

for lease

ESCONDIDO VALLEY CENTER

HomeGoods



1352

1348-1366 W VALLEY PARKWAY | ESCONDIDO, CA | 92029

EXCLUSIVE BROKER



± 92,169 SF SHOPPING CENTER

PROPERTY HIGHLIGHTS

- Escondido Valley Center is well-located and highly visible to the expansive regional trade area
- The site enjoys easy access from West Valley Parkway & Auto Parkway
- New exterior model complete

TRAFFIC COUNTS

- I-15: 179,000 ADT
- W Valley Pkwy: 29,200 ADT
- Auto Pkwy: 18,204 ADT

DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
Pop (2025)	9,924	115,841	225,837
AHH Income	\$119,060	\$119,136	\$133,314
Daytime Pop.	17,255	51,803	75,440

TENANTS

HomeGoods®

California
FISH GRILL
CASUAL KITCHEN

Board & Brew




BevMo!

Staples

FedEx Kinko's
Office and Print Services

AVAILABILITIES

SUITE	TENANT	SQ. FT.
1346	BevMo	10,068
1346-B	East West MMA	2,799
1352-A	HomeGoods	24,261
1352-B	ALDI	21,689
1358	Staples	33,192
1356-L	Ding Tea	1,200
1356-J/K	AVAILABLE (2nd Gen Restaurant)	2,400
1356-I	Sunflower Nails	1,200
1356-H	Laser Away	1,683
1356-D-G	My Salon Suite	5,883
1356-A	Auto Zone	5,253
1356-B	Mike's BBQ	10,954
1356-C	Valley Liquor	2,240
1366	El Pollo Loco	5,000
1348-A/B	California Fish Grill	2,500
1348-C-E	Los Primos Mexican Food	2,727
1348-F	Poki Poki	1,273
1348-G/H	Red Wing Shoes	2,250
1354-A	FedEx Office	4,775
1354-B	Board & Brew	2,033

 Separate Ownership



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AERIAL



GALLERY



DEMOGRAPHICS

1 Mile

3 Mile

Demographic and Income Profile

1348 W Valley Pkwy, Escondido, California, 92029

Ring: 1 mile radius



Latitude: 33.11228, Longitude: -117.10290

Summary	Census 2010	Census 2020	2025	2030		
Population	9,589	9,823	9,924	9,846		
Households	3,325	3,415	3,459	3,458		
Families	2,174	-	2,306	2,310		
Average Household Size	2.82	2.81	2.80	2.78		
Owner Occupied Housing Units	1,683	-	1,754	1,810		
Renter Occupied Housing Units	1,642	-	1,705	1,647		
Median Age	33.6	-	37.1	38.5		
Trends: 2024-2029 Annual Rate	Area	State	National			
Population	-0.16%	0.07%	0.30%			
Households	-0.01%	0.33%	0.49%			
Families	0.03%	0.32%	0.44%			
Owner HHS	0.63%	0.49%	0.66%			
Median Household Income	2.47%	2.33%	2.57%			
Households by Income	Census 2010		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	239	6.9%	201	5.8%		
\$15,000 - \$24,999	173	5.0%	132	3.8%		
\$25,000 - \$34,999	251	7.3%	211	6.1%		
\$35,000 - \$49,999	229	6.6%	192	5.6%		
\$50,000 - \$74,999	510	14.7%	492	14.2%		
\$75,000 - \$99,999	526	15.2%	498	14.4%		
\$100,000 - \$149,999	544	15.7%	553	16.0%		
\$150,000 - \$199,999	440	12.7%	488	14.1%		
\$200,000+	545	15.8%	691	20.0%		
Median Household Income		\$88,651		\$100,173		
Average Household Income		\$119,060		\$134,846		
Per Capita Income		\$42,132		\$48,106		
Population by Age	Census 2010		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	739	7.7%	549	5.5%	533	5.4%
5 - 9	651	6.8%	555	5.6%	524	5.3%
10 - 14	562	5.9%	581	5.9%	541	5.5%
15 - 19	596	6.2%	600	6.0%	552	5.6%
20 - 24	869	9.1%	646	6.5%	722	7.3%
25 - 34	1,571	16.4%	1,727	17.4%	1,513	15.4%
35 - 44	1,282	13.4%	1,425	14.4%	1,482	15.1%
45 - 54	1,203	12.5%	1,105	11.1%	1,224	12.4%
55 - 64	977	10.2%	1,102	11.1%	1,007	10.2%
65 - 74	585	6.1%	986	9.9%	964	9.8%
75 - 84	359	3.7%	456	4.6%	572	5.8%
85+	196	2.0%	192	1.9%	212	2.2%

