



The
RANCH
AT RANCHO SANTA FE



RETAIL INSITE

SPACE
INVESTMENT PARTNERS

The RANCH

AT RANCHO SANTA FE

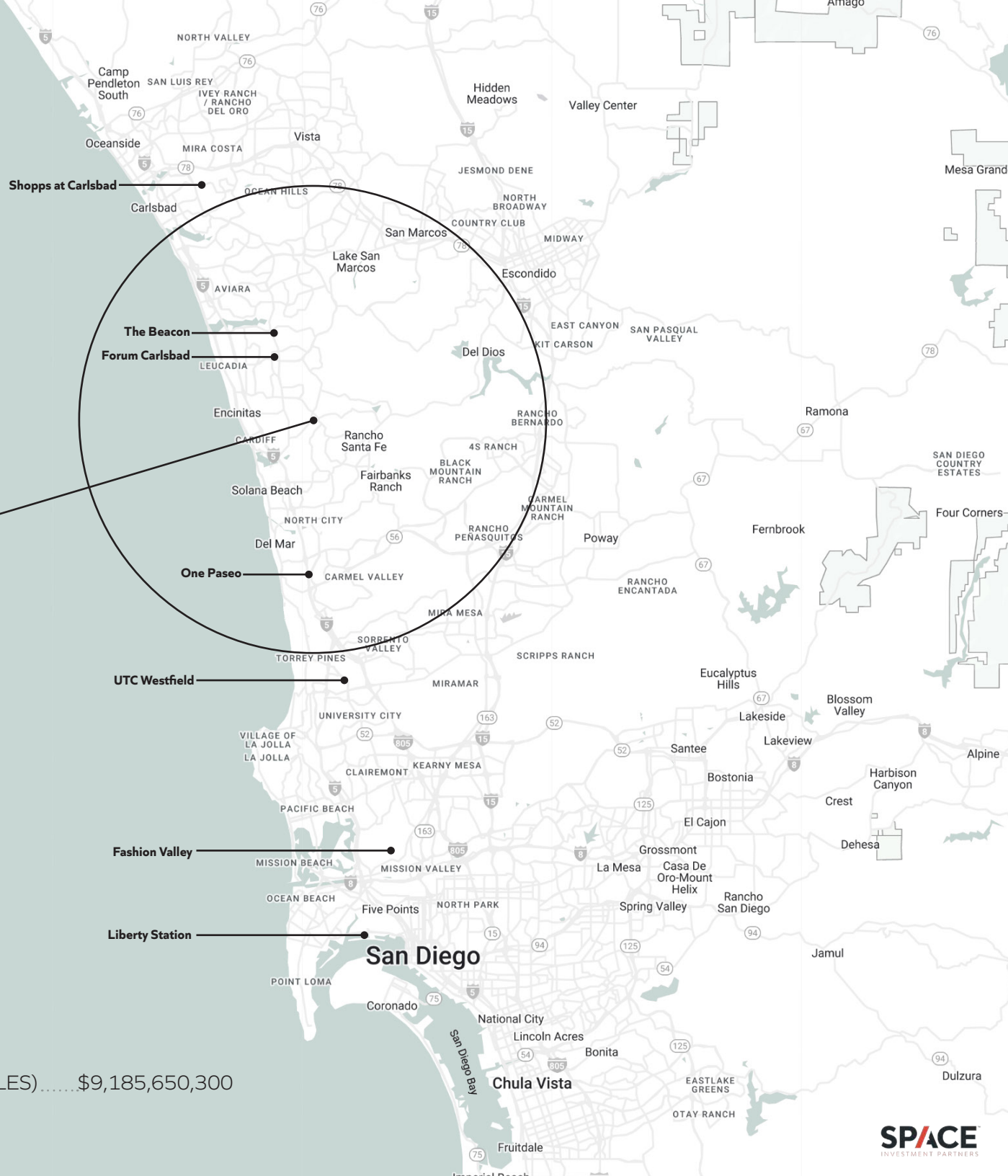
The Ranch at Rancho Santa Fe is currently undergoing a restoration update to emphasize its “old world” charm and bring new energy to the community. The transformation includes the implementation of outdoor communal patio space, enhanced landscaping, interior and exterior finishes, cohesive common areas for customers, and new design features such as upgraded lighting, fountain, signage, and a courtyard gathering spot designed to be the quintessential hotspot for locals and visitors to hang out and enjoy their day.

