



NewMark Merrill

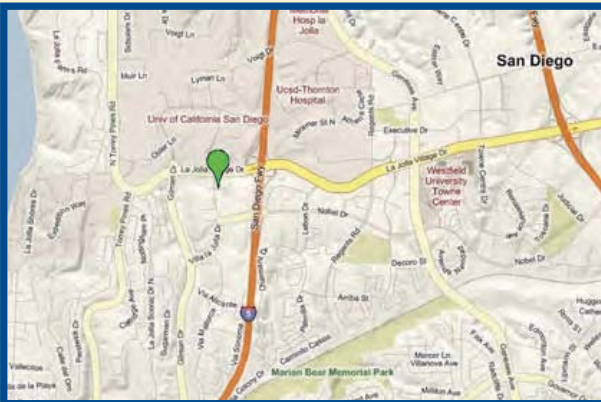
COMPANIES

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 Miles .. 35,863



Population*
1 Mile ... 36,760
3 Miles .. 86,989



Household Income*
1 Mile \$87,801
3 Miles ... \$118,781



Traffic Count
Intersection ... 40,200
Interstate 5 ... 143,000
(Cars daily)



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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.

The information contained herein is not guaranteed and should be independently verified. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it.

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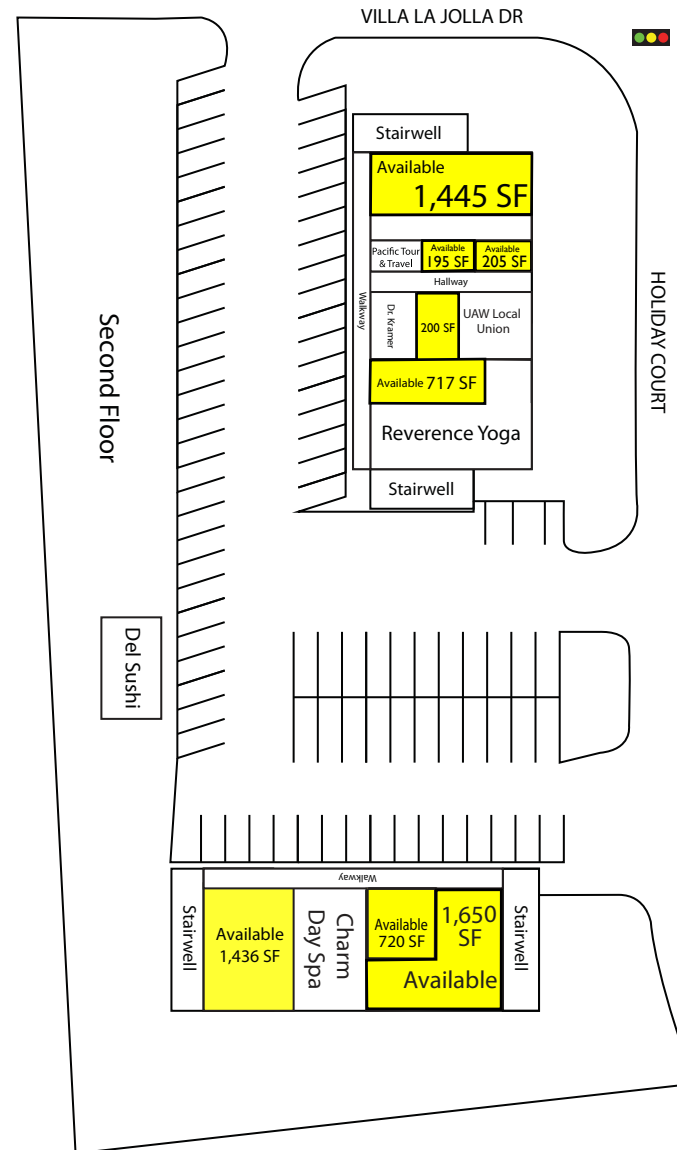
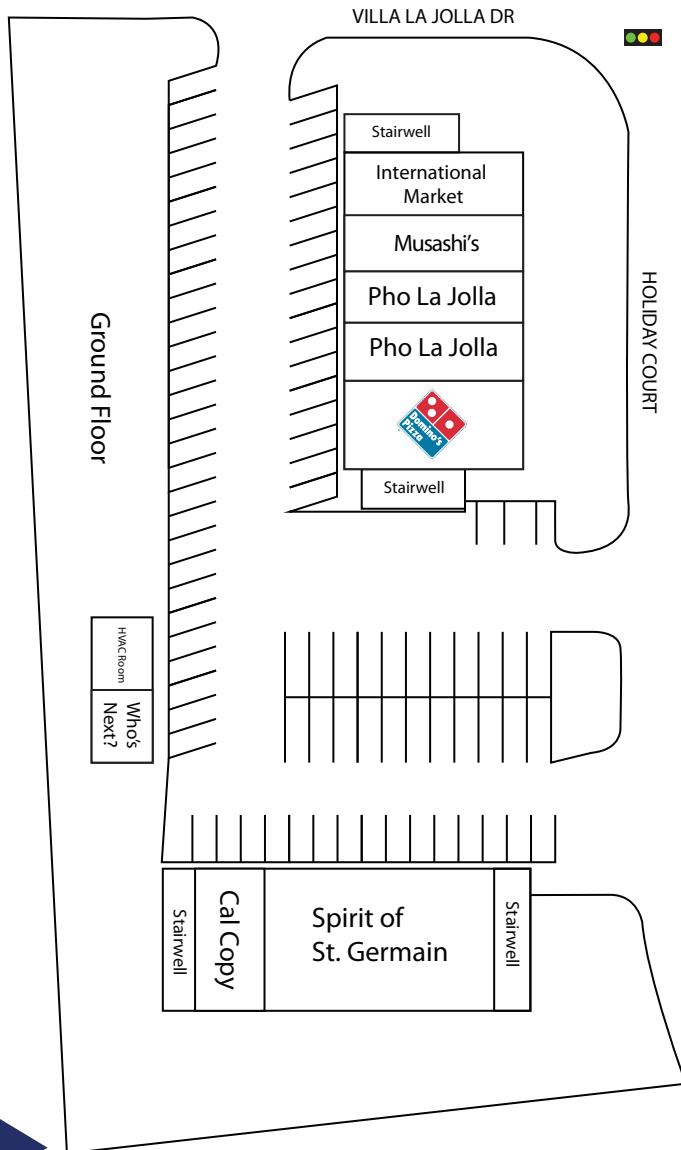
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Landlord makes no representation that any of the above tenants or building configurations will exist now or in the future. Tenants depicted may be proposed and may not actually occupy the proposed buildings. The dimensions and square footages shown are estimates only and not guaranteed



