

An aerial photograph of a large, multi-story resort building with a red-tiled roof and a large parking lot. The building is surrounded by lush greenery and palm trees. A multi-lane highway runs along the left and right sides of the property. The sky is clear and blue.

The RANCH

AT RANCHO SANTA FE



RETAIL INSIT

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%

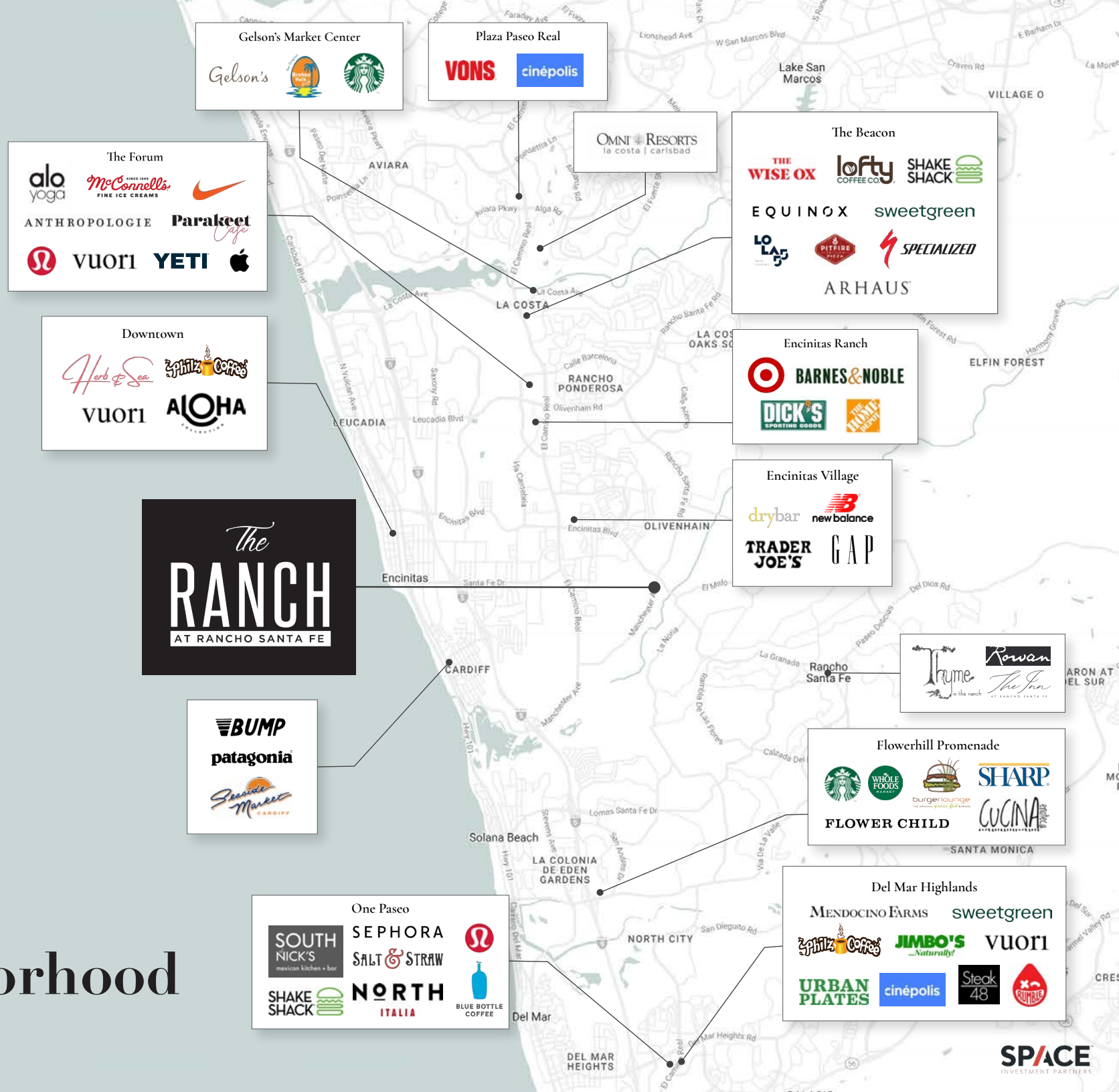
Higher house value
vs. National Average

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

The
RANCH
AT RANCHO SANTA FE

Entrance to
Rancho Santa Fe
→

Site
Aerial

Site Plan



Availabilities

- **A-40:** 1,247 SF
- **A-60:** 1,065 SF (available 1/1/25)
- **A-70:** 2,115 SF
- **A-15/20/30:** 2,334 SF (available 6/1/25)
- **C-10:** 5,216 SF
- **E-40:** 2,083 SF
- **E-60:** 1,438 SF
- **E-70:** 1,152 SF (available 3/31/2025)
- **F-12:** 500 SF (subdivide)

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

	3 miles	5 miles	10 miles
Total Households	23,547	52,025	206,157
Projected Total Households (2028)	23,391	51,916	206,734



INCOME

	3 miles	5 miles	10 miles
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

	3 miles	5 miles	10 miles
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

	3 miles	5 miles	10 miles
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

	3 miles	5 miles	10 miles
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

	3 miles	5 miles	10 miles
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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