

Tri City

CROSSROADS

A COMMUNITY CENTER IN THE
COASTAL SAN DIEGO COMMUNITY OF
OCEANSIDE, CA



THE OPPORTUNITY

JLL has been exclusively retained by Ownership to present a unique investment opportunity: the acquisition of Tri City Crossroads, a thriving regional retail center in Oceanside, California. Boasting an expansive 83,230 square-foot area, this property is strategically positioned in the affluent and rapidly growing area of Oceanside. Its advantageous location adjacent to SR-78 and College Boulevard offers high visibility and exposure to a daily traffic volume of over 73,000 vehicles via Plaza Dr. and College Blvd.

With a current occupancy rate of 96.8%, Tri City Crossroads showcases a well-curated tenant mix that appeals to the surrounding affluent suburban community. This includes a range of daily needs and fast casual food tenants that synergistically enhance the overall retail experience. Notable co-tenants at the property include TJ Maxx, Goodwill, and Sizzler.

TENANTS



CO-TENANTS



PROPERTY SUMMARY

ADDRESS
3817 Plaza Dr
Oceanside, CA 92056

RENTABLE BUILDING AREA
83,230

OCCUPANCY
96.8%

YEAR-1 NOI
\$1,797,926

SITE AREA
10.59 AC

PARKING RATIO
Entire Center: 657 Spaces
(4.31/1,000 SF)

[CLICK TO VIEW ON GOOGLE MAPS](#)

DEMOGRAPHICS	1-Mile	3-Mile	5-Mile
Population			
2023 Population	17,184	117,735	316,267
2028 Population	17,168	118,620	317,770
Households			
2023 Average Household Income	\$107,904	\$131,488	\$124,434
2028 Household Income Projection	\$126,538	\$151,473	\$143,665
Projected Household Income Growth	17.27%	15.20%	15.45%
Housing			
2023 Median Home Value	\$657,945	\$789,867	\$745,107
2028 Median Home Value Projection	\$720,648	\$838,022	\$802,155
Projected Home Value Growth	9.53%	6.10%	7.66%



OCEANSIDE, CA IS HOME TO OVER 174,000 PEOPLE

QUARRY CREEK
WELLS FARGO, PETSMART, KOHL'S, nékter, UPS

COLLEGE PLAZA SHOPPING CENTER
HOBBY LOBBY, GROCERY OUTLET, Wendy's, Starbucks, Dunkin'

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CARMAX

O'Reilly

DISCOUNT TIRE

Jack

ARCO

McDonald's

Peppercorn

6

NISSAN

Walmart

Chick-fil-A

SR-78 (134,512 VPD)

Plaza Dr (27,598 VPD)

College Blvd (45,953 VPD)

INVESTMENT HIGHLIGHTS



INTERNET RESISTANT DAILY NEEDS DRAW FROM DIVERSE TENANT MIX

Tri-City Crossroads, offers a variety of dining, retail, and service options, making it a prime destination for visitors seeking their everyday needs. The shadow anchor, TJ Maxx, attracts both regional and local customers on a daily basis. The inclusion of non-commodity uses like restaurants, food establishments, value stores, medical facilities, and service providers as these businesses create a “daily needs draw” that remains resilient against online competition.



SAN DIEGO COUNTY'S INFILL DEMOGRAPHICS

San Diego County's combination of a diverse economy, master planned communities, idyllic climate, and exceptional quality of life establishes it as a highly coveted destination for retailers nationwide. With a population of over 3.5 million people and an average household income exceeding \$136,917, San Diego County ranks as the 5th most populous county in the US, further highlighting the immense retail potential of this region.



STRONG ANCHOR CO-TENANCY TO DRIVE TRAFFIC

TJ Maxx (NAP) at Tri City Crossroads is the 3rd ranked TJ Maxx location in the state of California per Placer.ai. The anchor attracts in almost 1.5 million annual visitors, drawing in customers from surrounding suburbs and raising the overall attraction to its surrounding tenants. Additionally, the property boasts a lineup of national and regional co-tenants that cater to the trade area, including Goodwill (NAP) and Sizzler (NAP).



HIGH BARRIERS TO ENTRY IN A SUPPLY CONSTRAINED MARKET

Tri-City Crossroads is located within a supply-constrained and master-planned trade area with limited available sites for future development. This scarcity of available land creates high barriers to entry, ensuring the center's long-term growth and success. Moreover, as an infill and densely populated trade area, it further enhances the center's position by creating a high barrier to entry for potential future competitors.



