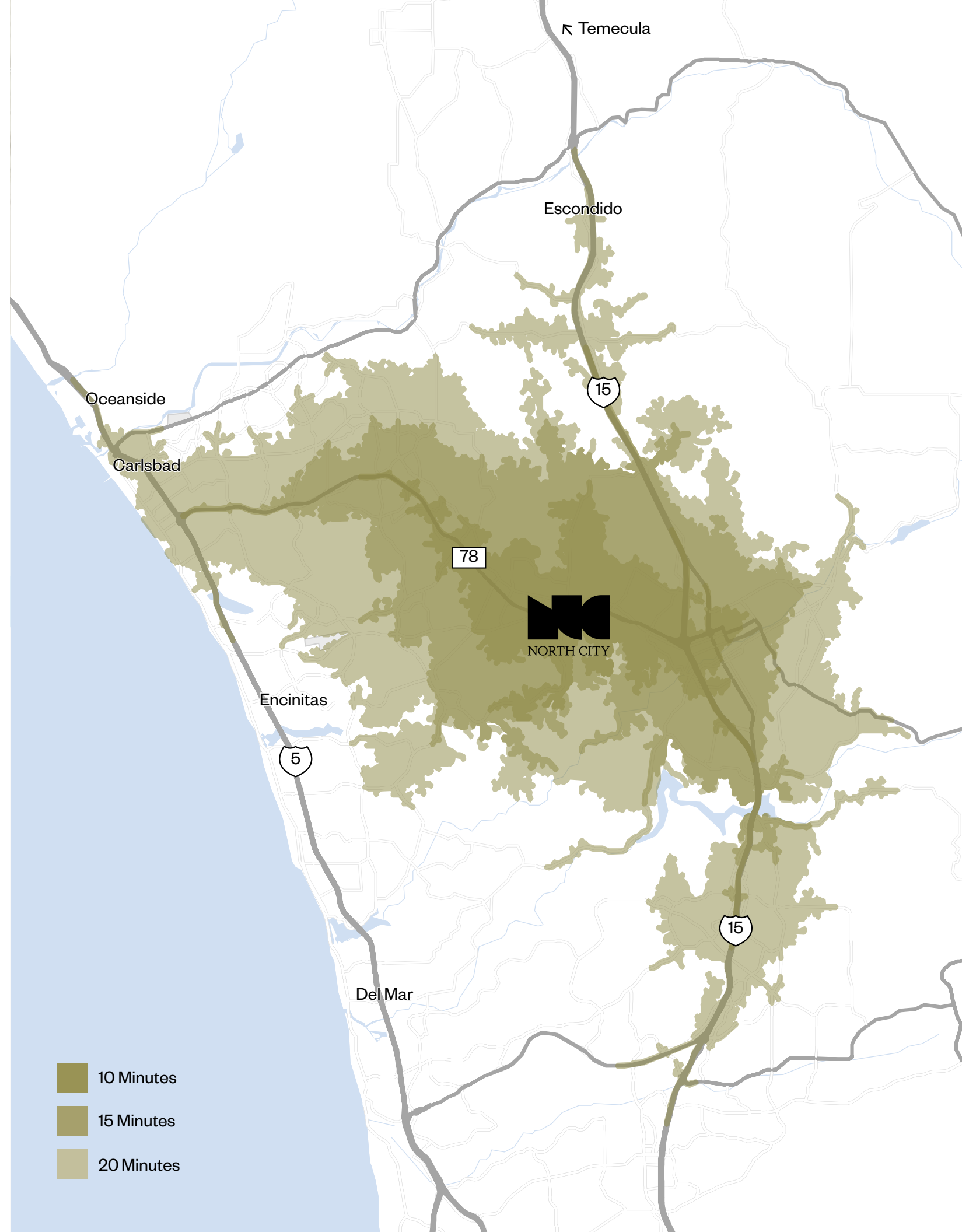
2K
New Residents Past 12 Months
Source: Placer AI

4
Universities
Cal State University San Marcos, Palomar Collage, University of St. Augustine, and Smith Chason College



Trade Area & Demographics

	10 Min	15 Min	20 Min
Population	232,199	557,656	968,753
House Income	\$111,262	\$126,077	\$141,993
Daytime Employment			
College Education	32%	38%	44%
Generation			
	10 Min	15 Min	20 Min
Gen Alpha	19.9%	19.3%	19%
Gen Z	13.4%	12.5%	12.1%
Millennials	22.3%	21.5%	21%
Gen X	19.2%	19.3%	19.7%
Baby Boomers	19.1%	20.7%	21.6%
Silent & Greatest	6.2%	6.7%	6.7%



