



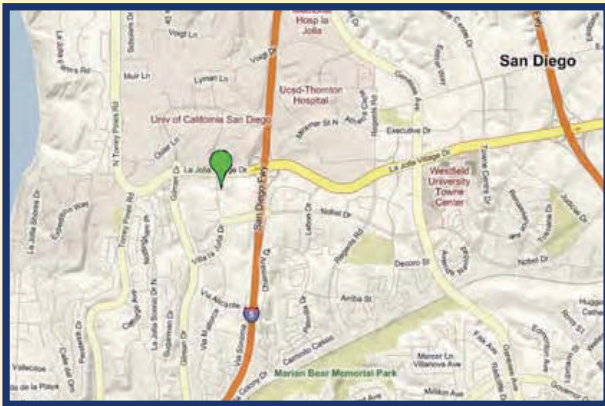
# NewMark Merrill COMPANIES

When you love shopping centers it shows.

## VILLA LA JOLLA PLAZA

SOUTHEAST CORNER OF VILLA LA JOLLA DRIVE & HOLIDAY COURT, LA JOLLA, CA

# RARE LA JOLLA RETAIL AND OFFICE SPACE FOR LEASE



**Project Size** 19,702 Sq. Ft. of Retail Space  
**Demographics**



**Daytime  
Population \***  
1 Mile ... 103,088  
3 Miles ... 192,742



**Population \***  
1 Mile ... 34,641  
3 Miles ... 85,299



**Household Income \***  
1 Mile ... \$99,672  
3 Miles ... \$131,983



**Traffic Count**  
Intersection ... 49,439  
Interstate 5 ... 148,000  
(Cars daily)



**NewMark Merrill  
COMPANIES**

## For Lease > Retail and Office Space Available

- Centrally located on Villa La Jolla Drive and Holiday Court, adjacent to UC San Diego and Interstate 5.
- Strong Daytime Population with a large student population as well.
- Area retailers include Whole Foods, Trader Joe's, AMC Theatres, Best Buy, Marshalls, CPK, and many other national retailers.
- Adjacent to the Sheraton Hotel and other offices.

\* Estimates are based on 2021 demographics for population and average income per household. Traffic count is based upon Owner's calculations. The information herein is not guaranteed and should be independently verified.

For additional information,  
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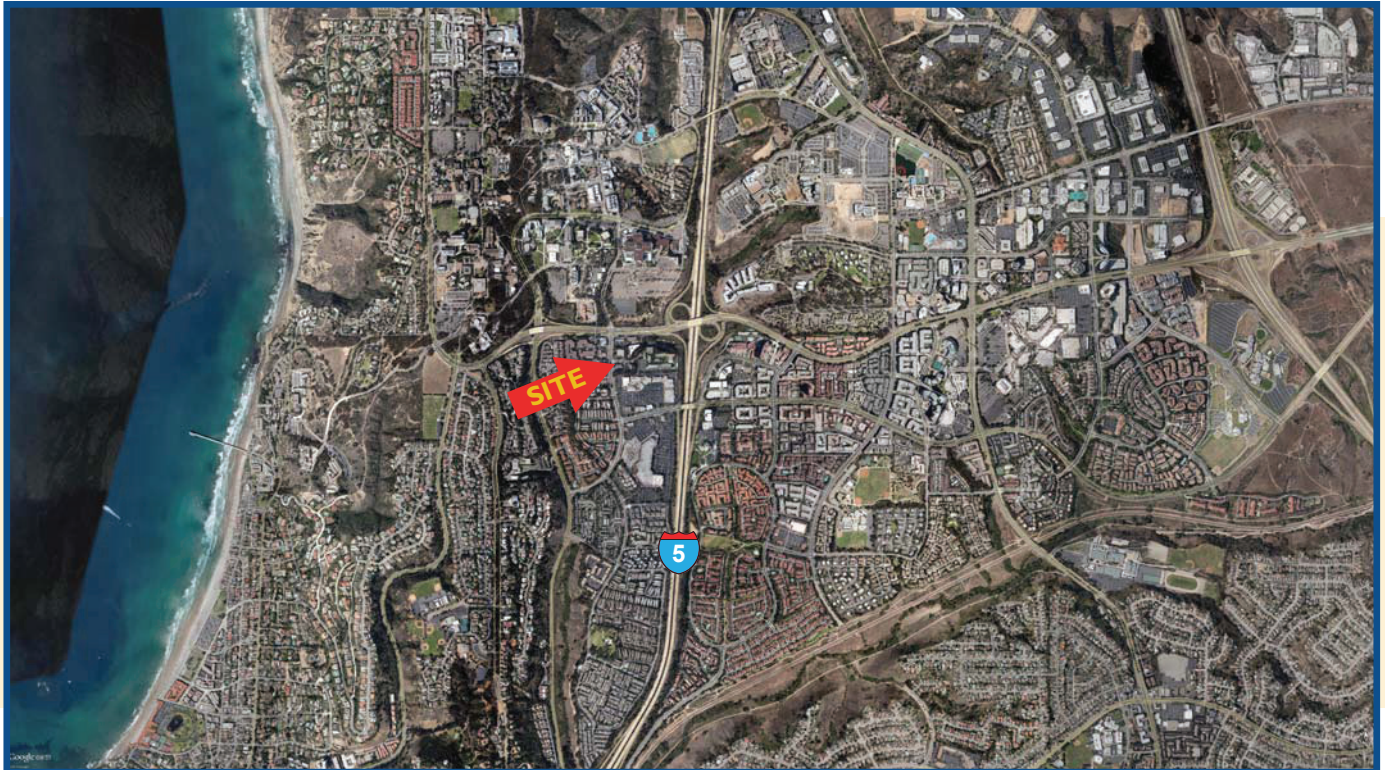