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Source: Esri, U.S. Census

October 28, 2025

Demographic and Income Profile

1348 W Valley Pkwy, Escondido, California, 92029

Ring: 3 mile radius



Latitude: 33.11228, Longitude: -117.10290

Summary	Census 2010	Census 2020	2025	2030		
Population	110,543	116,039	115,841	117,680		
Households	35,400	37,819	38,818	39,789		
Families	24,609	-	27,299	28,062		
Average Household Size	3.07	3.02	2.94	2.91		
Owner Occupied Housing Units	17,271	-	19,278	20,061		
Renter Occupied Housing Units	18,129	-	19,540	19,728		
Median Age	32.9	-	37.0	38.1		
Trends: 2024-2029 Annual Rate	Area	State	National			
Population	0.32%	0.07%	0.30%			
Households	0.50%	0.33%	0.49%			
Families	0.55%	0.32%	0.44%			
Owner HHS	0.80%	0.49%	0.66%			
Median Household Income	2.96%	2.33%	2.57%			
Households by Income	Census 2010		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	3,408	8.8%	3,019	7.6%		
\$15,000 - \$24,999	2,098	5.4%	1,696	4.3%		
\$25,000 - \$34,999	2,214	5.7%	1,920	4.8%		
\$35,000 - \$49,999	3,401	8.8%	2,971	7.5%		
\$50,000 - \$74,999	5,690	14.7%	5,415	13.6%		
\$75,000 - \$99,999	4,848	12.5%	4,810	12.1%		
\$100,000 - \$149,999	6,640	17.1%	6,903	17.3%		
\$150,000 - \$199,999	4,222	10.9%	4,930	12.4%		
\$200,000+	6,296	16.2%	8,127	20.4%		
Median Household Income		\$86,721		\$100,330		
Average Household Income		\$119,136		\$134,572		
Per Capita Income		\$40,221		\$45,825		
Population by Age	Census 2010		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	8,807	8.0%	7,009	6.1%	6,955	5.9%
5 - 9	8,018	7.3%	7,214	6.2%	6,853	5.8%
10 - 14	7,825	7.1%	7,398	6.4%	7,185	6.1%
15 - 19	8,277	7.5%	7,638	6.6%	7,323	6.2%
20 - 24	8,856	8.0%	7,971	6.9%	8,226	7.0%
25 - 34	16,741	15.1%	17,433	15.0%	16,877	14.3%
35 - 44	14,653	13.3%	16,282	14.1%	16,770	14.3%
45 - 54	14,155	12.8%	13,213	11.4%	14,291	12.1%
55 - 64	10,722	9.7%	12,627	10.9%	11,884	10.1%
65 - 74	6,000	5.4%	10,758	9.3%	11,380	9.7%
75 - 84	4,035	3.7%	5,737	5.0%	7,032	6.0%
85+	2,454	2.2%	2,561	2.2%	2,905	2.5%

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DEMOGRAPHICS (cont.)