North City Western Facing View



KAISER HOSPITAL

SCRIPPS
POTENTIAL FUTURE
HOSPITAL

THE HILLS DISTRICT
600+ For-Sale Housing Units,
delivering 2024 - 2026

FUTURE OFFICE CAMPUS
800 RESIDENTIAL UNITS

NORTH COMMONS
300 Beds

CSUSM BASKETBALL
ARENA

PROPOSED
HOTEL

PROPOSED
GROCER SITE

450 RESIDENTIAL UNITS
20K SF RETAIL
(under construction)

BLOCK C

THE QUAD
Student dorms
885 Beds

BARHAM DR.

FUTURE STUDENT
HOUSING

UNIVERSITY VILLAGE APARTMENTS
600+ Beds

SAN MARCOS CITY HALL

78 FREEWAY
(90,500 ADT)

FUTURE HOUSING
(relocating self storage facility)

DRAFT REPUBLIC

MESA RIM CLIMBING
CENTER

CSUSM WELLNESS &
RECREATION CENTER +
FUTURE STUDENT HOUSING
1000 Beds, 15 Stories

Development Renderings



Development Renderings



Development Renderings



Development Renderings



ELB Plan

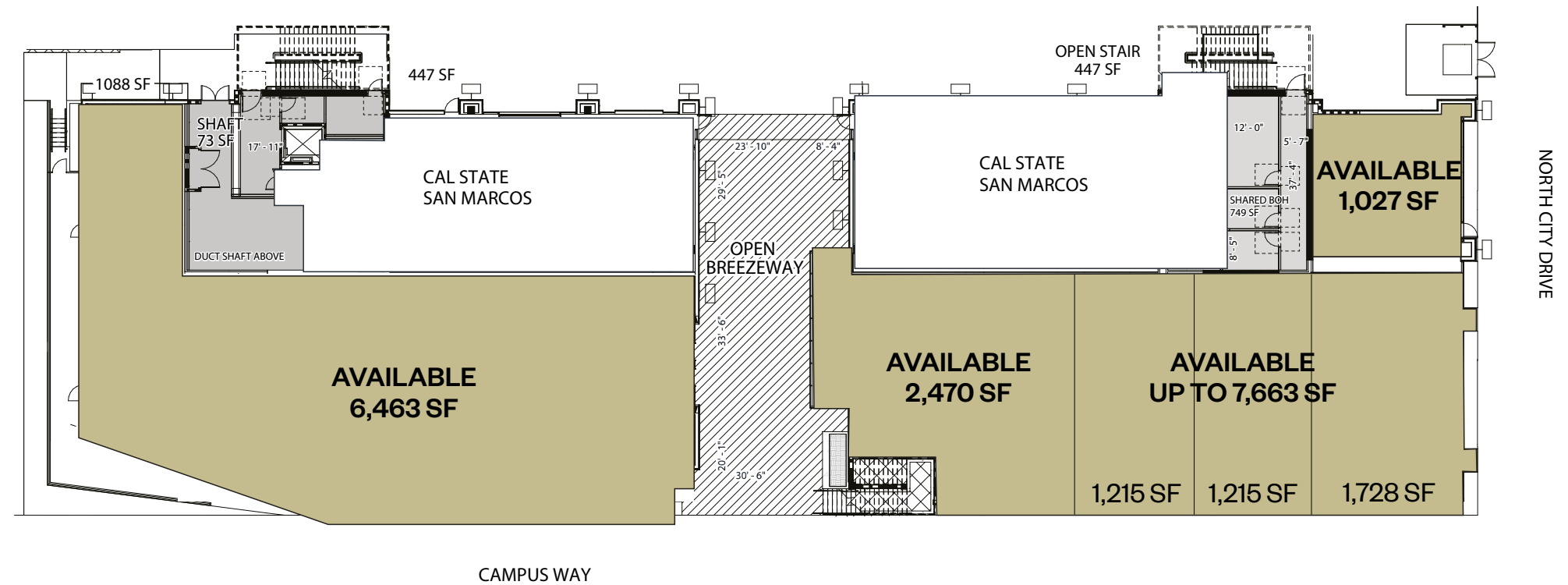
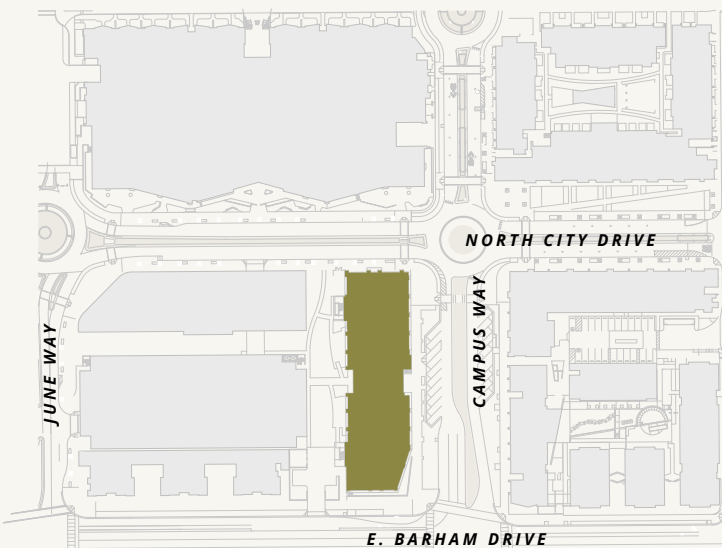
288 Campus Way
San Marcos, CA 92078

