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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 ... 57,733
3 Miles ... 171,957



Population*
1 Mile ... 34,776
3 Miles ... 86,354



Household Income*
1 Mile ... \$102,853
3 Miles ... \$132,386



Traffic Count
Intersection ... 49,439
Interstate 5 ... 148,000
(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.

* Estimates are based on 2018 demographics for population and average income per household. Traffic count is based upon 2010 SANDAG counts. The information herein is not guaranteed and should be independently verified.

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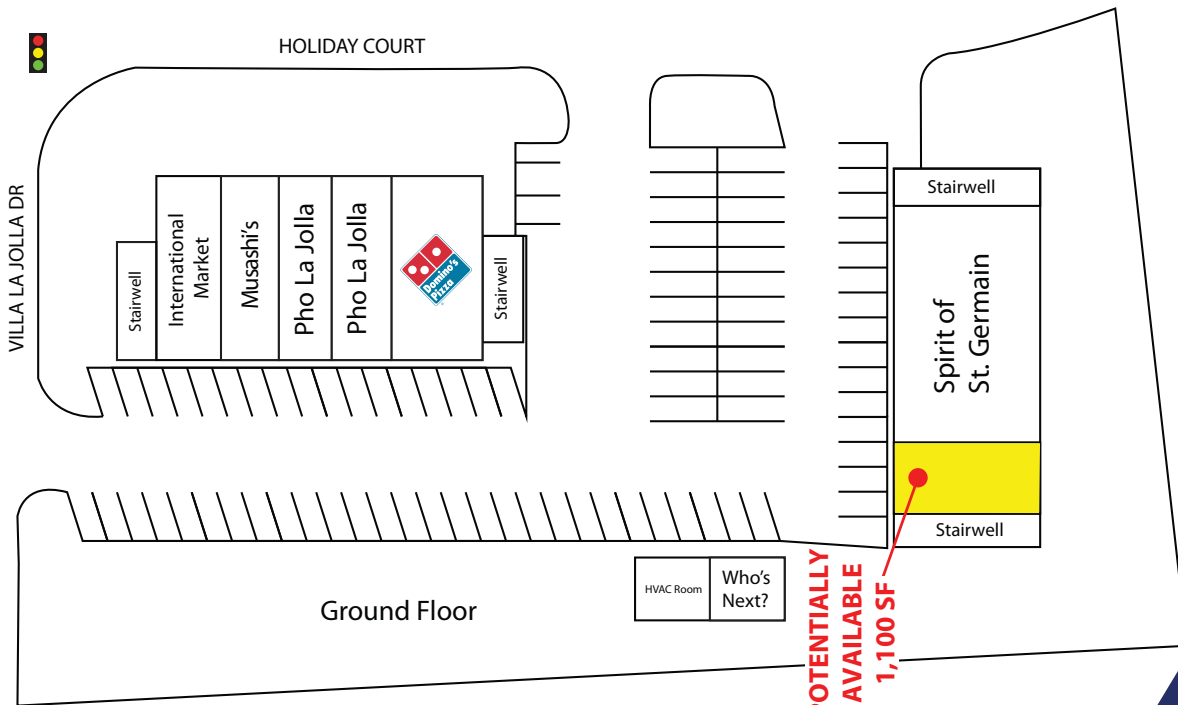
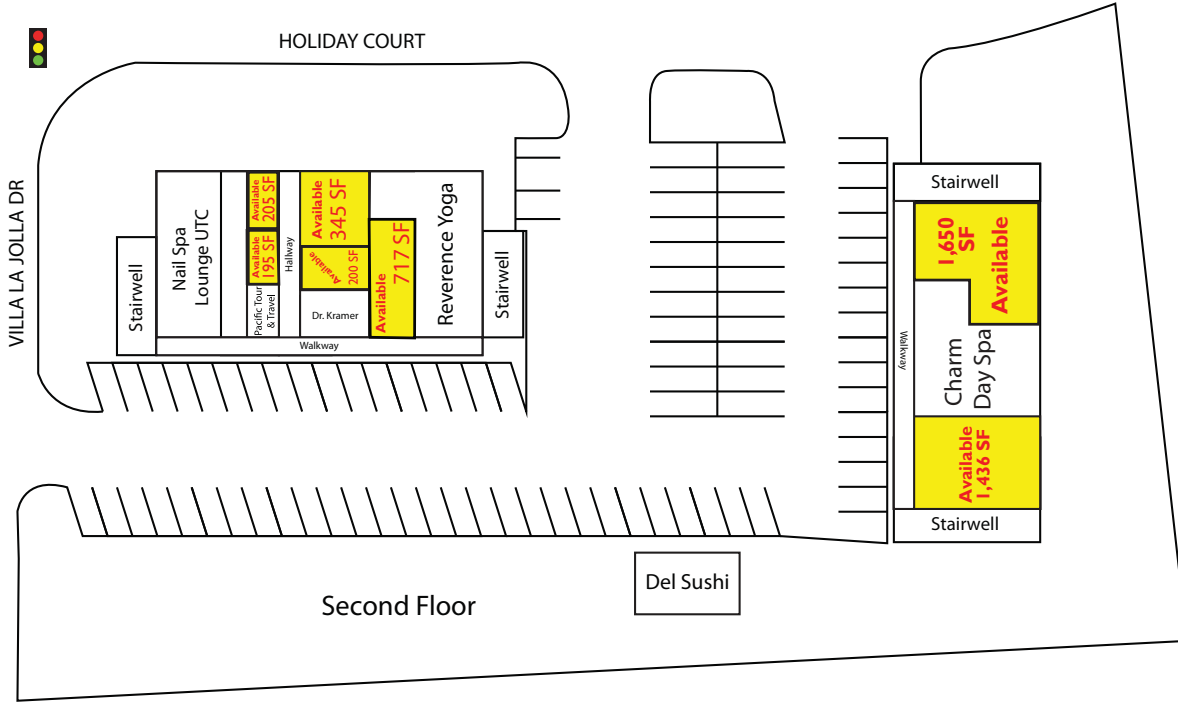
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VILLA LA JOLLA PLAZA



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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.



