

Real People. Real Solutions.™



Retail Market Report

Compared to last quarter:



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Market Highlights

- Encouraging Numbers The numbers this guarter appear to be encouraging for the first time since the second quarter of 2008 — a sign that recovery could be on the horizon. This quarter, availability showed signs of stabilization, vacancy dropped, and net absorption posted positive numbers. Although demand is still weak by historical standards, the volume of transactions is increasing. With regards to sales transactions, the ask-bid gap seems to be narrowing, evident from the drop in asking prices. While these are positive indications, stability will need to be sustained in following guarters to be considered recovery.
- Construction Currently, there is only 140,539 square feet of Retail construction underway. The shrinking availability of land, combined with high land prices, scarce financing and rising construction costs, has led to few projects being developed in this infill market.
- Vacancy Direct/sublease space (unoccupied) finished the quarter at 5.40%, an increase over last year's rate of 5.14%. The lowest vacancy rates can be found in the I-15 Corridor and North Cities markets, coming in at 3.88% and 3.93%, respectively.
- Availability Direct / sublease space being marketed was 6.57% this quarter, up from the 6.49% we saw this same quarter last year. This is an increase of 1.23% of new space being marketed when compared to the same quarter last year.
- Lease Rates The average asking Triple Net lease rate per month per foot in San Diego County is currently \$1.85, which is a 9.76% decrease over last year's rate of \$2.05 and four cents lower than last guarter. The record high rate of \$2.12 was established in the third guarter of 2008.
- Absorption Net absorption for the county posted a positive ٠ 199,828 square feet for the second quarter of 2010; for the past five quarters the retail market has been averaging approximately 60,000 square feet of negative absorption. This negative absorption can be attributed to the recent job losses.

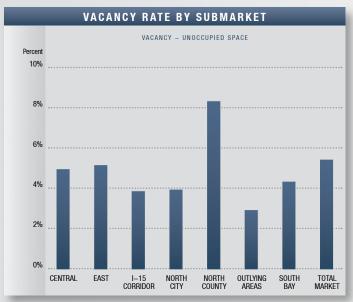
- Transaction Activity Leasing activity checked in this quarter at 633,965 square feet, a decrease over last quarter's figure of 770,710 square feet. The average square footage leased per quarter over the past five quarters is 825,000 square feet. Sales activity showed an increase, posting 494,991 square feet of activity compared to the 343,035 square feet we saw this same quarter last year.
- Employment The unemployment rate in San Diego County was 10% in May 2010, down from a revised 10.4% in April 2010 and above the year ago estimate of 9.3%. This compares with an unadjusted unemployment rate of 11.9% for California and 9.3% for the nation during the same period. According to the State of California Employment Development Department, San Diego County lost 11,900 payroll jobs over the last twelve months - 4,400 in trade, transportation and utilities and 4,200 in manufacturing. However, educational and health services added 3,600 new jobs. Between April 2010 and May 2010 San Diego County gained 8,400 jobs overall.
- Overall We are beginning to see a decrease in the amount of available space being added per quarter, as well as an increase in investment sales activity. Positive absorption is the big story, and with few new deliveries in the pipeline to put more upward pressure on vacancies, the market is beginning to stabilize. We foresee an increase in investment activity in the coming guarters as lenders begin to dispose of distressed assets. Lease rates are expected to remain soft for the near future, and concessions in the forms of free rent, reduced parking fees, relocation funds and tenant improvement allowances should continue to increase to motivate tenants to immediate action. We should see an increase in leasing activity as many short-term deals come up for renewal and as job creation begins in the second half of 2010. Once job creation turns positive and consumer confidence stabilizes, the industrial market will regain equilibrium.

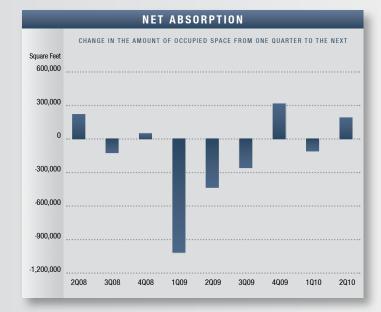
	RETAIL	MARKET	OVERVIEW	1
	202010	1Q2010	2Q2009	% CHANGE vs. 2Q2009
Vacancy Rate	5.40%	5.51%	5.14%	5.06%
Availability Rate	6.57%	6.72%	6.49%	1.23%
Average Asking Lease Rate	\$1.85	\$1.89	\$2.05	(9.76%)
Sale & Lease Transactions	1,128,956	1,695,338	1,113,745	1.37%
Net Absorption	199,828	(102,120)	(436,018)	N/A
Gross Absorption	1,320,565	1,021,612	1,331,779	(0.84%)