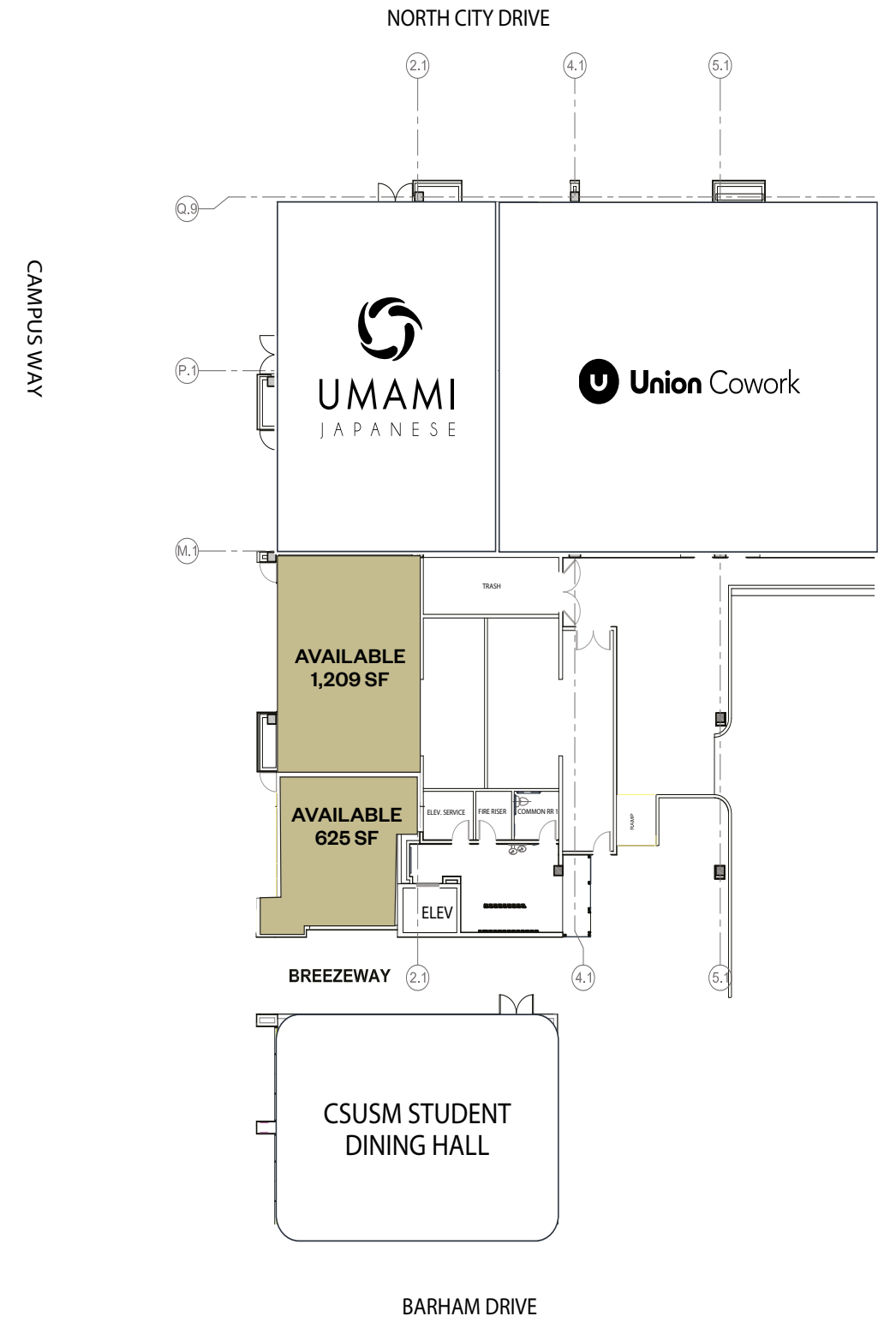
135,000 SF
Academic Space

7,700 SF
North Retail Space

6,463 SF
South Retail Space

709
Space Parking Garage



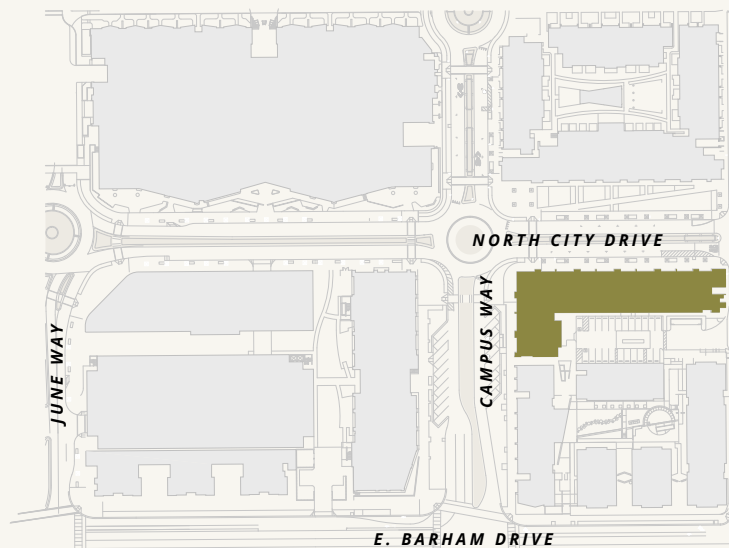


