

Ponto North

JLL has been exclusively retained by ownership to market an ±11-acre land development opportunity in Carlsbad, California (the “Property” or “Site”). This prime oceanfront development Site is strategically located off Interstate 5 at Avenida Encinas and Carlsbad Boulevard, adjacent to South Carlsbad State Beach and the Pacific Ocean. The offering represents a rare opportunity to acquire irreplaceable beachfront development land in the heart of North County San Diego.



Investment Highlights

Property Characteristics

The Property consists of one parcel totaling ±11 acres and enjoys exceptional access from Interstate 5 via the Poinsettia Lane off-ramp. Immediately to the west of the Property is Carlsbad Boulevard and South Carlsbad State Beach. The Property is unimproved raw land ready for development.

Flexible Zoning

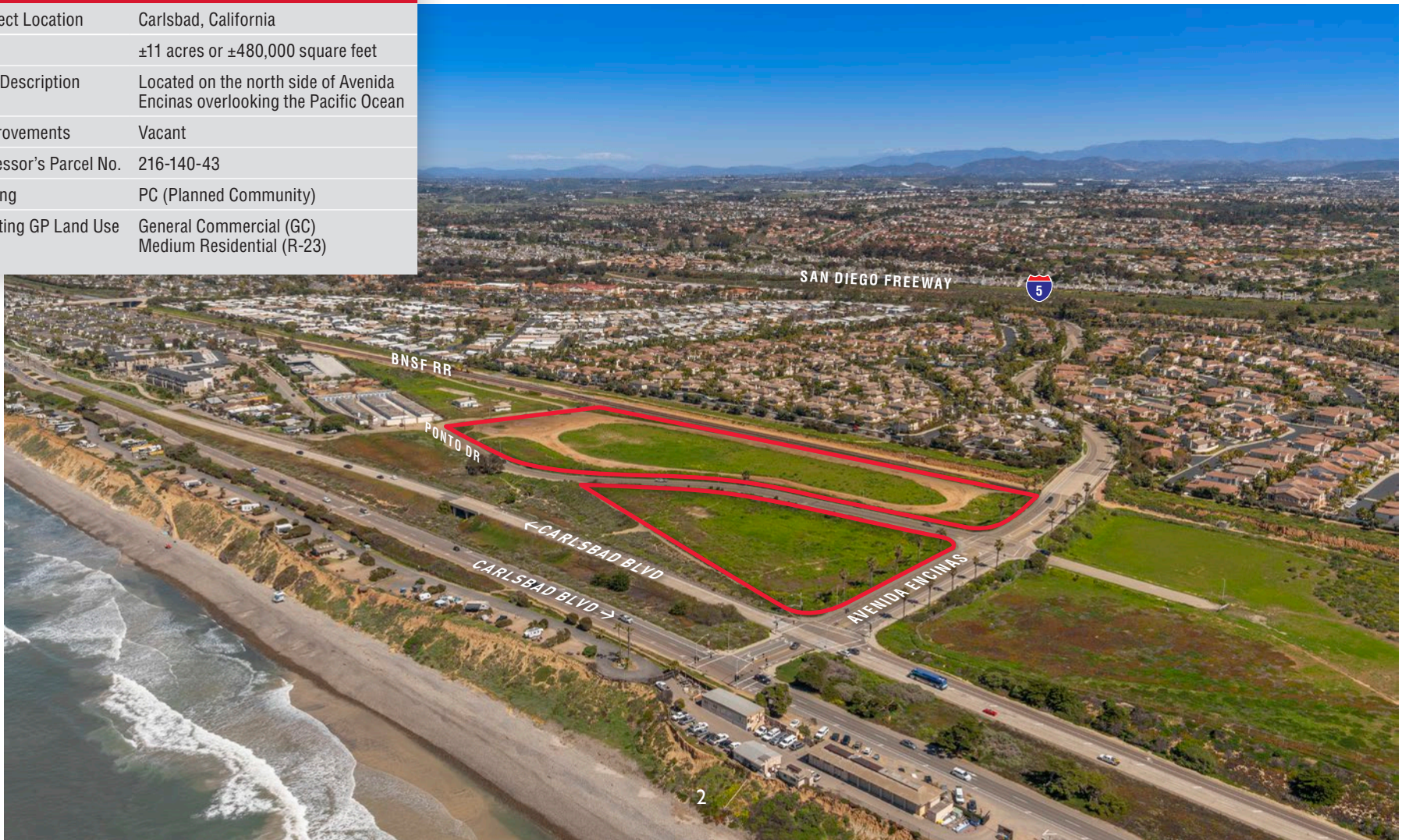
The site is zoned PC Planned Community. The Planned Community zoning allows flexibility for an innovative development program tailored to the specific site, via a master plan. The General Plan designations for the site are General Commercial and Residential Medium, which allow retail, office, other commercial uses, and medium density residential.

Prime Beachfront Location

The Property is perfectly situated just east of the of Carlsbad State Beach with unparalleled views of the Pacific Ocean. To the south of the Property is Batiquitos Lagoon, which is one of the few remaining tidal wetlands on the Southern California coast of the United States. The picturesque lagoon is a nature reserve and is designated a Marine Protected Area.

Property Summary

Project Location	Carlsbad, California
Size	±11 acres or ±480,000 square feet
Site Description	Located on the north side of Avenida Encinas overlooking the Pacific Ocean
Improvements	Vacant
Assessor's Parcel No.	216-140-43
Zoning	PC (Planned Community)
Existing GP Land Use	General Commercial (GC) Medium Residential (R-23)



Investment Highlights, continued

Great Local Amenities

Located 5 miles north of the Property is Carlsbad Village. With a quaint hometown feel the Village is home to numerous shops, museums, restaurants and lodging options. Carlsbad is also home to the world-famous LEGOLAND resort as well as several prestigious golf courses all with a breathtaking backdrop of the Pacific Ocean.

Strong Demographics

The Property is located in the City of Carlsbad, one of California's wealthiest cities, with an annual average income of \$102,722, an astounding 67 percent higher than the national average of \$61,372 and higher than the County of San Diego as a whole. The median home value for Carlsbad is a staggering \$713,600, more than three times the national average.



Exclusive Advisors

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