SAN DIEGO / RETAIL MARKET REPORT / SECOND QUARTER 2010

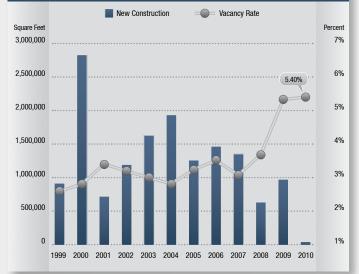


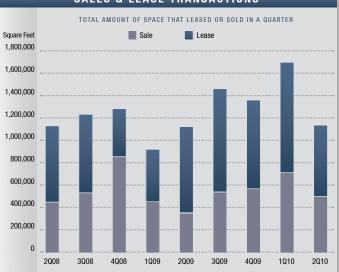






ANNUAL NEW CONSTRUCTION VS. VACANCY RATE





SALES & LEASE TRANSACTIONS

Voit REAL ESTATE SERVICES



BigsSugar/FeUPlanedWard20210Sugar/<			INVE	NTORY		V	VACANCY & LEASE RATES					ABSORPTION				
Chartan Sam Deep 694 4.161,165 2.016 4.339 2.047,00 4.448 2.021,11 4.778 52.03 50.201 10.201 10.500 22.04 Command: 4.3 2.71,000 0 3.200 11.300 3.711 5.888 3.278 3.281 3.288 2.71 3.01 0.020 11.030 3.112 5.888 5.71 3.01 0.020 11.030 3.112 5.748 3.017 11.641 0.020 11.030 3.113 4.748 3.888 5.71 11.641 0.011 14.50 Match Objech East Sin Flug 1.02 7.717.05 0.0200 10.313 1.784 3.888 5.73 3.813 0.900 17.73 Partic Landystor Marcin 4.61 3.37,724 0 5.639 1.975 3.827 1.843 1.825 0.900 17.73 Partic Landystor Marcin 4.29 4.296 5.475 5.828 5.138 5.128 1.818 4.138 0.102 1.738 1.81		of	Rentable	Feet	Feet	Feet	Rate	Availability	Rate	Asking	Absorption	Absorption	Absorption	Absorption		
Oamsah147.47(28)03.320418.797.4841.4201.1401.1001.1007.77Domsah00000.41.425.35%1.72.591.72.50 <td>Central County</td> <td></td>	Central County															
Openale 98 92,936 9 12,94 92,	Central San Diego	984	4,616,105	2,016	43,699	204,750	4.44%	220,111	4.77%	\$2.00	39,200	18,894	65,461	87,648		
Demine0.200.200.00.31/40.20/305.20/33.20/300.200.200.100.20/30Messen Gup1.217.07/305.20/305.20/305.20/305.20/305.20/305.20/305.10/30 <td>Clairmont</td> <td>443</td> <td>7,247,988</td> <td>0</td> <td>3,200</td> <td>418,759</td> <td>5.78%</td> <td>344,920</td> <td>4.76%</td> <td>\$1.94</td> <td>809</td> <td>9,959</td> <td>165,699</td> <td>223,474</td>	Clairmont	443	7,247,988	0	3,200	418,759	5.78%	344,920	4.76%	\$1.94	809	9,959	165,699	223,474		
Messo Golgs Mod Statile Statile <t< td=""><td>Coronado</td><td>88</td><td>623,835</td><td>0</td><td>11,500</td><td>37,172</td><td>5.96%</td><td>52,361</td><td>8.39%</td><td>\$2.91</td><td>(1,029)</td><td>(1,029)</td><td>1,400</td><td>1,400</td></t<>	Coronado	88	623,835	0	11,500	37,172	5.96%	52,361	8.39%	\$2.91	(1,029)	(1,029)	1,400	1,400		
Mich Genzie Land Selb1/227/97/380/001/023/93/364/7483/94.644.9494/141/926/9246/9491/927/9491/94	Downtown	523	6,829,023	0	0	364,124	5.33%	472,969	6.93%	\$2.70	39,410	28,642	99,181	148,260		
Materia Meria Materia Meria Stars Stars <thstars< th=""> Stars Stars<!--</td--><td>Mission Gorge</td><td>82</td><td>972,477</td><td>0</td><td>0</td><td>52,815</td><td>5.43%</td><td>54,702</td><td>5.63%</td><td>\$1.87</td><td>(14,545)</td><td>(18,181)</td><td>4,655</td><td>7,255</td></thstars<>	Mission Gorge	82	972,477	0	0	52,815	5.43%	54,702	5.63%	\$1.87	(14,545)	(18,181)	4,655	7,255		
Pache BachManea 461 3.137.24 0 95.70 151.44 5.147 7685 35.24 7.143 4.025 51.24 11.93 41.03 4.026 41.03 40.060 77.055 326.14 326.14 326.24 13.08 41.08 41.08 40.000 77.055 Cardia Contry Tool U 2.011 40.000 20.112 52.01 40.000 77.055 40.000 20.122 53.02 54.54 41.76 41.05 44.057 12.08 41.010 41.05 42.07 43.01 41.05 42.07 43.01 41.05 44.057 44.057 43.01 41.05 44.057 43.01 41.05 44.057 43.01 41.05 44.057 43.01 41.05 44.057 43.01 43.05 43.01 43.05 43.01 43.05 43.01 43.05 43.01 43.05 43.01 43.05 43.01 43.01 43.01 43.01 43.01 43.01 43.01 43.01 43.01 43.01	Mid City/South East San Diego	1,122	7,047,305	20,000	16,023	334,316	4.74%	349,461	4.96%	\$1.43	14,826	26,064	51,785	88,591		
Paint LamaSperix Arona 462 4.207 4.202.40 0 77,805 328,74 7.898 552,14 31.81 19.89 44.80 60.205 114.56 Central County East Caunty 1991,31 4.985 2.2110 70.001 4.955,70 52.38 53.47 51.43 10.253 (28.57) 4.455,67 125.68 La Mea 4.77 5,155.30 0 9.000 28.152 5.57% 53.252,78 6.47% 51.44 (4.76) 5.000 41.18 7.83 La Mea 4.77 5,155.30 0 7.430 19.892 5.7% 521.823 6.47% 51.84 (4.76) 5.000 41.18 7.83 Sande County folal 2.030 0.446.70 4.067 7.030 10.527 1.7% 17.947 5.81% 5.81% 5.81% 5.81% 5.81% 5.81% 5.81% 5.81% 5.81% 5.81% 5.81% 5.81% 5.81% 5.81% 5.81% 5.81% 5.81% <	Mission Valley	102	5,502,558	0	0	89,488	1.63%	162,683	2.96%	\$1.58	(345)	(7,194)	1,800	17,785		
Cammal Coomy Tatal 4,967 40,958,063 22,016 28,047 1,981,31 4,959 22,21,365 5,529 5,189 80,657 94,519 445,007 751,33 East County If Digin 6,41 8,380,469 0 22,919 446,526 5,474 66,027 7,435 51,41 (1,767) 5,800 10,109 7,58,35 Lamoar CowySping Waiey 354 2,345,350 0 0 83,316 2,845 51,563 3,944 51,867 10,801,108 66,855 51,86 10,801,108 62,827 52,827 55,874 51,867 51,867 10,801,108 62,877 52,827 51,867 51,987 51,867 51,981 16,827 24,713 53,897 51,887 51,898 51,997 52,848 61,783 43,898 6,847 52,487 51,887 51,898 51,998 51,898 51,998 51,998 51,998 51,998 51,998 51,998 51,998 51,998 51,998 51,998 51,998 51,998<	Pacific Beach/Morena	461	3,137,524	0	55,970	161,148	5.14%	208,047	6.63%	\$1.82	(14,327)	(4,256)	25,074	62,425		