Quad Plan

251 North City Dr
San Marcos, CA 92078

900
CSUSM Residents

1,800 SF
Retail Space

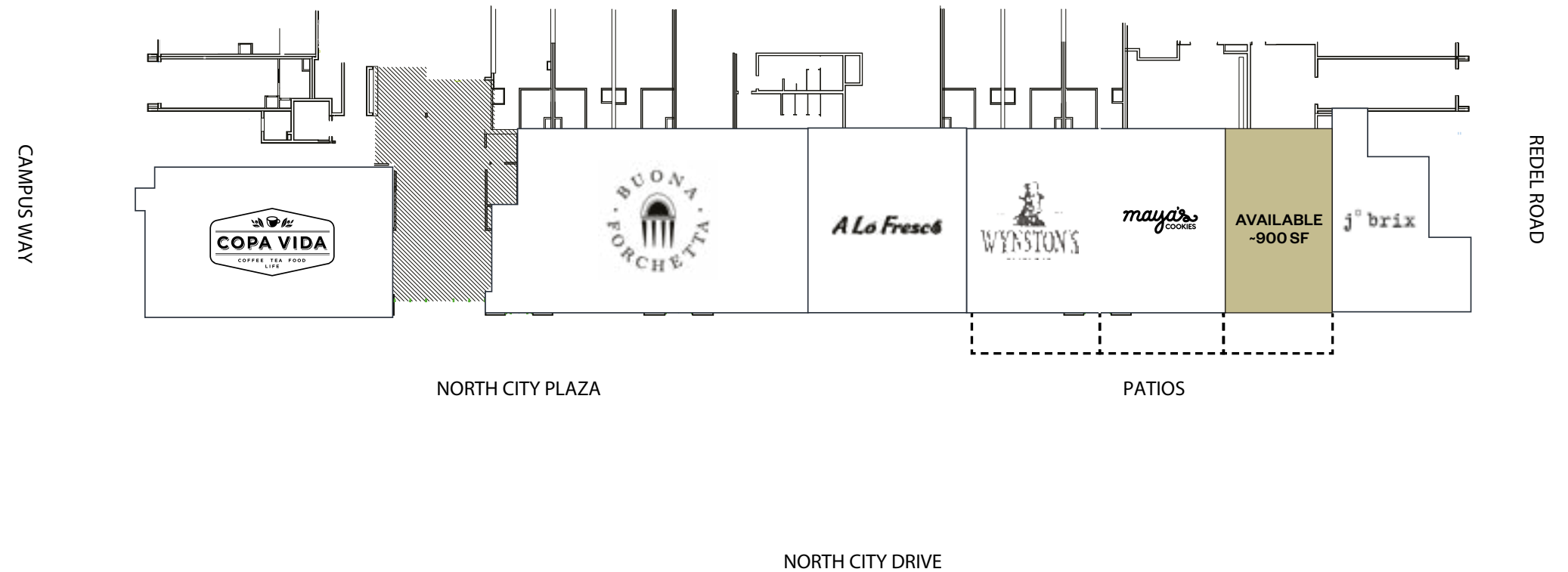
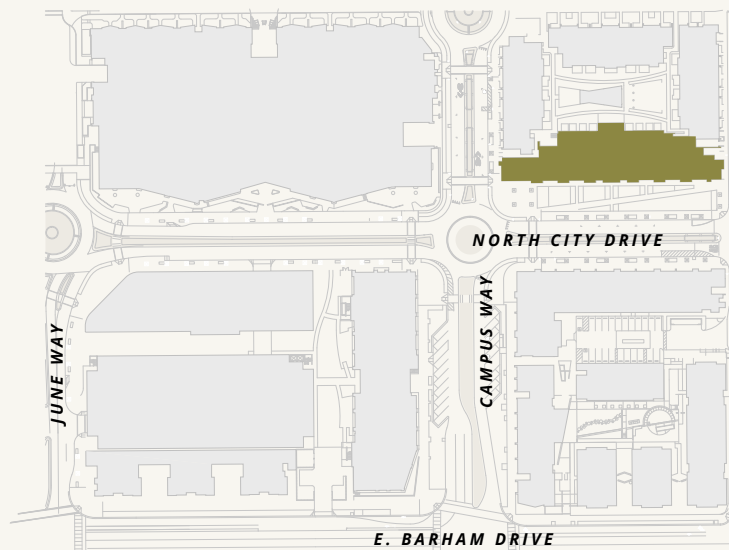


