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Coastal North County Neighborhood *Sees Strong Demand Amid Thoughtful Growth*
Carlsbad Village Surges as a Dynamic Mixed-Use Destination

SAN DIEGO (June 17, 2026) – Urban Property Group, a real estate services firm specializing in coastal and urban commercial properties, continues to demonstrate strong transaction activity throughout Carlsbad Village, one of North County's highly sought-after submarkets. Leveraging decades of combined experience and local market expertise, UPG remains actively engaged with owners and tenants navigating ongoing demand for well-located properties.

Most recently, UPG facilitated the sale transaction at 2747 – 2775 Roosevelt Street, that will feature the future development of Rincon Roosevelt, a mixed-use project featuring 33 residential condo units and 3,500 square feet of ground floor retail. "Rincon Roosevelt represents our vision of delivering high-quality living paired with thoughtfully curated commercial that complements Carlsbad Village. With Rincon Roosevelt, we're focused on creating a project that adds to the Village's energy - bringing new residential and neighborhood-serving retail in a way that reflects its existing charm and walkability," says Kevin Dunn of Rincon.

"With Carlsbad Village being rapidly revitalized, this property is one of the best development sites in the village with its walkability to the train station, restaurants, and countless amenities," said Amy McNamara of UPG. "Although we may see some challenges in coastal development, the demand for good real estate and mixed-use developments remains strong."

Anchoring the continued growth of Carlsbad Village's residential base, neighborhood grocer Barons Market is set to open at the end of this month at 2800 Roosevelt Street, further strengthening the Village's daily-needs retail core. With nine established locations throughout Southern California, Barons Market's tenth store reflects the brand's confidence in Carlsbad Village as a thriving, walkable coastal market. The new location will provide a curated grocery experience while reinforcing Baron's longstanding focus on community engagement through local events and partnerships, further activating the surrounding retail corridor. "Simply put, we make grocery shopping exciting and fun, and we can't wait to introduce Barons Market to Carlsbad," says Rachel Shemirani, senior vice president of Barons Market. "Carlsbad Village is such a vibrant community, and we think Barons Market will be the perfect fit for the active, family-focused and tight-knit community."

Urban Property Group's expertise in shaping Carlsbad Village is evidenced by most recent transactions including: Blong Pilates at 2832 State St, Comman Goods at 2698 State St, and ground floor commercial condo sale to Terra Pilates and Wellness at 580 Grand Ave.

With Carlsbad Village continuing its rapid ascent, attention is increasingly shifting north, both locationally and vertically, as a new wave of thoughtfully designed projects enhance the Village fabric while preserving its coastal character. Developments, adaptive reuse, and creative repositioning seen in the projects soon to come are elevating the pedestrian experience and attracting a curated mix of local-first retail, food & beverage, and experiential tenants.

"What we're seeing in Carlsbad Village is not redevelopment for redevelopment's sake, but a very intentional evolution," said Joe Brady of UPG. "There's a strong emphasis on maintaining the charm and authenticity that makes the Village special, while introducing projects that enhance livability, walkability, and economic vitality."

This balance is further reflected in the continued involvement of local stakeholders and business owners, including community-driven groups whose efforts help ensure that growth aligns with the Village's long-standing identity as a vibrant, coastal, small-town environment. Concepts like Blue Whale (soon to open at 2924 Carlsbad Blvd) underscore the market's ability to attract distinctive, design-forward operators who complement, rather than

replace, the Village's established identity. As a result, Carlsbad Village is emerging as one of Southern California's most compelling examples of how strategic placemaking can both elevate a market and strengthen the sense of identity that defines it.

Urban Property Group is committed to giving back to our community. We donate to our clients' charity of choice and in the last year donations have been made to organizations including Boys & Girls Clubs of Carlsbad, Rady Children's Hospital, Cal Coast Cares, and more to come!

For more information about Urban Property Group, please visit www.upgsocal.com.

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About Urban Property Group

Urban Property Group, Inc., (UPG), www.upgsocal.com specializes in neighborhoods spanning from Downtown/Central San Diego to North County coastal. Founded in 1989, the firm brings over 160 combined years' of experience delivering sales, leasing, and advisory services to commercial property owners. UPG demonstrates deep knowledge of local market dynamics and fosters strong relationships with clients, landlords, and tenants to support the development of multi-dimensional communities. By enabling professionals to focus on specific areas of expertise and distinct neighborhoods, UPG delivers tailored results for clients. The firm is further supported by a dedicated operational and analyst team focused exclusively on urban and coastal commercial assets, including retail, office, and multifamily properties. Find us on our website and follow us on Instagram.

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