# VILLA LA JOLLA

# PLAZA

## FOR LEASE

OFFICE SPACE  
AVAILABLE



NewMark Merrill

COMPANIES

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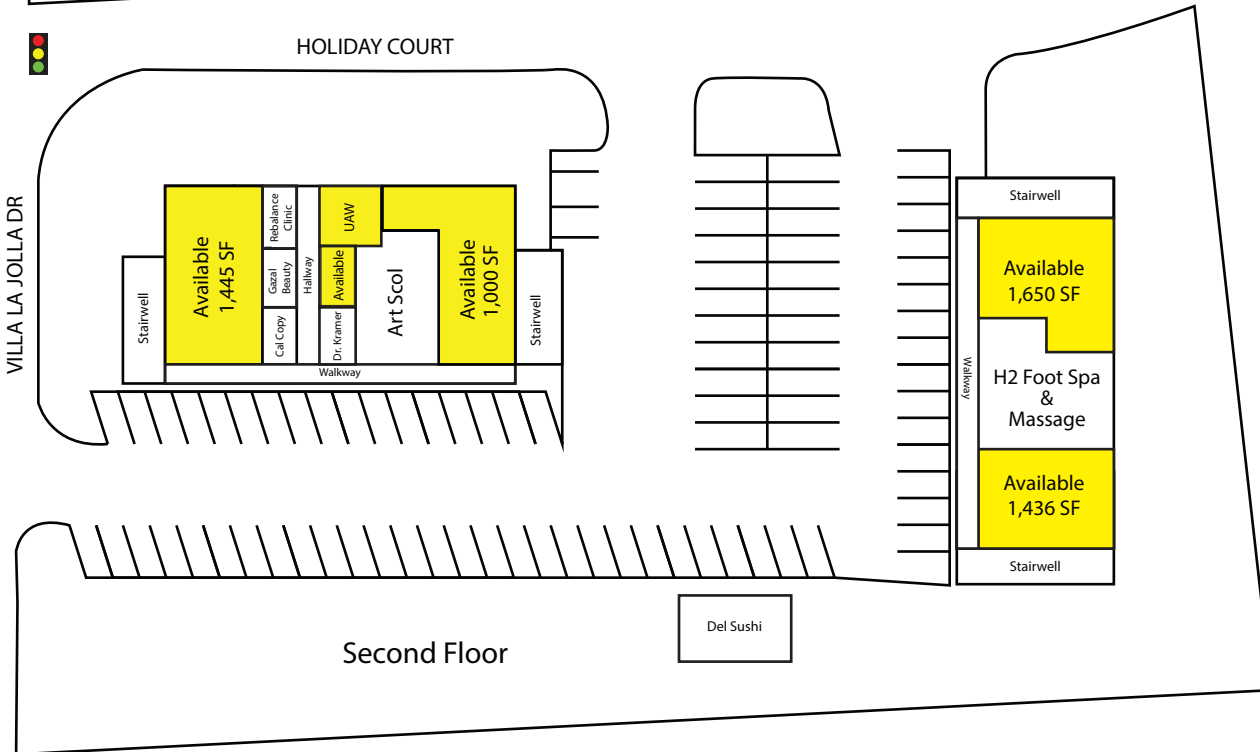
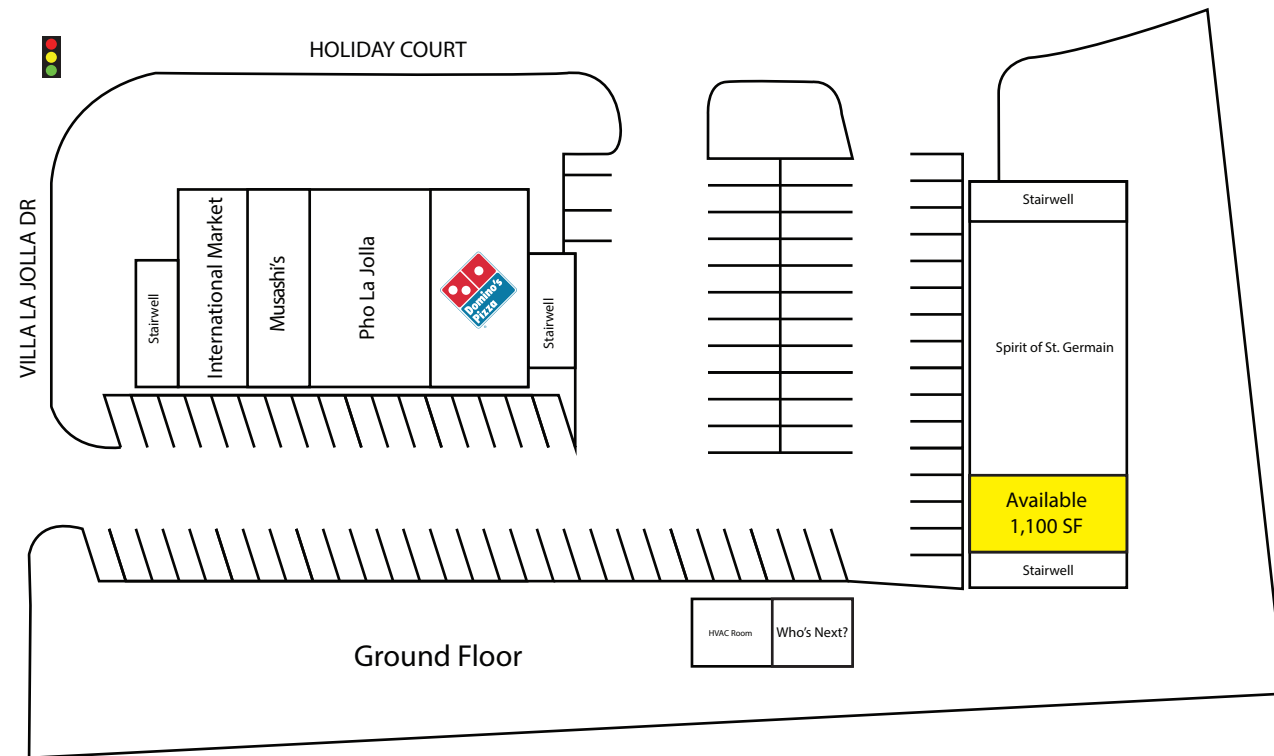
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# VILLA LA JOLLA PLAZA

