



**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 ... 55,948  
3 Miles ... 181,351



**Population\***  
1 Mile ... 35,101  
3 Miles ... 86,961



**Household Income\***  
1 Mile ... \$89,250  
3 Miles ... \$121,216



**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.
- Area retailers include Whole Foods, Trader Joe's, AMC Theatres, Best Buy, Marshalls, CPK, and many other national retailers.
- Strong Daytime Population with a large student population as well.
- 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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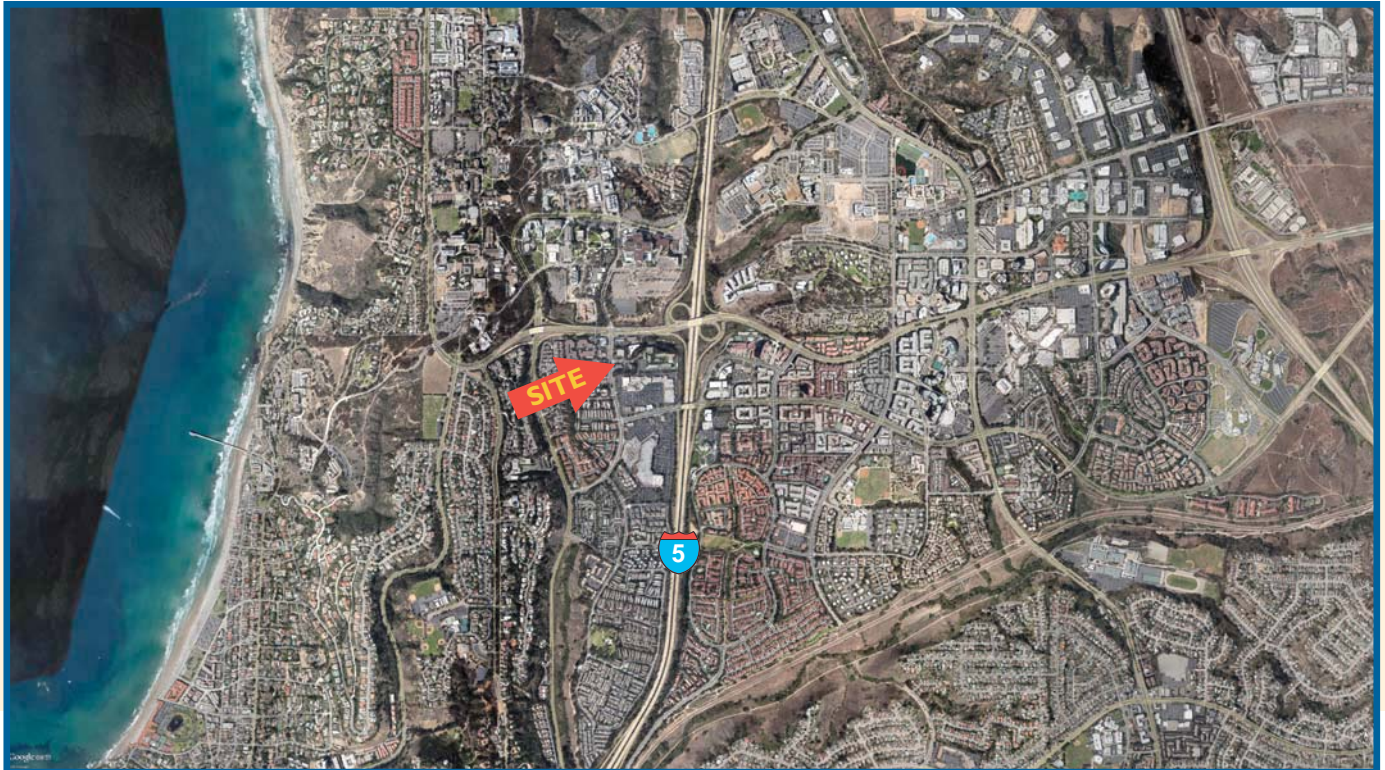