PRIME LOCATION AND PROXIMITY TO KEY INSTITUTIONS

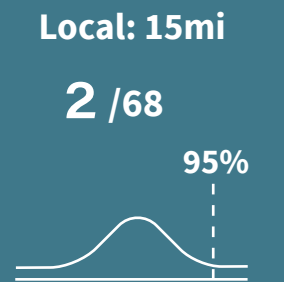
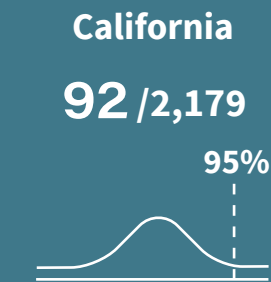
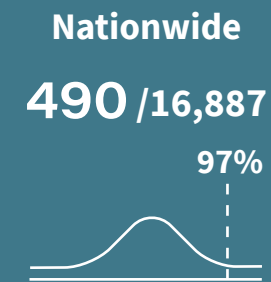
Located in a highly desirable area of north San Diego County, Tri City Crossroads benefits from its close proximity and easy access to the SR-78 freeway, which sees high traffic volume of 134,512 cars per day. Additionally, it is strategically located near popular institutions like MiraCosta College, attended by 12,700 students, Tri City Medical Center, and CarMax.

STRONG REGIONAL DRAW ATTRACTING OVER 3 MILLION ANNUAL VISITORS

3.4 MILLION
ANNUAL VISITORS

6.35X PER YEAR
VISIT FREQUENCY PER VISITOR

55 MIN
AVG. DWELL TIME





UNLOCKING VALUE AND MAXIMIZING RETURNS THROUGH PARCEL FLEXIBILITY

The property is strategically situated on multiple parcels, providing flexibility for parcel sales, reducing the investment basis and potentially increasing returns.

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41.8%

BACHELOR'S DEGREE OR HIGHER



117,735

POPULATION - 3 MILES



\$131,488

AVERAGE INCOME - 3 MILES



15.2%

PROJECTED HOUSEHOLD INCOME GROWTH - 3 MILES



11%

INCREASE IN POPULATION 2010-2023 (3 MILES)



SITE PLAN



TENANT ROSTER

SUITE	TENANT	SF	GLA	LEASE EXP.
101	Teri Cafe	2,943	3.5%	Apr-32
102	Dr. Steven E Wernick DDS	1,200	1.4%	Dec-30
103	VACANT	1,200		
104	Catrin's Barber Shop	890	1.1%	Nov-26
105	Blossom Baby	890	1.1%	Oct-27
106	Cusimanos Pizzeria	1,020	1.2%	Dec-26
107	San Diego Massage and Spa	1,020	1.2%	Sep-26
108	Ka Hula O Ilima	1,020	1.2%	Mar-27
109	Nilab Threading, Beauty & More	889	1.1%	Apr-25
110	Oceanside Smoke Shop	889	1.1%	Mar-26
111	Bark Bath N Beyond	900	1.1%	Sep-26
112-113	Gaspar Doctors of Physical Therapy	2,640	3.2%	Nov-25
114	VACANT	1,500		
115	Annam Pho & Sandwiches	3,643	4.4%	Jul-25
116	HWD Fitness San Diego	3,512	4.2%	Aug-28
401-402	Audeo Charter School	4,395	5.3%	May-28
403	Fairlane Cleaners	1,724	2.1%	Aug-26
501	Dollar Tree Store	9,421	11.3%	May-28
601	Savory Thai Restaurant	2,800	3.4%	Nov-29
602	Select Staffing	2,400	2.9%	Jun-25
604	Pro Nails	531	0.6%	Nov-24
605	TNL Boba Tea	2,590	3.1%	Feb-30
701	Modern Airsoft	15,000	18.0%	May-33
801-804	Abigails Medical Supply	5,521	6.6%	Apr-30
805	David Wong DDS	2,240	2.7%	Oct-25
806	Leslies Poolmart Store	3,070	3.7%	Oct-27
901	Bright Nutrition	1,440	1.7%	Aug-27
902	Banfield Pet Hospital	4,950	5.9%	Dec-30
KIOSK	Bank of America	400	0.5%	Jun-28
TAC	Taco Bell	2,592	3.1%	Dec-37
TOTAL SF		83,230	96.8%	WALT: 5.6 YEARS



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