Suite	Tenant	SF
3211-100	International Market	949
3211-102	Pho La Jolla	920
3211-103&104	Domino's Pizza	1,500
3211-101A	Musashi's	776
3211-101B	Pho La Jolla/Additional Space	775
3211-201E	Available	200
3211-200	Available	1,445
3211-202	Art Scol	717
3211-203	Available	1,000
3211-201A	Cal Copy	150
3211-201B	Gazal Beauty	195
3211-201C	Rebalance, a Naturopathic ...	205
3211-201D	UAW Local 5810	345
3211-201F	Kramer, Jonathan, PhD	195
3251-100	Spirits of St. Germain	3,900
3251-103	Available	1,100
3251-104	Who's Next Barbershop	200
3251-201	Available	1,650
3251-202-3	H2 Foot Spa & Massage	1,820
3251-204	Available	1,463
3251-206	Del Sushi	317
STORAGE	Pho La Jolla/Storage	80



For Information, Please Contact  
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## Executive Summary

860 Villa La Jolla  
8939 Villa La Jolla Dr, La Jolla, California, 92037  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 32.87085  
Longitude: -117.23311

	1 mile	2 miles	3 miles
<b>Population</b>			
2000 Population	25,086	47,128	68,048
2010 Population	32,996	59,958	81,113
2021 Population	34,641	63,242	85,299
2026 Population	35,599	65,014	87,370
2000-2010 Annual Rate	2.78%	2.44%	1.77%
2010-2021 Annual Rate	0.43%	0.48%	0.45%
2021-2026 Annual Rate	0.55%	0.55%	0.48%
2021 Male Population	50.0%	50.0%	49.7%
2021 Female Population	50.0%	50.0%	50.3%
2021 Median Age	25.4	29.5	32.3

In the identified area, the current year population is 85,299. In 2010, the Census count in the area was 81,113. The rate of change since 2010 was 0.45% annually. The five-year projection for the population in the area is 87,370 representing a change of 0.48% annually from 2021 to 2026. Currently, the population is 49.7% male and 50.3% female.