# VILLA LA JOLLA

# PLAZA

**FOR LEASE**  
OFFICE SPACE  
AVAILABLE

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



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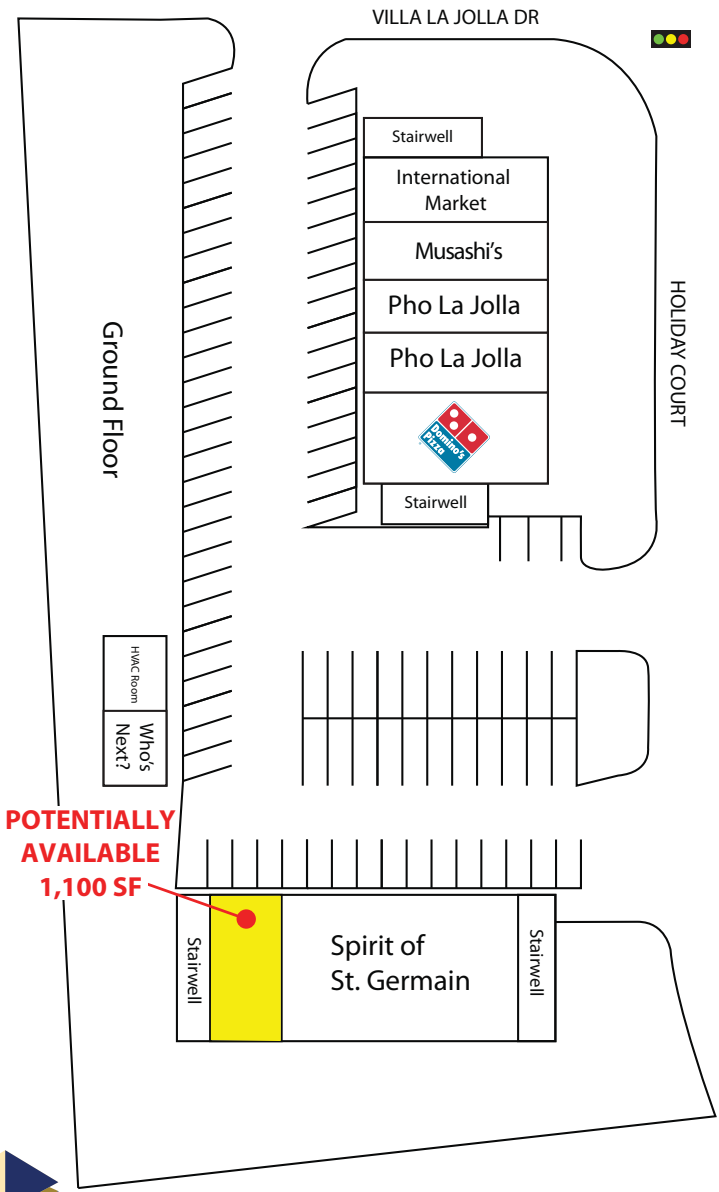
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Landlord makes no representation that any of the above tenants or building configurations will exist now or in the future. Tenants depicted may be proposed and may not actually occupy the proposed buildings. The dimensions and square footages shown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



# Executive Summary

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
2018 Population	35,101	64,531	86,961
2023 Population	36,494	67,377	90,540
2000-2010 Annual Rate	2.78%	2.44%	1.77%
2010-2018 Annual Rate	0.75%	0.89%	0.85%
2018-2023 Annual Rate	0.78%	0.87%	0.81%
2018 Male Population	49.7%	49.8%	49.5%
2018 Female Population	50.3%	50.2%	50.5%
2018 Median Age	24.9	28.3	31.1

In the identified area, the current year population is 86,961. In 2010, the Census count in the area was 81,113. The rate of change since 2010 was 0.85% annually. The five-year projection for the population in the area is 90,540 representing a change of 0.81% annually from 2018 to 2023. Currently, the population is 49.5% male and 50.5% female.

### Median Age

The median age in this area is 24.9, compared to U.S. median age of 38.3.

### Race and Ethnicity

2018 White Alone	49.0%	53.5%	59.8%
2018 Black Alone	1.8%	1.7%	1.6%
2018 American Indian/Alaska Native Alone	0.2%	0.2%	0.2%
2018 Asian Alone	39.7%	35.9%	29.6%
2018 Pacific Islander Alone	0.1%	0.1%	0.2%
2018 Other Race	4.1%	3.7%	3.7%
2018 Two or More Races	5.1%	4.9%	4.9%
2018 Hispanic Origin (Any Race)	10.9%	10.7%	11.6%

Persons of Hispanic origin represent 11.6% of the population in the identified area compared to 18.3% 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 64.5 in the identified area, compared to 64.3 for the U.S. as a whole.

### Households

2000 Households	10,171	20,278	29,238
2010 Households	11,606	23,566	32,435
2018 Total Households	12,194	25,111	34,435
2023 Total Households	12,770	26,270	35,863
2000-2010 Annual Rate	1.33%	1.51%	1.04%
2010-2018 Annual Rate	0.60%	0.77%	0.73%
2018-2023 Annual Rate	0.93%	0.91%	0.82%
2018 Average Household Size	2.13	2.20	2.25

The household count in this area has changed from 32,435 in 2010 to 34,435 in the current year, a change of 0.73% annually. The five-year projection of households is 35,863, a change of 0.82% 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 16,596 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 2018 and 2023. Esri converted Census 2000 data into 2010 geography.



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<b>Median Household Income</b>			
2018 Median Household Income	\$58,903	\$75,352	\$83,118
2023 Median Household Income	\$70,948	\$89,298	\$99,645
2018-2023 Annual Rate	3.79%	3.45%	3.69%
<b>Average Household Income</b>			
2018 Average Household Income	\$89,250	\$107,674	\$121,216
2023 Average Household Income	\$105,698	\$127,830	\$142,778
2018-2023 Annual Rate	3.44%	3.49%	3.33%
<b>Per Capita Income</b>			
2018 Per Capita Income	\$32,045	\$42,797	\$48,624
2023 Per Capita Income	\$37,990	\$50,723	\$57,163
2018-2023 Annual Rate	3.46%	3.46%	3.29%

Current median household income is \$83,118 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$99,645 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$121,216 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$142,778 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$48,624 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$57,163 in five years, compared to \$36,530 for all U.S. households

<b>Housing</b>			
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
2018 Total Housing Units	12,846	26,739	36,917
2018 Owner Occupied Housing Units	3,209	7,794	14,091
2018 Renter Occupied Housing Units	8,985	17,317	20,344
2018 Vacant Housing Units	652	1,628	2,482
2023 Total Housing Units	13,360	27,802	38,264
2023 Owner Occupied Housing Units	3,579	8,575	15,338
2023 Renter Occupied Housing Units	9,191	17,695	20,525
2023 Vacant Housing Units	590	1,532	2,401

Currently, 38.2% of the 36,917 housing units in the area are owner occupied; 55.1%, renter occupied; and 6.7% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% 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 2.03%. Median home value in the area is \$715,033, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 0.92% annually to \$748,357.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.