Executive Summary

Villa Norte La Jolla Plaza
3211 Holiday Ct, La Jolla, California, 92037
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 32.87028
Longitude: -117.23358

	1 mile	2 miles	3 miles
Population			
2000 Population	26,693	46,591	68,591
2010 Population	34,499	58,681	81,661
2017 Population	36,760	62,369	86,989
2022 Population	38,095	64,556	90,220
2000-2010 Annual Rate	2.60%	2.33%	1.76%
2010-2017 Annual Rate	0.88%	0.84%	0.88%
2017-2022 Annual Rate	0.72%	0.69%	0.73%
2017 Male Population	49.7%	49.8%	49.5%
2017 Female Population	50.3%	50.2%	50.5%
2017 Median Age	25.0	28.2	31.3

In the identified area, the current year population is 86,989. In 2010, the Census count in the area was 81,661. The rate of change since 2010 was 0.88% annually. The five-year projection for the population in the area is 90,220 representing a change of 0.73% annually from 2017 to 2022. Currently, the population is 49.5% male and 50.5% female.

Median Age

The median age in this area is 25.0, compared to U.S. median age of 38.2.

Race and Ethnicity

2017 White Alone	49.4%	54.3%	60.5%
2017 Black Alone	1.8%	1.7%	1.6%
2017 American Indian/Alaska Native Alone	0.2%	0.2%	0.2%
2017 Asian Alone	39.4%	35.3%	29.0%
2017 Pacific Islander Alone	0.1%	0.1%	0.1%
2017 Other Race	4.1%	3.6%	3.7%
2017 Two or More Races	5.0%	4.8%	4.8%
2017 Hispanic Origin (Any Race)	10.9%	10.6%	11.6%

Persons of Hispanic origin represent 11.6% of the population in the identified area compared to 18.1% 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 64.2 in the identified area, compared to 64.0 for the U.S. as a whole.