### Median Age

The median age in this area is 25.4, compared to U.S. median age of 38.5.

### Race and Ethnicity

2021 White Alone	47.6%	52.2%	58.6%
2021 Black Alone	1.8%	1.7%	1.6%
2021 American Indian/Alaska Native Alone	0.2%	0.2%	0.2%
2021 Asian Alone	40.9%	37.0%	30.6%
2021 Pacific Islander Alone	0.1%	0.1%	0.1%
2021 Other Race	4.1%	3.8%	3.8%
2021 Two or More Races	5.3%	5.1%	5.1%
2021 Hispanic Origin (Any Race)	11.0%	10.9%	11.8%

Persons of Hispanic origin represent 11.8% of the population in the identified area compared to 18.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 65.3 in the identified area, compared to 65.4 for the U.S. as a whole.

### Households

2021 Wealth Index	82	113	145
2000 Households	10,171	20,278	29,238
2010 Households	11,606	23,566	32,435
2021 Total Households	11,880	24,405	33,577
2026 Total Households	12,243	25,083	34,351
2000-2010 Annual Rate	1.33%	1.51%	1.04%
2010-2021 Annual Rate	0.21%	0.31%	0.31%
2021-2026 Annual Rate	0.60%	0.55%	0.46%
2021 Average Household Size	2.14	2.20	2.26

The household count in this area has changed from 32,435 in 2010 to 33,577 in the current year, a change of 0.31% annually. The five-year projection of households is 34,351, a change of 0.46% annually from the current year total. Average household size is currently 2.26, compared to 2.22 in the year 2010. The number of families in the current year is 16,154 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

May 16, 2022





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	1 mile	2 miles	3 miles
<b>Mortgage Income</b>			
2021 Percent of Income for Mortgage	37.2%	38.0%	36.6%
<b>Median Household Income</b>			
2021 Median Household Income	\$74,521	\$88,051	\$98,114
2026 Median Household Income	\$82,478	\$99,184	\$106,851
2021-2026 Annual Rate	2.05%	2.41%	1.72%
<b>Average Household Income</b>			
2021 Average Household Income	\$99,672	\$118,886	\$131,983
2026 Average Household Income	\$112,637	\$134,104	\$148,386
2021-2026 Annual Rate	2.48%	2.44%	2.37%
<b>Per Capita Income</b>			
2021 Per Capita Income	\$34,800	\$46,415	\$52,295
2026 Per Capita Income	\$39,341	\$52,275	\$58,682
2021-2026 Annual Rate	2.48%	2.41%	2.33%

## Households by Income

Current median household income is \$98,114 in the area, compared to \$64,730 for all U.S. households. Median household income is projected to be \$106,851 in five years, compared to \$72,932 for all U.S. households

Current average household income is \$131,983 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$148,386 in five years, compared to \$103,679 for all U.S. households

Current per capita income is \$52,295 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$58,682 in five years, compared to \$39,378 for all U.S. households

<b>Housing</b>			
2021 Housing Affordability Index	65	64	66
2000 Total Housing Units	11,009	22,091	31,612
2000 Owner Occupied Housing Units	2,855	7,730	14,229
2000 Renter Occupied Housing Units	7,316	12,548	15,009
2000 Vacant Housing Units	838	1,813	2,374
2010 Total Housing Units	12,480	25,603	35,288
2010 Owner Occupied Housing Units	3,133	7,696	13,863
2010 Renter Occupied Housing Units	8,473	15,870	18,572
2010 Vacant Housing Units	874	2,037	2,853
2021 Total Housing Units	12,953	26,816	36,844
2021 Owner Occupied Housing Units	3,339	8,028	14,357
2021 Renter Occupied Housing Units	8,540	16,377	19,221
2021 Vacant Housing Units	1,073	2,411	3,267
2026 Total Housing Units	13,327	27,555	37,706
2026 Owner Occupied Housing Units	3,346	8,097	14,506
2026 Renter Occupied Housing Units	8,897	16,986	19,845
2026 Vacant Housing Units	1,084	2,472	3,355

Currently, 39.0% of the 36,844 housing units in the area are owner occupied; 52.2%, renter occupied; and 8.9% are vacant. Currently, in the U.S., 57.3% of the housing units in the area are owner occupied; 31.2% are renter occupied; and 11.5% are vacant. In 2010, there were 35,288 housing units in the area - 39.3% owner occupied, 52.6% renter occupied, and 8.1% vacant. The annual rate of change in housing units since 2010 is 1.94%. Median home value in the area is \$855,786, compared to a median home value of \$264,021 for the U.S. In five years, median value is projected to change by 2.43% annually to \$964,934.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

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