The Ranch at Rancho Santa Fe capitalizes on its modern design and coastal aesthetic to optimize the Southern California lifestyle and embody the ever-evolving spirit of the surrounding community. With amazing year-round weather, visitors can relax at The Ranch in an outdoor sophisticated urban setting.

Experience Old World Charm in a Modern-Day Setting.
Where Gathering and Soulful Wellness Meet.



San Diego's Affluent North County



10-Mile Radius

AVERAGE HHI	\$185,363
MEDIAN HHI	\$134,507
POPULATION	571,255
DAYTIME POP.	626,683
TOTAL CONSUMER SPENDING (WITHIN 5 MILES)	\$9,185,650,300

Top Customer Segments

Power Elite

(39%)
Ages 36–45
Wealthiest household in the U.S.



Booming with Confidence

(37%)
Ages 51–65
Prosperous, established couples in their peak earning years



Significant Singles

(6%)
Ages 36–45
Diversely-aged singles earning mid-scale incomes



2.59
Persons per household

129%
Higher average household
Income vs. National Average

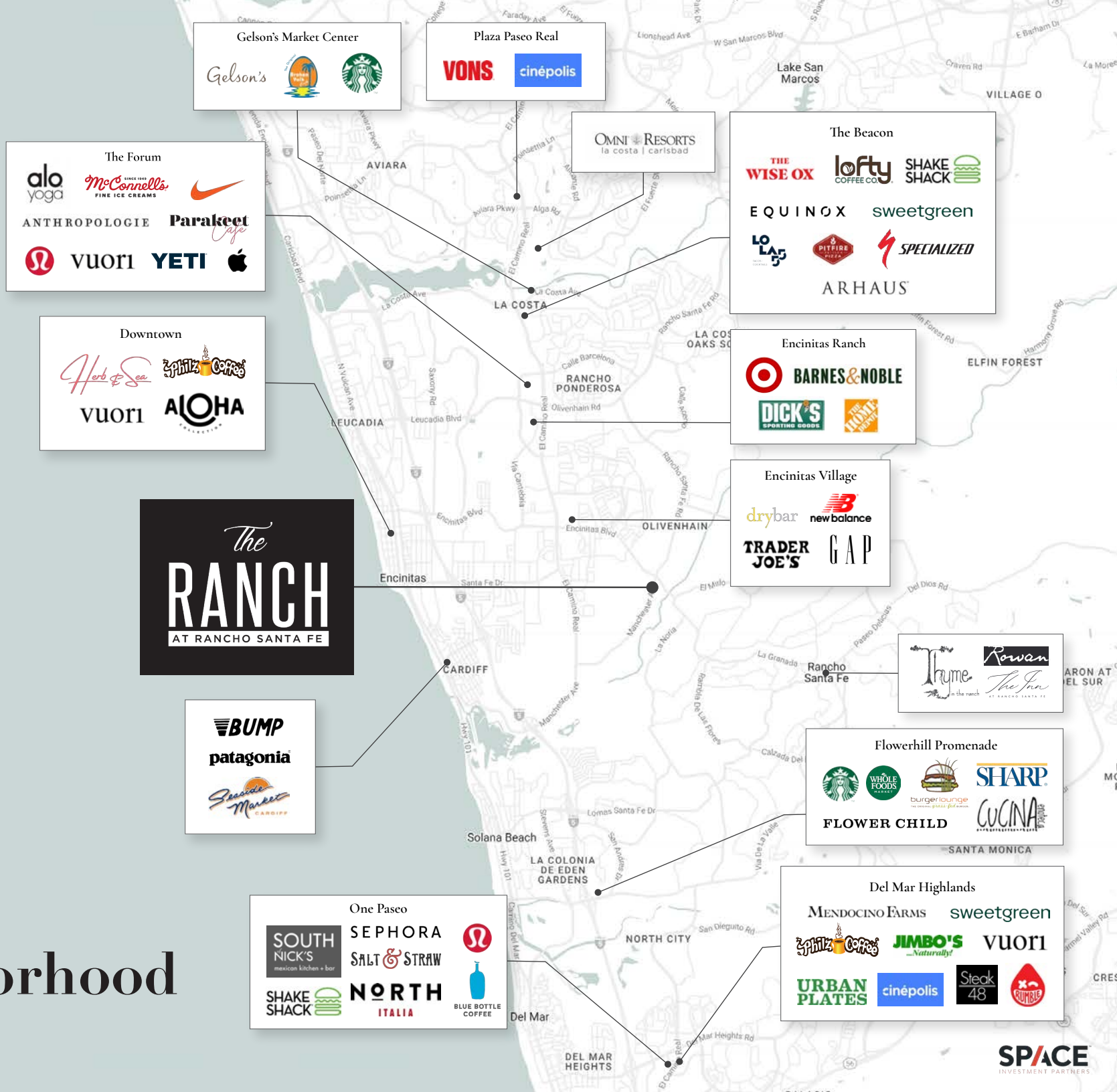
113%
Higher disposable income
vs. National Average