Santa County Santa County<	Point Loma/Sports Arena	462	4,279,248	0	77,655	328,741	7.68%	356,141	8.32%	\$1.91	18,953	41,620	50,845	114,501		
Bick 941 8,80,499 0 22,101 468,268 5.47% 660,620 7.43% 51.43 (12,253) (28,071) 44.67 125,081 La Masa 477 5,183,83 0 9.000 285,152 5.52% 532,823 6.42% 51.54 (14,757) 5,600 40.189 7.5.8 Samted Lawsink 337 3,453,830 0 17.439 199,992 5.7% 257,803 2.2% 51.86 (11,811) 6,892 20,473 9.56 Lend Maximismich 141 3,198,896 0 7.139 101,352 3.17% 179,473 5.61% 5.268 4,763 4,366 8,947 62.4 Privery 212 2,873,99 0 35,726 12,1441 4,35% 150,866 5.50% 53,68 1,910 3,776 7,126 15,22 Annob Bernsch 516,76 70 45,544 12,260 247,789 3,55% 256,86 3,71% 51.99 3,483 10,4437 </td <td>Central County Total</td> <td>4,267</td> <td>40,256,063</td> <td>22,016</td> <td>208,047</td> <td>1,991,313</td> <td>4.95%</td> <td>2,221,395</td> <td>5.52%</td> <td>\$1.98</td> <td>82,952</td> <td>94,519</td> <td>465,900</td> <td>751,339</td>	Central County Total	4,267	40,256,063	22,016	208,047	1,991,313	4.95%	2,221,395	5.52%	\$1.98	82,952	94,519	465,900	751,339		
La Maca 477 5,5328 0 0,000 228,122 5,228 322,225 6,428 11,46 0,177 5,800 4,018 7,58 Laman GrowsSpring Valley 334 2,332,208 0 7,438 115,657 324,287 11,86 30,47 11,87 6,161 11,828 202 0,641 16,224 95,64 East Cauny Tubit 2,009 2,041,788 0 7,88 11,861,783 7,734 5,158 5,168 5,068 2,017 5,158 5,258 5,258 5,268 6,450 0,171 5,158 5,248 6,450 1,128 1,126 1,126 1,126 1,126	East County															
Lenon GroweSpring Valley 354 2,392,669 0 0 8,331 2,434,333 0 17,430 196,862 5,78% 25,833 7,23% 17,840 196,853 1,284 24,94 Lent County Ibude 2009 20,461,786 0 46,620 1,054,716 5,19% 136,103 6,13,68 (11,84) 6,857 1,024 14,239 322,22 L-15 Corridor - 7,139 101,552 3,17% 17,94,3 5,61% 3,268 6,463 1,468 2,414 3,89% 2,418 3,89% 2,418 3,89% 2,414 3,89% 2,418 3,89% 2,418 3,89% 2,418 3,89% 2,418 3,89% 2,418 3,89% 4,112,05 5,81% 5,306 1,001 3,776 7,712 15,22 1,136 1,401 3,776 7,712 15,22 1,177 2,808 3,71% 5,119 3,016 1,001 3,776 7,712 15,26 1,42,69 2,41,51 3,178 3,01,141	El Cajon	841	8,890,499	0	22,190	486,286	5.47%	660,629	7.43%	\$1.43	(12,253)	(28,971)	44,567	125,804		
Same Lakesse 337 3,43,333 0 17,430 198,92 5,79% 251,82 7,29% 51,98 (11,81) 6,825 20,73 95,96 East Commy freid 2009 20,461,786 0 46,820 105,716 5,15% 17,961,705 6,51% 5,15% 5,16% 1,100 7,178 1,201 2,21 2,35% 5,23% 4,10,20 2,33,7% 1,201 2,33% 1,000 5,35% 5,16% 5,11% 5,19% 5,18 1,010 5,23% 4,11,20 2,33,7% 4,35% 1,020 2,33% 4,11,20 2,33% 4,11,20 1,020	La Mesa	477	5,185,388	0	9,000	286,152	5.52%	332,925	6.42%	\$1.54	(4,767)	5,800	40,189	75,815		
East County Total 2,009 20,461,786 0 46,820 1,054,716 5,15% 1,80,100 6,65% \$1,56 (17,534) (15,827) 121,513 322,22 L-1 S Corridor Carmed Mountain Banch 141 3,109,866 0 7,139 101,352 3,17% 179,473 5,61% 5,268 4,400 8,484 23,003 36,278 122,411 4,35% 158,666 5,58% \$1,99 3,888 (0,142) 23,003 36,278 123,010 3,77 7,728 172,708 172,718 172,728 173,728 152,81 13,00	Lemon Grove/Spring Valley	354	2,932,069	0	0	83,316	2.84%	115,653	3.94%	\$1.47		(581)	16,284	24,970		
-15 Corridor Chronol 212 2,87,599 0 35,726 12,24,11 4,356 5,61% 52,68 4,763 4,366 8,8,47 52,40 33,28 (0,142) 23,003 33,28 (0,142) 23,003 33,28 (0,142) 23,003 33,28 (0,142) 23,003 33,28 (0,142) 23,003 33,28 (0,142) 23,003 33,27 51,718 33,08 (0,143) 1,010 33,77 100 33,77 100 33,77 100 33,77 100 33,77 100 33,77 100 33,77 100 33,77 100 33,77 100 33,77 100 33,77 100 33,77 100 33,77 100 33,77 100 34,87 100,77 100,77 100,77 100,77 100,78 100,73 100,73 100,73 100,73 100,73 100,81 3,605 103,91 10,39 10,267 43,48 100,74 11,84 2,333 10,39 10,261 </td <td>Santee/Lakeside</td> <td>337</td> <td>3,453,830</td> <td>0</td> <td>17,430</td> <td>198,962</td> <td>5.76%</td> <td>251,823</td> <td>7.29%</td> <td>\$1.98</td> <td>(11,881)</td> <td>6,825</td> <td>20,473</td> <td>95,667</td>	Santee/Lakeside	337	3,453,830	0	17,430	198,962	5.76%	251,823	7.29%	\$1.98	(11,881)	6,825	20,473	95,667		
Carmel Mountain Ranch 141 3,19,986 0 7,139 101,352 3,17% 179,473 5,61% S2,68 4,763 4,366 8,947 52,429 Powey 212 2,837,589 0 35,766 123,441 4,35% 158,366 5,55% S1,99 3,888 61,423 23,903 32,20 Rancho Benarado 31 518,769 0 0 20,184 32,907 6,51% S2,06 6,51% S2,06 6,51% S2,06 6,51% S2,07 6,53% 51,09 1,03,01 6,71% 52,01 6,11 53,01 6,17 2,00 0,01 1,07%<	East County Total	2,009	20,461,786	0	48,620	1,054,716	5.15%	1,361,030	6.65%	\$1.56	(17,534)	(16,927)	121,513	322,256		