Block C Plan

250 North City Dr
San Marcos, CA 92078

263
Apartments

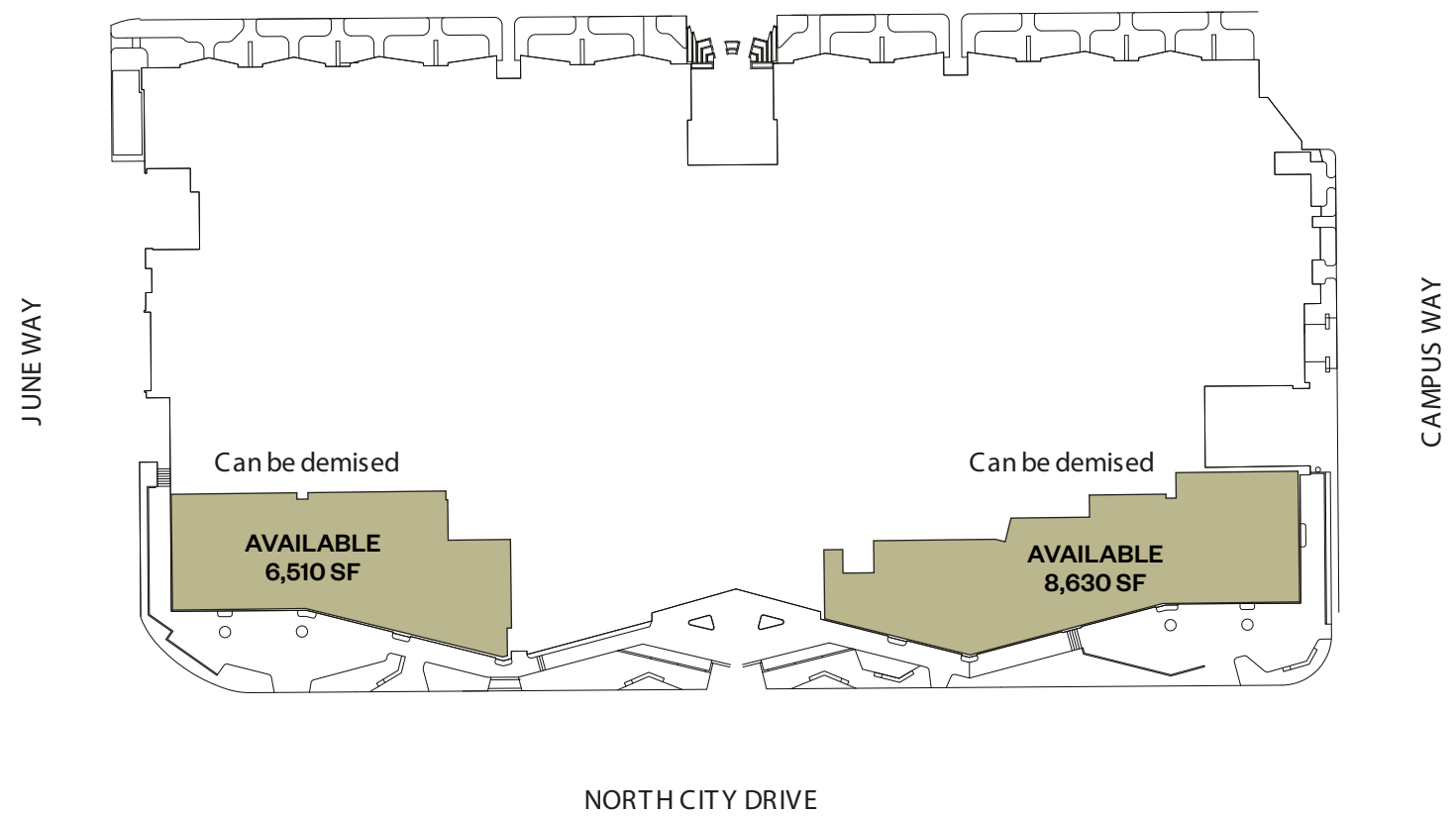
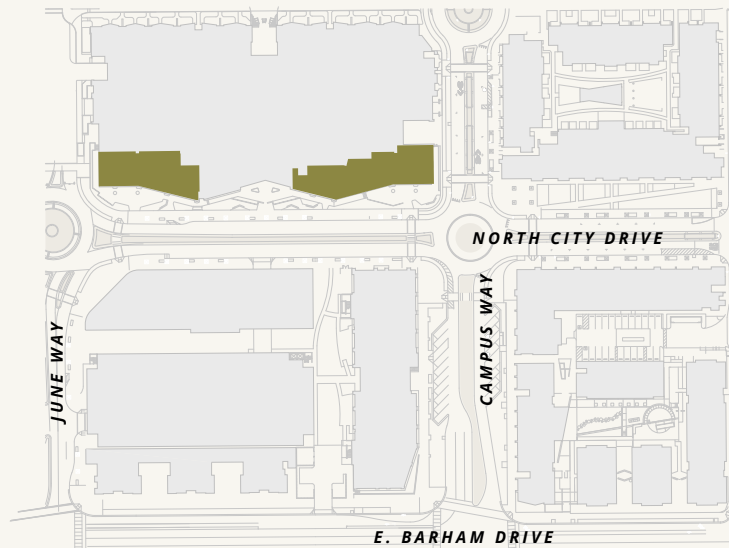
2,378 SF
Retail Space



222 North City

222 North City Dr
San Marcos, CA 92078

15,140 SF
Retail Space





Community Events

Meet the tenants



Copa Vida

Fueled by its central roasting facility in Pasadena, Copa Vida's seventh cafe features a 3rd wave coffee program with complete range of espresso and tea drinks. The current offerings of small bites and grab-and-go items are scheduled to expand to a breakfast & lunch menu with a future kitchen build-out.



Milonga Empanadas

Specializing in handmade artisanal empanadas drawing from a traditional Argentinian heritage cultivated in Michelin-star kitchens. Enjoy handmade and freshly baked savory options.



Umami Japanese

Umami Japanese is rooted in traditional Asian flavors that come alive with California's culinary innovation. Inspired by the essence of fresh high-quality ingredients, gorgeous dishes are prepared with finesse, to artfully present our chef's expression of well-balanced flavors.

Meet the tenants



J Brix Wines

From garage beginnings to industry pioneers, Emily and Jody Brix Towe craft unique wines as the heart of California's minimal-intervention wine movement. Their journey spans from Santa Barbara roots to a San Diego lifestyle, underpinned by a simple motto: only love. The pair is opening North County's first tasting room in North City in early October.