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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
Population			
2000 Population	25,086	47,128	68,048
2010 Population	32,996	59,958	81,113
2019 Population	34,776	63,867	86,354
2024 Population	35,934	66,101	89,154
2000-2010 Annual Rate	2.78%	2.44%	1.77%
2010-2019 Annual Rate	0.57%	0.69%	0.68%
2019-2024 Annual Rate	0.66%	0.69%	0.64%
2019 Male Population	49.8%	49.9%	49.6%
2019 Female Population	50.2%	50.1%	50.4%
2019 Median Age	25.0	28.5	31.4

In the identified area, the current year population is 86,354. In 2010, the Census count in the area was 81,113. The rate of change since 2010 was 0.68% annually. The five-year projection for the population in the area is 89,154 representing a change of 0.64% annually from 2019 to 2024. Currently, the population is 49.6% male and 50.4% female.

Median Age

The median age in this area is 25.0, compared to U.S. median age of 38.5.

Race and Ethnicity

2019 White Alone	48.3%	52.9%	59.3%
2019 Black Alone	1.8%	1.7%	1.6%
2019 American Indian/Alaska Native Alone	0.2%	0.2%	0.2%
2019 Asian Alone	40.4%	36.5%	30.2%
2019 Pacific Islander Alone	0.1%	0.1%	0.1%
2019 Other Race	4.1%	3.7%	3.7%
2019 Two or More Races	5.1%	4.9%	4.9%
2019 Hispanic Origin (Any Race)	11.0%	10.8%	11.6%

Persons of Hispanic origin represent 11.6% of the population in the identified area compared to 18.6% 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 64.9 in the identified area, compared to 64.8 for the U.S. as a whole.

Households

2019 Wealth Index	91	122	157
2000 Households	10,171	20,278	29,238
2010 Households	11,606	23,566	32,435
2019 Total Households	12,096	24,858	34,179
2024 Total Households	12,561	25,753	35,271
2000-2010 Annual Rate	1.33%	1.51%	1.04%
2010-2019 Annual Rate	0.45%	0.58%	0.57%
2019-2024 Annual Rate	0.76%	0.71%	0.63%
2019 Average Household Size	2.14	2.20	2.25

The household count in this area has changed from 32,435 in 2010 to 34,179 in the current year, a change of 0.57% annually. The five-year projection of households is 35,271, a change of 0.63% annually from the current year total. Average household size is currently 2.25, compared to 2.22 in the year 2010. The number of families in the current year is 16,468 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 2019 and 2024. Esri converted Census 2000 data into 2010 geography.



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Mortgage Income			
2019 Percent of Income for Mortgage	37.7%	40.8%	38.8%
Median Household Income			
2019 Median Household Income	\$76,671	\$87,049	\$95,387
2024 Median Household Income	\$84,423	\$99,344	\$105,893
2019-2024 Annual Rate	1.95%	2.68%	2.11%
Average Household Income			
2019 Average Household Income	\$102,853	\$118,828	\$132,386
2024 Average Household Income	\$114,295	\$133,798	\$148,542
2019-2024 Annual Rate	2.13%	2.40%	2.33%
Per Capita Income			
2019 Per Capita Income	\$36,287	\$46,683	\$52,663
2024 Per Capita Income	\$40,439	\$52,559	\$59,043
2019-2024 Annual Rate	2.19%	2.40%	2.31%

Households by Income

Current median household income is \$95,387 in the area, compared to \$60,548 for all U.S. households. Median household income is projected to be \$105,893 in five years, compared to \$69,180 for all U.S. households

Current average household income is \$132,386 in this area, compared to \$87,398 for all U.S. households. Average household income is projected to be \$148,542 in five years, compared to \$99,638 for all U.S. households

Current per capita income is \$52,663 in the area, compared to the U.S. per capita income of \$33,028. The per capita income is projected to be \$59,043 in five years, compared to \$36,530 for all U.S. households

Housing			
2019 Housing Affordability Index	63	59	63
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
2019 Total Housing Units	12,880	26,725	36,793
2019 Owner Occupied Housing Units	3,256	7,882	14,225
2019 Renter Occupied Housing Units	8,840	16,976	19,953
2019 Vacant Housing Units	784	1,867	2,614
2024 Total Housing Units	13,341	27,639	37,914
2024 Owner Occupied Housing Units	3,373	8,118	14,638
2024 Renter Occupied Housing Units	9,189	17,635	20,633
2024 Vacant Housing Units	780	1,886	2,643

Currently, 38.7% of the 36,793 housing units in the area are owner occupied; 54.2%, renter occupied; and 7.1% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.2% 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 1.87%. Median home value in the area is \$756,816, compared to a median home value of \$234,154 for the U.S. In five years, median value is projected to change by 1.05% annually to \$797,408.

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 2019 and 2024. Esri converted Census 2000 data into 2010 geography.