Poway 212 2,837,589 0 35.766 123.41 4.35% 158,868 55.98 51.99 3.888 (9,142) 2,30.03 36.20 Ranch Pensaguid 31 51.769 0 0 0.101 0.2014 0.309 52.86 (40.00) 0.47.35 1.72 Inschor Pensaguid 446 7,37.07 0 42.85 286.36 3.88% 411,20 5.5% 52.3 6.515 4.612 (4.613) 7.72 1.87 Cardiff-Bonitha 421 6.7577 4.544 12.600 247.81 3.5% 25.886 3.745 5.18 (4.987) (4.987) 2.286 4.944 Loidin/Torry 2.308 0.0 0.0 2.507 2.686 3.745 5.184 1.328 0.118 0.328 0.498 Loidin/Torry 2.308 0.0 0.0 0.2015 4.949 7.348 0.4947 7.348 0.303 2.51 2.163 0.168 0.304 Loidin/	I–15 Corridor															
Bancho Bernando 31 518,769 0 0 20,184 3.99% 20,184 3.99% 52,86 (4,000) (2,453) 1,200 3,77 Bancho Pensaguitos 62 616,824 0 0 41,60 5,75% 53,207 6,51% 53,66 1,801 3,776 7,76 15,27 La IS Corndor Total 446 7,3707 0 42,865 286,368 3,87% 41,08 5,58% 52,80 5,71% 51,99 (4,987) (21,865) 3,2320 40,90 CardITE facinitas 241 6,975,270 45,844 12,620 247,819 3,55% 258,885 3,71% 51,99 (4,987) (21,865) 3,2320 49,94 La Jolaf Jorney Pines 278 2,303,40 0 0 150,621 4,65% 51,41 2,328 1,417 49,94 La Jolaf Jorney Pines 273 5,249,902 0 3,43 54,317 6,75% 51,46 4,34 52,45 51,48 6,242	Carmel Mountain Ranch	141	3,199,896	0	7,139	101,352	3.17%	179,473	5.61%	\$2.68	4,763	4,366	8,947	52,452		
Bancho Bernardo 31 518,769 0 0 20.184 3.89% 20.184 3.89% 52.86 (4,000) (3,43) 1.200 3.77 Bancho Bernardo 62 616.824 0 0 41.60 5.07% 53.207 5.51% 53.60 1.801 3.776 7.726 15.2 L=15 Cornidor Total 446 7.370,70 0 42.865 286.360 3.85% 411.60 5.55% 52.80 6.452 (4.453) 41.16 10.20 CorriditFicinititititititititi 241 6.975.270 45.844 12.620 247.819 3.55% 258.88 3.71% 51.99 (4.987) 62.185 32.80 10.30 12.801 43.80 La Jold Torrey Innes 273 5.249.98 0 0 150.21 6.53% 106.94 52.81 13.31 30.194 61.925 43.80 11.429 12.801 14.28 12.801 14.39 13.81 30.19 61.85 12.82.65 13.138 30.19<	Poway	212	2,837,589	0		123,441	4.35%	158,366	5.58%	\$1.99	3,888	(9,142)	23,903	38,281		
Rancho Penacquitos62816,8240041,4095.07%53.2076.51%53.061.8013.7767.12815.20La Corridor total4467.373.078042,865265,383.88%411.205.56%\$2.226.6452(4,453)41.176000.77North CithUU<	Rancho Bernardo	31	518,769	0	0	20,184	3.89%	20,184	3.89%	\$2.86	(4,000)		1,200	3,717		
I-15 Cornidor Total 446 7,373,078 0 42,865 286,386 3.88% 411230 5.58% 52.32 6,452 (4,453) 41,176 109,72 North City Cardiff Encinitizs 421 6,975,270 45,844 12,620 247,819 3.55% 258,885 3.71% 51.99 (4,967) (21,865) 32,230 40,90 Del Mar Heights 244 2.946,882 0 0 77,77 2.66% 105,691 3.60% 52.80 11,38 0.104.614 43.81 LadelarTomy Pines 278 2.949,882 0 0 260,153 4.96% 354,317 6.75% 51.84 2.383 (6,471) 40,614 90,83 Li Center 63 2.921,053 0 0 31,804 12,620 777,774 3.83% 262,63 4.86% 52,32 11,28 9,31,865 62,03 12,676 166,49 North Couty Caristad 333 5.697,578 42,941 48,460 2.92,238	Rancho Penasquitos	62	816,824	0	0	41,409	5.07%	53,207	6.51%	\$3.06		3,776	7,126	15,285		
Cardiff-facinitizes4216.975,27045,84412,620247,8193.55%258,8853.71%51.99(4,987)(21,865)32,32040.94Del Mar Heights2842.946,8820087,1772.66%105,9813.60%52.801.030(2,671)28.01643.80La Jula Torrey Pines2782.308,34000209,1534.66%563,41767.5%51.842.323(6,471)40,61490.83UTC Center632.321,0530031,8041.37%37,5831.62%52.512,1615,7438.65014.22North City Total1.31919,801,52745,84412,620777,7743.93%926,2634.68%52.3231,7254.930170,682279,33North City Total3.335.087,57842,09148,480293,2235.76%364,6876.97%52.5318,25819,20631,56565.04Coesanido7719.659,1160792,2798.20%972,38110,67%4.90915.6612.66716.60%Son Marcos2974.637,6620227,560444,2089.58%493,60510.64%51.598.912(11,804)277,60456.67North County Total2,6213.2,309,30072,679496,502.683,0248.30%3.144,8529.73%\$1.7120,420(11,804)277,60456.67Outlying Dotamy North4733.2,09,30	I–15 Corridor Total	446	7,373,078	0	42,865	286,386	3.88%	411,230	5.58%	\$2.32	6,452	(4,453)	41,176	109,735		
Det Mar Heights 284 2,96,882 0 0 87,77 2,96% 105,981 3,60% \$2,80 1,030 (2,671) 28,016 43,80 La Jola/Jorrey Pines 273 5,249,982 0 0 150,821 6,53% 169,497 7,34% \$2,85 31,138 30,194 61,262 89,49 Miramar 273 5,249,982 0 0 31,040 1,37% 37,383 1,62% 5,11 2,303 6,671 40,614 90,83 ICC Center 63 2,2053 0 0 31,040 1,37% 37,583 1,62% 5,157 4,930 170,062 2,933 North Chy Total 1,319 9,636,46 2,92,79 8,20% 9,72,938 10,07% 51,69 8,304 10,915 49,203 9,638 San Marcos 297 4,637,662 0 2,2760 444,208 9,56% 57,599 1,03% 51,28 8,304 10,915 49,204 54,56	North City															