Draft Republic

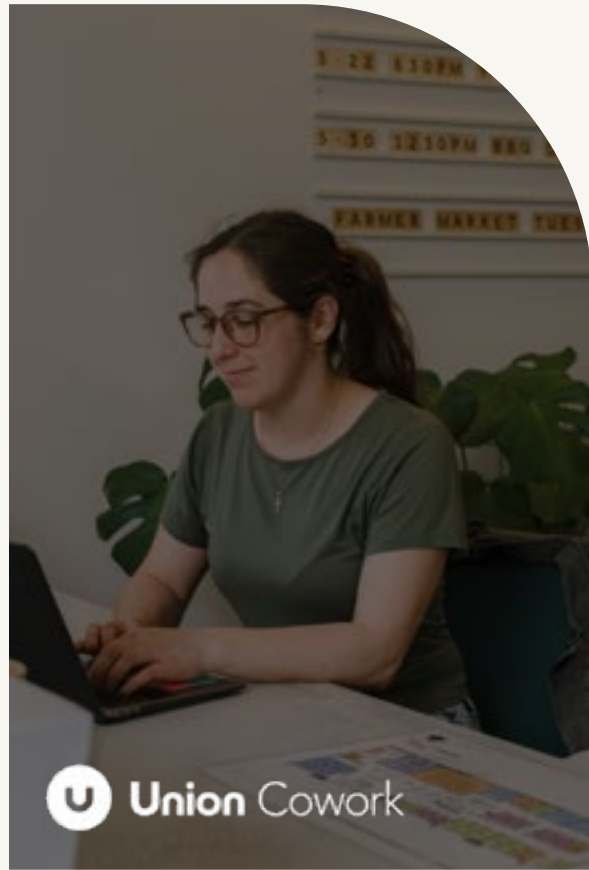
Part of the Cohn Restaurant Group, this family friendly eater-tainment destination offers comfort food, wine, craft cocktails, and features 40+ beers on tap along with an 8 lane boutique bowling alley and Full Swing Golf Simulator, modern arcade and over 30+ TV's for sports and event viewing. A large outdoor patio includes games and live music, and more.



Buona Forchetta

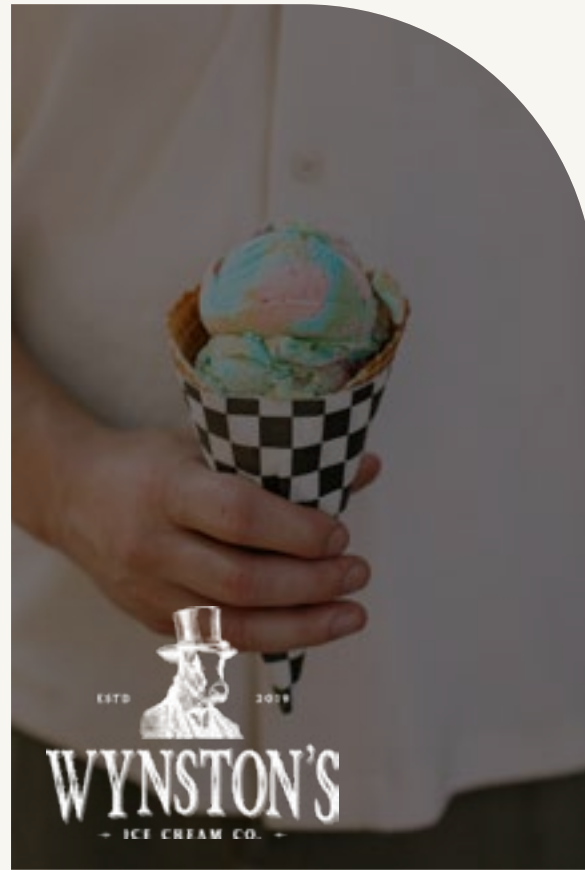
Buona Forchetta started in 2011 as a tiny Italian restaurant inspired by owner Matteo's desire to bring some of his native Italy to San Diego. Now a family of restaurants throughout the City, Buona Forchetta is a staple of award winning Neapolitan-style pies and Northern Italian upscale entrees in a family-friendly, approachable space.

Meet the tenants



Union Cowork

Founded in 2013, Union Cowork leases office and industrial space in urban infill neighborhoods in California and select cities worldwide. As their 7th location, the primary customer segments are private businesses, startups, entrepreneurs, students, and non-profits.