216%
Higher house value
vs. National Average

The Location



The Neighborhood





Encinitas Blvd | 31,609 CPD

ENCINITAS COUNTRY DAY SCHOOL

THE RHOADES SCHOOL

Encinitas

Manchester Ave | 11,573 CPD



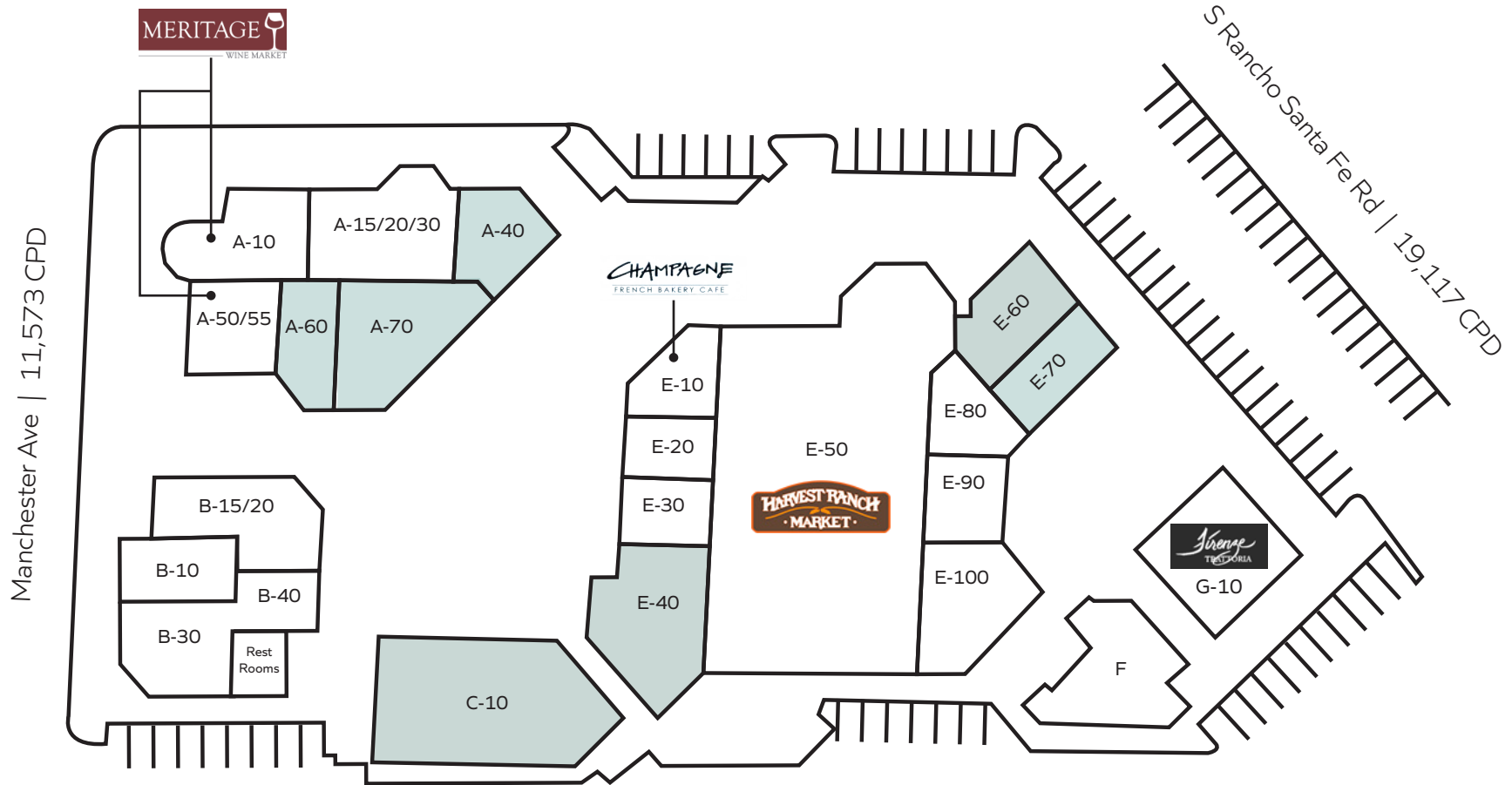
S Rancho Santa Fe Rd | 19,117 CPD

Entrance to Rancho Santa Fe

Site Aerial

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Site Plan



Availabilities

- **A-40:** 1,247 SF
- **A-60:** 1,065 SF (available 1/1/25)
- **A-70:** 2,115 SF
- **C-10:** 5,200 SF
- **E-40:** 2,083 SF
- **E-60:** 1,438 SF
- **E-70:** 1,152 SF (available 3/31/2025)

The information above has been obtained from sources believed to be reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. It is your responsibility to independently confirm its accuracy and completeness. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property.

Proposed Exterior Renderings



Conceptual Renderings








Proposed Common Area Renderings



Demographics

162 S Rancho Santa Fe Rd, Encinitas, CA 92024

ESTIMATED 2023 · CALCULATED USING PROPORTIONAL BLOCK GROUPS

 POPULATION	3 miles	5 miles	10 miles
Total Population	62,303	134,245	571,255
Projected Population (2028)	61,715	133,616	571,254
 HOUSING			
Total Households	23,547	52,025	206,157
Projected Total Households (2028)	23,391	51,916	206,734
 INCOME			
Median Household Income	\$154,302	\$154,565	\$134,507