La Jola/Torry Pines 278 2,38,340 0 0 150,821 6,53% 169,497 7.34% \$2.85 31,138 30,194 61,262 98,44 Miranar 273 5,249,982 0 0 260,153 4.66% 354,317 6,75% \$1.84 2,333 (6,471) 40,614 90,83 UTC Center 63 2,321,053 0 0 31,804 1,37% 37,583 1.62% \$2.51 2,161 5,743 8,650 14.22 North Chy Total 1,319 19,80,527 45,844 12,620 777,77 3.93% 926,263 4.68% \$2.25 3,17.25 4,930 170,862 63.00 Carlshad 333 5,067,578 42,091 46,460 292,233 5,76% \$1.69 4.902 1,556 122,676 166,80 Occanside 674 7,700,609 35,588 113,419 65,364 8.49% 74,8163 9,78% \$1.69 4,915 4,93,49 4,563	Cardiff/Encinitas	421	6,975,270	45,844	12,620	247,819	3.55%	258,885	3.71%	\$1.99	(4,987)	(21,865)	32,320	40,951		
Miramar 273 5,249,982 0 0 260,153 4.96% 354,317 6.75% \$1.84 2.383 (6,71) 40,614 90.83 UTC Center 63 2,321,053 0 0 31,804 1.37% 37,583 1.62% \$2.51 2,161 5,743 8,660 14.28 North Cly Total 1,319 19,01,527 45,844 12,620 777,77 3.33% 926,263 4.68% \$2.23 31,725 4,930 170,662 279,38 North County 5,766% 354,687 6.97% \$2.53 18,258 19,206 31,565 65,00 Escondido 771 9,659,146 0 17,600 927,98 80.305 10.64% \$1.83 2,00,160 (28,477) 51.76 9,834 10,915 49,639 9,568 43,059 10.64% \$1.83 6,02,0166 6,0,44,03 9,747 13,419 66,830 5,75,999 11.03% \$1.52 8,972 (121,324) <td< td=""><td>Del Mar Heights</td><td>284</td><td>2,946,882</td><td>0</td><td>0</td><td>87,177</td><td>2.96%</td><td>105,981</td><td>3.60%</td><td>\$2.80</td><td>1,030</td><td>(2,671)</td><td>28,016</td><td>43,863</td></td<>	Del Mar Heights	284	2,946,882	0	0	87,177	2.96%	105,981	3.60%	\$2.80	1,030	(2,671)	28,016	43,863		
UTC Center 63 2,321,053 0 0 31,804 1.37% 37,583 1.62% 52.51 2,161 5,743 8,650 14.22 North City Total 1,319 19,801,527 45,844 12,620 777,774 3,93% 926,263 4.68% 52.32 31,725 4,930 170,862 279,33 North City Total 333 5,087,578 42,091 48,480 293,233 5,76% 354,687 6,97% \$2.53 18,258 19,206 31,565 63,00 Escondido 771 9,659,146 0 17,860 792,279 8,20% 972,388 10,07% \$1,69 4,902 1,556 122,676 166,84 Oceanside 674 7,700,609 30,588 113,419 653,646 8,49% 748,163 9,72% \$1,59 8,304 10,915 49,293 96,85 San Marcos 297 4,637,62 0 227,560 444,208 9,58% 439,605 10,64% \$1,83 (20,1	La Jolla/Torrey Pines	278	2,308,340	0	0	150,821	6.53%	169,497	7.34%	\$2.85	31,138	30,194	61,262	89,451		
North City Total 1,319 19,801,527 45,844 12,620 777,774 3,93% 926,263 4.68% 52.32 31,725 4,930 170,862 279,33 North County	Miramar	273	5,249,982	0	0	260,153	4.96%	354,317	6.75%	\$1.84	2,383	(6,471)	40,614	90,835		
North County Carlsbad 33 5,087,578 42,091 48,480 293,233 5,76% 354,687 6,97% \$2.53 18,258 19,206 31,565 63,00 Escondido 771 9,659,146 0 17,800 792,279 8,20% 972,398 10,07% \$1.69 4,002 1,556 122,676 164,00 Occanside 674 7,700,609 30,588 113,419 653,646 8,49% 748,163 9,72% \$1.59 8,304 10,915 49,293 96,83 San Marcos 297 4,637,662 0 227,560 444,208 9,58% 493,605 10,64% \$1.83 (20,016) (28,447) 53,178 74,77 Vista 5,62 3,23,99 72,679 496,650 2,683,024 8,30% 3,144,852 9,73% \$1,71 20,420 (118,094) 277,606 456,67 Outlying SD County North 473 2,601,506 0 8,800 77,39 3,00% 113,045 4,35% <td>UTC Center</td> <td>63</td> <td>2,321,053</td> <td>0</td> <td>0</td> <td>31,804</td> <td>1.37%</td> <td>37,583</td> <td>1.62%</td> <td>\$2.51</td> <td>2,161</td> <td>5,743</td> <td>8,650</td> <td>14,250</td>	UTC Center	63	2,321,053	0	0	31,804	1.37%	37,583	1.62%	\$2.51	2,161	5,743	8,650	14,250		
Carlsbad3335,087,57842,09148,460293,2335.76%354,6876.97%\$2.5318,25819,20631,65642,067Escondido7719,659,146017,860792,2798.20%972,39810.07%\$1.694.9021,556122,676166,88Oceanside6747,700,60930,588113,419653,6468.49%748,1639.72%\$1.598,30410,91549,29396,83San Marcos2974.637,6620227,560444,2089.58%493,60510.64%\$1.83(20,016)(28,447)53,17874,77Vista5465,224,395089,531499,6589.56%575,99911.03%\$1.528.972(121,324)20,984456,67Outlying AreasOutlying SD County North4732,601,50608,80077,9393.00%113,0454.35%\$1.609,13111,39918,56332,74Outlying SD County South49791,0060018,9952.40%32,3244.09%\$1.6914,91810,00918,36720,00Outlying Areas523,392,51208,80096,9342.86%145,5694.28%\$1.6224,04921,40836,93052,74South Bay523,392,5120154,352144,9935.22%180,4076.49%\$1.552,67511,0542,67919,33Inperial Beach/South San Die	North City Total	1,319	19,801,527	45,844	12,620	777,774	3.93%	926,263	4.68%	\$2.32	31,725	4,930	170,862	279,350		
Escondido 771 9,659,146 0 17,800 792,279 8.20% 972,398 10.07% \$1.69 4.902 1,556 122,675 166.84 Oceanside 674 7,700,609 30,588 113,419 653,646 8.49% 748,163 9.72% \$1.59 8.304 10.915 49,293 96,83 San Marcos 297 4.637,662 0 227,560 444,208 9.56% 575,999 11.03% \$1.52 8.972 (121,324) 20,894 54,55 North County Total 2,621 32,309,390 72,679 496,850 2,683,024 8.30% 3,144,852 9.73% \$1.71 20,420 (118,094) 277,606 456,67 Outlying SD County North 473 2,601,506 0 8,800 77,393 3.00% 113,045 4.35% \$1.60 9,131 11,399 18,563 32,74 Outlying SD County North 473 2,601,506 0 8,800 9,693 2.46% 14,569 4.28%	North County															