5 Mile

Demographic and Income Profile

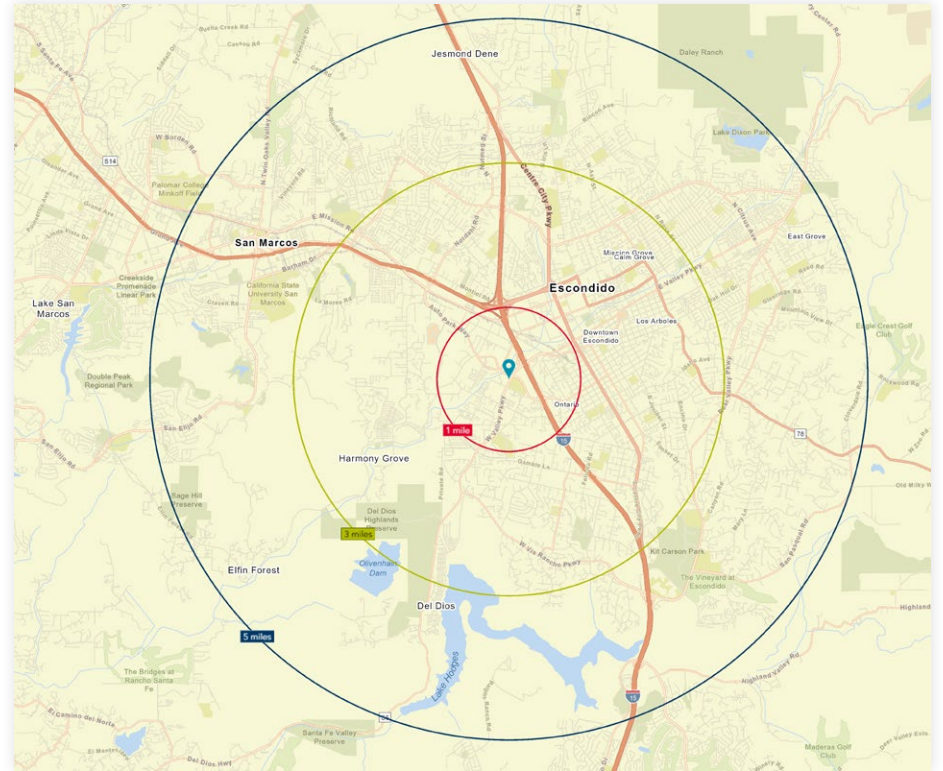
1348 W Valley Pkwy, Escondido, California, 92029

Ring: 5 mile radius



Latitude: 33.11228, Longitude: -117.10290

Summary	Census 2010	Census 2020	2025	2030		
Population	209,166	225,271	225,837	227,801		
Households	66,959	72,576	74,556	75,995		
Families	48,610	-	54,531	55,681		
Average Household Size	3.08	3.05	2.98	2.95		
Owner Occupied Housing Units	37,929	-	42,679	44,043		
Renter Occupied Housing Units	29,030	-	31,877	31,953		
Median Age	33.2	-	37.1	38.2		
Trends: 2024-2029 Annual Rate	Area	State	National			
Population	0.17%	0.07%	0.30%			
Households	0.38%	0.33%	0.49%			
Families	0.42%	0.32%	0.44%			
Owner HHs	0.63%	0.49%	0.66%			
Median Household Income	2.58%	2.33%	2.57%			
Households by Income			2025	2030		
	Number	Percent	Number	Percent		
<\$15,000	5,517	7.4%	4,866	6.4%		
\$15,000 - \$24,999	3,341	4.5%	2,647	3.5%		
\$25,000 - \$34,999	3,694	5.0%	3,133	4.1%		
\$35,000 - \$49,999	6,122	8.2%	5,288	7.0%		
\$50,000 - \$74,999	9,681	13.0%	8,856	11.7%		
\$75,000 - \$99,999	8,734	11.7%	8,510	11.2%		
\$100,000 - \$149,999	13,074	17.5%	13,354	17.6%		
\$150,000 - \$199,999	9,424	12.6%	10,638	14.0%		
\$200,000+	14,968	20.1%	18,703	24.6%		
Median Household Income		\$100,494		\$114,163		
Average Household Income		\$133,314		\$149,143		
Per Capita Income		\$44,117		\$49,867		
Population by Age	Census 2010		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	16,305	7.8%	13,204	5.8%	13,019	5.7%
5 - 9	15,241	7.3%	13,956	6.2%	13,187	5.8%
10 - 14	15,178	7.3%	14,607	6.5%	14,134	6.2%
15 - 19	16,540	7.9%	15,824	7.0%	14,820	6.5%
20 - 24	16,094	7.7%	15,892	7.0%	15,985	7.0%
25 - 34	30,338	14.5%	32,908	14.6%	32,383	14.2%
35 - 44	28,487	13.6%	31,094	13.8%	31,489	13.8%
45 - 54	27,939	13.4%	26,939	11.9%	28,302	12.4%
55 - 64	20,800	9.9%	25,246	11.2%	23,941	10.5%
65 - 74	11,266	5.4%	20,902	9.3%	21,984	9.7%
75 - 84	7,204	3.4%	11,066	4.9%	13,643	6.0%
85+	3,774	1.8%	4,197	1.9%	4,914	2.2%



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1348-1366 W VALLEY PKWY | ESCONDIDO, CA | 92029

Phil Lyons, CCIM

+1 760 431 4210

phil.lyons@cushwake.com

LIC #01093731

Vince Provenzano

+1 760 431 4212

vince.provenzano@cushwake.com

LIC #01926894



12830 El Camino Real, Suite 100

San Diego, CA 92130

cushmanwakefield.com