Average Household Income	\$211,336	\$213,018	\$185,363
Per Capita Income	\$79,922	\$82,324	\$66,949
Median Disposable Income	\$114,573	\$114,913	\$106,303
Average Disposable Income	\$136,451	\$136,916	\$123,326
 DAYTIME DEMOS			
Total Daytime Population	61,573	135,599	626,683
Daytime Population Workers	30,046	68,963	343,747
Daytime Population Residents	31,527	66,636	282,936
 RACE & ETHNICITY			
White	47,498 76.24%	99,332 73.99%	323,804 56.68%
Black or African American	382 0.61%	982 0.73%	9,660 1.69%
American Indian & Alaska Native Population	331 0.53%	650 0.48%	3,376 0.59%
Asian Population	3,442 5.52%	10,099 7.52%	116,456 20.39%
Pacific Islander Population	95 0.15%	192 0.14%	1,322 0.23%
Other Race Population	3,193 5.12%	6,703 4.99%	41,937 7.34%
Population of Two or More Races	7,363 11.82%	16,288 12.13%	74,700 13.08%
Hispanic Population	9,128 14.65%	19,507 14.53%	105,206 18.42%
Non-Hispanic Population	53,175 85.35%	114,738 85.47%	466,049 81.58%
 EDUCATION			
Bachelor's Degree	18,052 39.94%	38,875 39.90%	141,083 35.47%
Graduate/Professional Degree	12,749 28.21%	28,024 28.76%	107,907 27.13%
 AGE			
Median Age	44.9	44.6	40.3

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GET IN TOUCH

**We'd love to have you join our redevelopment.
Please reach out to our contacts below.**

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A Development By

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