Escondido 771 9,659,146 0 17,800 792,279 8.20% 972,398 10.07% \$1.69 4.902 1,556 122,676 166.84 Oceanside 674 7,700,609 30,588 113,419 653,646 8.49% 748,163 9.72% \$1.59 8.304 10.915 49,923 96,83 San Marcos 297 4.637,662 0 227,560 444,208 9.56% 575,999 11.03% \$1.52 8.972 (121,324) 20,894 56,66 575,999 11.03% \$1.51 8.972 (121,324) 20,894 56,67 Noth County Total 2,621 32,309,390 72,679 496,850 2,683,024 8.30% 3,144,852 9.73% \$1.71 20,420 (118,094) 277,606 456,67 Outlying SD County North 473 2,601,506 0 8,800 77,939 3.00% 113,045 4.35% \$1.69 9,131 11,399 18,563 32,74 Outlying SD County Nouth 473	Carlsbad	333	5,087,578	42,091	48,480	293,233	5.76%	354,687	6.97%	\$2.53	18,258	19,206	31,565	63,085		
San Marcos 297 4,637,662 0 227,560 444,208 9,58% 493,605 10.64% \$1.83 (20,016) (28,477) 53,178 74,77 Vista 546 5,224,395 0 89,531 499,658 9,56% 575,999 11.03% \$1.52 8,972 (121,324) 20,894 54.53 North County Total 2,621 32,309,390 72,679 496,850 2,683,024 8.30% 3,144,852 9.73% \$1.71 20,420 (118,094) 277,606 456,60 Outlying SD County North 473 2,601,506 0 8,800 77,939 3.00% 113,045 4.35% \$1.60 9,131 11,399 18,563 32,74 Outlying SD County North 473 2,601,506 0 8,800 9,6934 2,86% 145,369 4.28% \$1.60 9,131 11,399 18,563 32,74 Outlying Areas Total 522 3,392,512 0 8,800 9,6934 2,86% 145,369 4.28% \$1.62 24,049 21,408 36,930 52,74 South Bay </td <td>Escondido</td> <td>771</td> <td>9,659,146</td> <td>0</td> <td>17,860</td> <td></td> <td>8.20%</td> <td>972,398</td> <td>10.07%</td> <td>\$1.69</td> <td>4,902</td> <td>1,556</td> <td>122,676</td> <td>166,846</td>	Escondido	771	9,659,146	0	17,860		8.20%	972,398	10.07%	\$1.69	4,902	1,556	122,676	166,846		
Vista5465,224,395089,531499,6589,56%575,99911.03%\$1.528,972(121,324)20,89454.53North County Total2,62132,309,39072,679496,8502,683,0248.30%3,144,8529,73%\$1.7120,420(118,094)277,606456,07Outlying Areas08,80077,9393.00%113,0454.35%\$1.609,13111,39918,56332,74Outlying SD County North4732,601,50608,80077,9393.00%113,0454.35%\$1.609,13111,39918,56332,74Outlying SD County South49791,0060018,9952.40%32,3244.09%\$1.6914,91810,00918,36720,00Outlying Areas Total5223,392,51208,80096,9342.86%145,3694.28%\$1.6224,04921,40836,93052,74South BayChula Vista6918,986,2380281,471324,3623.61%462,8625.15%\$1.8863,920143,021117,108225,34Eastlake912,780,2670154,352144,9935.22%180,4076.49%\$1.952,67511,0542,67919,33Imperial Beach/South San Diego4454,278,2820407,002153,1663.58%237,4095.55%\$1.66(15,848)(12,264)20,44042,65National City </td <td>Oceanside</td> <td>674</td> <td>7,700,609</td> <td>30,588</td> <td>113,419</td> <td>653,646</td> <td>8.49%</td> <td>748,163</td> <td>9.72%</td> <td>\$1.59</td> <td>8,304</td> <td>10,915</td> <td>49,293</td> <td>96,835</td>	Oceanside	674	7,700,609	30,588	113,419	653,646	8.49%	748,163	9.72%	\$1.59	8,304	10,915	49,293	96,835		
North County Total 2,621 32,309,390 72,679 496,850 2,683,024 8.30% 3,144,852 9.73% \$1.71 20,420 (118,094) 277,606 456,07 Outlying Areas 0 473 2,601,506 0 8,800 77,939 3.00% 113,045 4.35% \$1.60 9,131 11,399 18,563 32,74 Outlying SD County North 473 2,601,506 0 8,800 77,939 3.00% 113,045 4.35% \$1.60 9,131 11,399 18,563 32,74 Outlying SD County South 49 791,006 0 0 18,995 2.40% 32,324 4.09% \$1.69 14,918 10,009 18,367 20,000 Outlying Areas Total 522 3,392,512 0 8,800 96,934 2.86% 145,369 4.28% \$1.62 24,049 21,408 36,930 52,74 South Bay Chula Vista 691 8,986,238 0 281,471 324,362 3.61% <	San Marcos	297	4,637,662	0	227,560	444,208	9.58%	493,605	10.64%	\$1.83	(20,016)	(28,447)	53,178	74,715		
Outlying Areas Outlying SD County North 473 2,601,506 0 8,800 77,939 3.00% 113,045 4.35% \$1.60 9,131 11,399 18,563 32,74 Outlying SD County South 49 791,006 0 18,995 2.40% 32,324 4.09% \$1.69 14,918 10,009 18,367 20,00 Outlying Areas Total 522 3,392,512 0 8,800 96,934 2.86% 145,369 4.28% \$1.62 24,049 21,408 36,930 52,74 South Bay 522 3,392,512 0 8,800 96,934 2.86% 145,369 4.28% \$1.62 24,049 21,408 36,930 52,74 South Bay 52 3,392,512 0 8,800 96,934 2.86% 145,369 4.28% \$1.62 24,049 21,408 36,930 52,74 South Bay 191 2,780,267 0 154,352 144,993 5.22% 180,407 6.49%	Vista	546	5,224,395	0	89,531	499,658	9.56%	575,999	11.03%	\$1.52	8,972	(121,324)	20,894	54,533		
Outlying SD County North 473 2,601,506 0 8,800 77,939 3.00% 113,045 4.35% \$1.60 9,131 11,399 18,563 32,74 Outlying SD County South 49 791,006 0 0 18,995 2.40% 32,324 4.09% \$1.69 14,918 10,009 18,367 20,00 Outlying Areas Total 522 3,392,512 0 8,800 96,934 2.86% 145,369 4.28% \$1.62 24,049 21,408 36,930 52,74 South Bay Chula Vista 691 8,986,238 0 281,471 324,362 3.61% 462,862 5.15% \$1.88 63,920 143,021 117,108 225,34 Eastlake 91 2,780,267 0 154,352 144,993 5.22% 180,407 6.49% \$1.95 2,675 11,054 2,679 19,33 Imperial Beach/South San Diego 445 4,278,282 0 407,002 153,166 3.58% 237,409 5.55% \$1.56 (15,848) (12,264) 20,440 42,65	North County Total	2,621	32,309,390	72,679	496,850	2,683,024	8.30%	3,144,852	9.73%	\$1.71	20,420	(118,094)	277,606	456,014		