Households

2000 Households	11,103	19,933	29,538
2010 Households	12,458	22,897	32,726
2017 Total Households	13,118	24,069	34,517
2022 Total Households	13,686	24,967	35,837
2000-2010 Annual Rate	1.16%	1.40%	1.03%
2010-2017 Annual Rate	0.71%	0.69%	0.74%
2017-2022 Annual Rate	0.85%	0.74%	0.75%
2017 Average Household Size	2.11	2.20	2.24

The household count in this area has changed from 32,726 in 2010 to 34,517 in the current year, a change of 0.74% annually. The five-year projection of households is 35,837, a change of 0.75% annually from the current year total. Average household size is currently 2.24, compared to 2.22 in the year 2010. The number of families in the current year is 16,645 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022. Esri converted Census 2000 data into 2010 geography.

March 14, 2018



Executive Summary

Villa Norte La Jolla Plaza
 3211 Holiday Ct, La Jolla, California, 92037
 Rings: 1, 2, 3 mile radii

Prepared by Esri
 Latitude: 32.87028
 Longitude: -117.23358

	1 mile	2 miles	3 miles
Median Household Income			
2017 Median Household Income	\$57,526	\$73,854	\$81,232
2022 Median Household Income	\$72,304	\$86,079	\$93,525
2017-2022 Annual Rate	4.68%	3.11%	2.86%
Average Household Income			
2017 Average Household Income	\$87,801	\$106,697	\$118,781
2022 Average Household Income	\$103,718	\$123,539	\$135,410
2017-2022 Annual Rate	3.39%	2.97%	2.66%
Per Capita Income			
2017 Per Capita Income	\$32,345	\$42,119	\$47,690
2022 Per Capita Income	\$38,240	\$48,707	\$54,320
2017-2022 Annual Rate	3.41%	2.95%	2.64%

Current median household income is \$81,232 in the area, compared to \$56,124 for all U.S. households. Median household income is projected to be \$93,525 in five years, compared to \$62,316 for all U.S. households

Current average household income is \$118,781 in this area, compared to \$80,675 for all U.S. households. Average household income is projected to be \$135,410 in five years, compared to \$91,585 for all U.S. households

Current per capita income is \$47,690 in the area, compared to the U.S. per capita income of \$30,820. The per capita income is projected to be \$54,320 in five years, compared to \$34,828 for all U.S. households

Housing			
2000 Total Housing Units	12,010	21,676	31,956
2000 Owner Occupied Housing Units	3,061	7,750	14,382
2000 Renter Occupied Housing Units	8,043	12,183	15,156
2000 Vacant Housing Units	906	1,743	2,418
2010 Total Housing Units	13,392	24,845	35,634
2010 Owner Occupied Housing Units	3,283	7,707	14,004
2010 Renter Occupied Housing Units	9,175	15,190	18,722
2010 Vacant Housing Units	934	1,948	2,908
2017 Total Housing Units	13,823	25,738	37,095
2017 Owner Occupied Housing Units	3,285	7,738	14,229
2017 Renter Occupied Housing Units	9,832	16,331	20,288
2017 Vacant Housing Units	705	1,669	2,578
2022 Total Housing Units	14,467	26,794	38,651
2022 Owner Occupied Housing Units	3,351	7,910	14,633
2022 Renter Occupied Housing Units	10,335	17,057	21,204
2022 Vacant Housing Units	781	1,827	2,814

Currently, 38.4% of the 37,095 housing units in the area are owner occupied; 54.7%, renter occupied; and 6.9% are vacant. Currently, in the U.S., 55.6% of the housing units in the area are owner occupied; 33.1% are renter occupied; and 11.3% are vacant. In 2010, there were 35,634 housing units in the area - 39.3% owner occupied, 52.5% renter occupied, and 8.2% vacant. The annual rate of change in housing units since 2010 is 1.80%. Median home value in the area is \$673,733, compared to a median home value of \$207,344 for the U.S. In five years, median value is projected to change by 1.92% annually to \$740,998.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022. Esri converted Census 2000 data into 2010 geography.