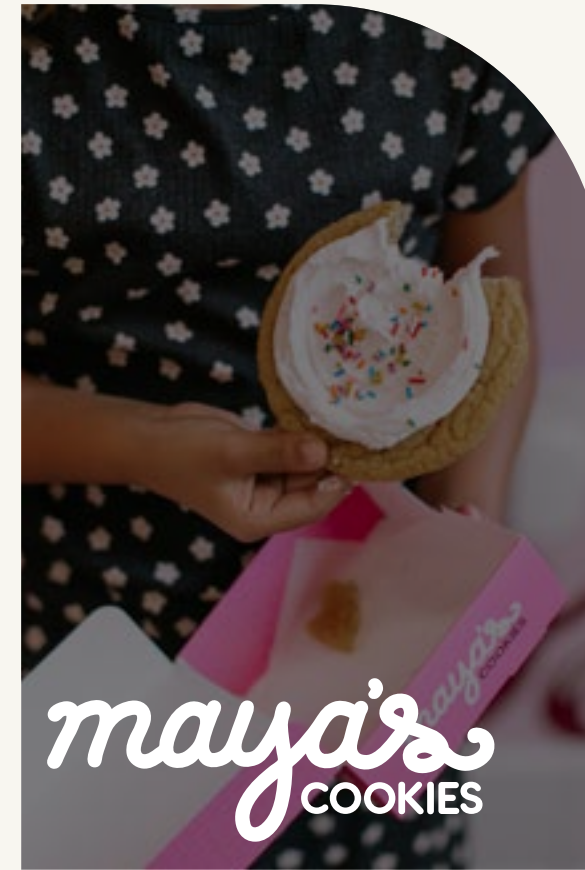
Wynston's Ice Cream

Handmade Happiness. Select from classic flavors, seasonal delights, and dairy free options of inspired ice cream. Served by cone, cup, or pint.



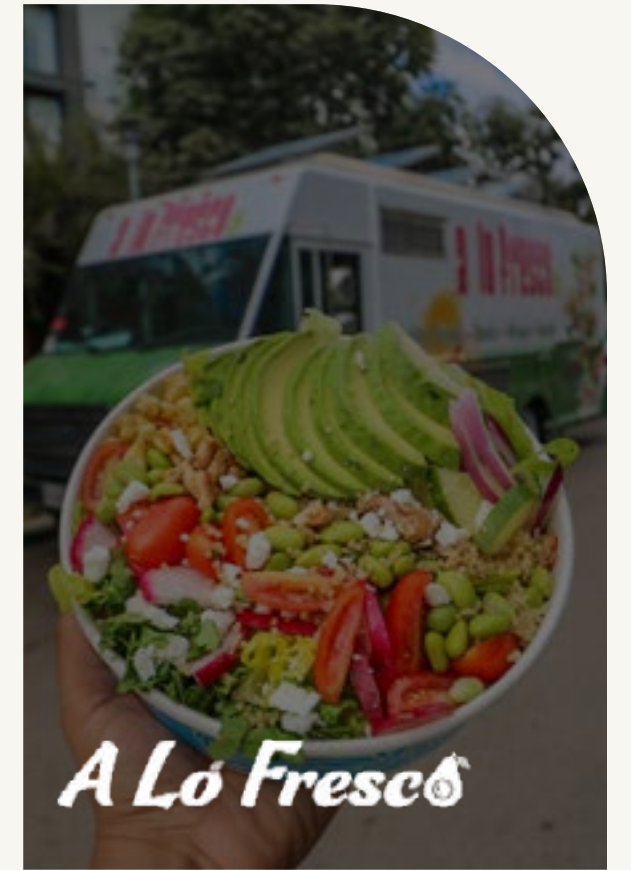
Mesa Rim

Mesa Rim has been a hub for folks to explore the sport of climbing since first opening its doors in San Diego in 2010. This 4th location will open in Fall 2020 and encourage people of all walks of life and abilities to venture out of their comfort zones in pursuit of a remarkable movement experience.



Maya's Cookies

America's #1 Black-Owned Gourmet Vegan Cookie Company is packed with delicious, all-vegan treats, and features unique partners for special in-store events, products, and exclusive flavors and items.



A Lo Fresco

A Lo Fresco offers a unique dining experience, allowing you to craft your own bowl, burrito, or toast with flavors from popular destinations around the world. Started as a food truck, North City will be the home of A Lo Fresco's first brick and mortar location.

Meet the office tenants





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FOUNDRY
COMMERCIAL