Outlying SD County South 49 791,006 0 18,995 2.40% 32,324 4.09% \$1.69 14,918 10,009 18,367 20,00 Outlying Areas Total 522 3,392,512 0 8,800 96,934 2.86% 145,369 4.28% \$1.62 24,049 21,408 36,930 52,74 South Bay 36,930 52,74 Chula Vista 691 8,986,238 0 281,471 324,362 3.61% 462,862 5.15% \$1.88 63,920 143,021 117,108 225,34 Eastlake 91 2,780,267 0 154,352 144,993 5.22% 180,407 6.49% \$1.95 2,675 11,054 2,679 19,333 Imperial Beach/South San Diego 445 4,278,282 0 407,002 153,166 3.58% 237,409 5.55% \$1.56 (15,848) (12,264) 20,440 42,65 42,65 44,32% 1,77,836 6.10% \$1.81 51,764 116,860	Outlying Areas															
Outlying SD County South 49 791,006 0 18,995 2.40% 32,324 4.09% \$1.69 14,918 10,009 18,367 20,00 Outlying Areas Total 522 3,392,512 0 8,800 96,934 2.86% 145,369 4.28% \$1.62 24,049 21,408 36,930 52,74 South Bay 36,930 52,74 Chula Vista 691 8,986,238 0 281,471 324,362 3.61% 462,862 5.15% \$1.88 63,920 143,021 117,108 225,34 Eastlake 91 2,780,267 0 154,352 144,993 5.22% 180,407 6.49% \$1.95 2,675 11,054 2,679 19,333 Imperial Beach/South San Diego 445 4,278,282 0 407,002 153,166 3.58% 237,409 5.55% \$1.56 (15,848) (12,264) 20,440 42,65 42,65 44,32% 1,77,836 6.10% \$1.81 51,764 116,860	Outlying SD County North	473	2,601,506	0	8,800	77,939	3.00%	113,045	4.35%	\$1.60	9,131	11,399	18,563	32,740		
South Bay Chula Vista 691 8,986,238 0 281,471 324,362 3.61% 462,862 5.15% \$1.88 63,920 143,021 117,108 225,33 Eastlake 91 2,780,267 0 154,352 144,993 5.22% 180,407 6.49% \$1.95 2,675 11,054 2,679 19,33 Imperial Beach/South San Diego 445 4,278,282 0 407,002 153,166 3.58% 237,409 5.55% \$1.56 (15,848) (12,264) 20,440 42,63 National City 339 3,278,132 0 41,339 211,263 6.44% 297,158 9.06% \$1.75 1,017 (24,951) 66,351 82,53 South Bay Total 1,566 19,322,919 0 884,164 833,784 4.32% 1,177,836 6.10% \$1.81 51,764 116,860 206,578 369,88														20,005		
Chuła Vista 691 8,986,238 0 281,471 324,362 3.61% 462,862 5.15% \$1.88 63,920 143,021 117,108 225,34 Eastlake 91 2,780,267 0 154,352 144,993 5.22% 180,407 6.49% \$1.95 2,675 11,054 2,679 19,33 Imperial Beach/South San Diego 445 4,278,282 0 407,002 153,166 3.58% 237,409 5.55% \$1.56 (15,848) (12,264) 20,440 42,63 National City 339 3,278,132 0 41,339 211,263 6.44% 297,158 9.06% \$1.75 1,017 (24,951) 66,351 82,53 South Bay Total 1,566 19,322,919 0 884,164 833,784 4.32% 1,177,836 6.10% \$1.81 51,764 116,860 206,578 369,88	Outlying Areas Total	522	3,392,512	0	8,800	96,934	2.86%	145,369	4.28%	\$1.62	24,049	21,408	36,930	52,745		
Eastlake912,780,2670154,352144,9935.22%180,4076.49%\$1.952,67511,0542,67919,37Imperial Beach/South San Diego4454,278,2820407,002153,1663.58%237,4095.55%\$1.56(15,848)(12,264)20,44042,67National City3393,278,132041,339211,2636.44%297,1589.06%\$1.751,017(24,951)66,35182,58South Bay Total1,56619,322,9190884,164833,7844.32%1,177,8366.10%\$1.8151,764116,860206,578369,88	South Bay															
Eastlake912,780,2670154,352144,9935.22%180,4076.49%\$1.952,67511,0542,67919,37Imperial Beach/South San Diego4454,278,2820407,002153,1663.58%237,4095.55%\$1.56(15,848)(12,264)20,44042,67National City3393,278,132041,339211,2636.44%297,1589.06%\$1.751,017(24,951)66,35182,58South Bay Total1,56619,322,9190884,164833,7844.32%1,177,8366.10%\$1.8151,764116,860206,578369,88	Chula Vista	691	8,986,238	0	281,471	324,362	3.61%	462,862	5.15%	\$1.88	63,920	143,021	117,108	225,349		
Imperial Beach/South San Diego4454,278,2820407,002153,1663.58%237,4095.55%\$1.56(15,848)(12,264)20,44042,62National City3393,278,132041,339211,2636.44%297,1589.06%\$1.751,017(24,951)66,35182,52South Bay Total1,56619,322,9190884,164833,7844.32%1,177,8366.10%\$1.8151,764116,860206,578369,88														19,317		
National City 339 3,278,132 0 41,339 211,263 6.44% 297,158 9.06% \$1.75 1,017 (24,951) 66,351 82,55 South Bay Total 1,566 19,322,919 0 884,164 833,784 4.32% 1,177,836 6.10% \$1.81 51,764 116,860 206,578 369,85														42,633		
South Bay Total 1,566 19,322,919 0 884,164 833,784 4.32% 1,177,836 6.10% \$1.81 51,764 116,860 206,578 369,85														82,558		
• • • • • • • • • • • • • • • • • • • •														369,857		
	San Diego County Total	12,750	142,917,275	140,539	1,701,966	7,723,931	5.40%	9,387,975	6.57%	\$1.85	199,828	98,243	1,320,565	2,341,296		

This survey consists of buildings greater than 10,000 square feet. Lease rates are on a triple net basis.

SAN DIEGO / RETAIL MARKET REPORT / SECOND QUARTER 2010



SUBMARKETS

CENTRAL COUNTY

Central San Diego, Clairmont, Coronado, Downtown, Mission Gorge, Mid City/South East San Diego, Mission Valley, Pacific Beach/Morena, Point Loma/Sports Arena

EAST COUNTY

El Cajon, La Mesa, Lemon Grove/Spring Valley, Santee/Lakeside

I-15 CORRIDOR

Carmel Mountain Ranch, Poway, Rancho Bernardo, Rancho Penasquitos

NORTH CITY

Cardiff/Encinitas, Del Mar Heights, La Jolla/Torrey Pines, Miramar, UTC Center

NORTH COUNTY

Carlsbad, Escondido, Oceanside, San Marcos, Vista

OUTLYING AREAS

Outlying SD County North, Outlying SD County South

SOUTH BAY

Chula Vista, Eastlake, Imperial Beach/South San Diego, National City

Please Contact Us for Further Information

Anaheim, CA	Sacramento, CA
714.978.7880	916.772.8648
Irvine, CA	San Diego, CA
949.851.5100	858.453.0505
Los Angeles, CA	Las Vegas, NV
818.593.6330	702.734.4500
Newport Beach, CA	Phoenix, AZ
949.644.8648	602.300.3648



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This survey consists of properties representing both single tenant and multi-tenant buildings. The lease rates are based on a triple net basis. The information contained in this report is gathered from sources that are deemed reliable, but no guarantees are made as to its accuracy. This information is for Voit Real Estate Services' use only and cannot legally be reproduced without prior written consent from the management of Voit Real Estate Services.

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