

836 PALM AVE, IMPERIAL BEACH, CA 91932

**IMPERIAL  
BEACH**  
*PROMENADE*



17,000 SF ANCHOR SPACE AVAILABLE FOR LEASE

## PROPERTY HIGHLIGHTS

- An approximately 17,000 SF anchor space available for lease (currently Wally's) with the potential to increase to approximately 19,000 SF
- Strong traffic count on Highway SR-75/Palm Avenue (38,000 ADT), the main arterial of Imperial Beach, and 9th Street traffic count (7,500 ADT) for a combined count of 45,500 ADT at the intersection - forecasted traffic increase to add an additional 8,090 ADT
- New Navy base, Coronado Coastal Campus, coming soon
- Convenient location will service Imperial Beach, Coronado Cays, Coronado Island, and Nestor trade areas
- Closest market/drug-anchored center for Coronado Cays residents
- Close proximity to affluent Coronado Island via the Silver Strand
- Will be part of the new retail node at the western end of Palm Avenue/Hwy 75
- Convenient location to Silver Strand State Beach which hosts over half a million visitors per year
- Close to new residential developments of Beazer Townhomes (189-unit project) and Shea Townhomes (179 single-family residences)

## DEMOGRAPHICS

	1 Mile	3 Mile	5 Mile
2011 Population:	23,999	85,170	237,270
2016 Proj Pop:	26,373	93,870	256,561
Daytime Pop:	3,600	19,581	53,557
Avg HH Income:	\$60,085	\$56,787	\$57,651





## ABOUT IMPERIAL BEACH

Imperial Beach is a small beach town in the southern end of San Diego County. It is nestled by the South San Diego Bay and the Pacific Ocean. Its beach climate and temperatures offer residents and tourists year-round surfing, swimming, water sports, and beautiful sunsets. It is located just a few miles from Downtown San Diego, Balboa Park, San Diego Zoo, Sea World, and many other tourist destinations in San Diego County.

## ABOUT THE UPCOMING NAVAL BASE, CORONADO COASTAL CAMPUS

- A total of 1,459,000 SF of Coastal Campus facilities for administration, operational units, logistics, and community support and training
- There will be an on-base, military-only commissary and a government vehicle fueling station
- An increase in on-site personnel from 117 (existing) to 3,236 at build-out (i.e., daily population)
- An increase in average daily trips (ADT) for SR-75/Palm Avenue of 8,090 at build-out (approximately 4,000 additional trips within Imperial Beach along Palm Avenue/SR-75 between 10th Street and Florida)
- The North Entry Gate to the Coastal Campus is approximately 1.6 miles from the Imperial Beach Promenade Shopping Center
- A new signalized/controlled base main gate off SR-75 about one mile north of the Imperial Beach city boundary



DEMOGRAPHICS

POPULATION	1 MILE	3 MILES	5 MILES
Estimated Population	26,373	93,870	256,561
Forecasted Population (2021)	27,824	100,750	274,810

HOUSEHOLDS	1 MILE	3 MILES	5 MILES
Households	9,029	28,966	76,448

AVG HHD INCOME	1 MILE	3 MILES	5 MILES
Estimated Avg Household Income	\$71,195	\$66,358	\$67,780
Avg Family Income	\$68,525	\$63,011	\$64,080

MEDIAN HH INCOME	1 MILE	3 MILES	5 MILES
Estimated Median Household Income	\$53,267	\$50,847	\$52,322
Median Family Income	\$55,491	\$52,879	\$54,547

PER CAPITA INCOME	1 MILE	3 MILES	5 MILES
Est. Proj. Per Capita Income	\$24,444	\$20,870	\$21,437

OTHER INCOME	1 MILE	3 MILES	5 MILES
Est. Proj. Median Disposable Income	\$44,820	\$42,845	\$43,887

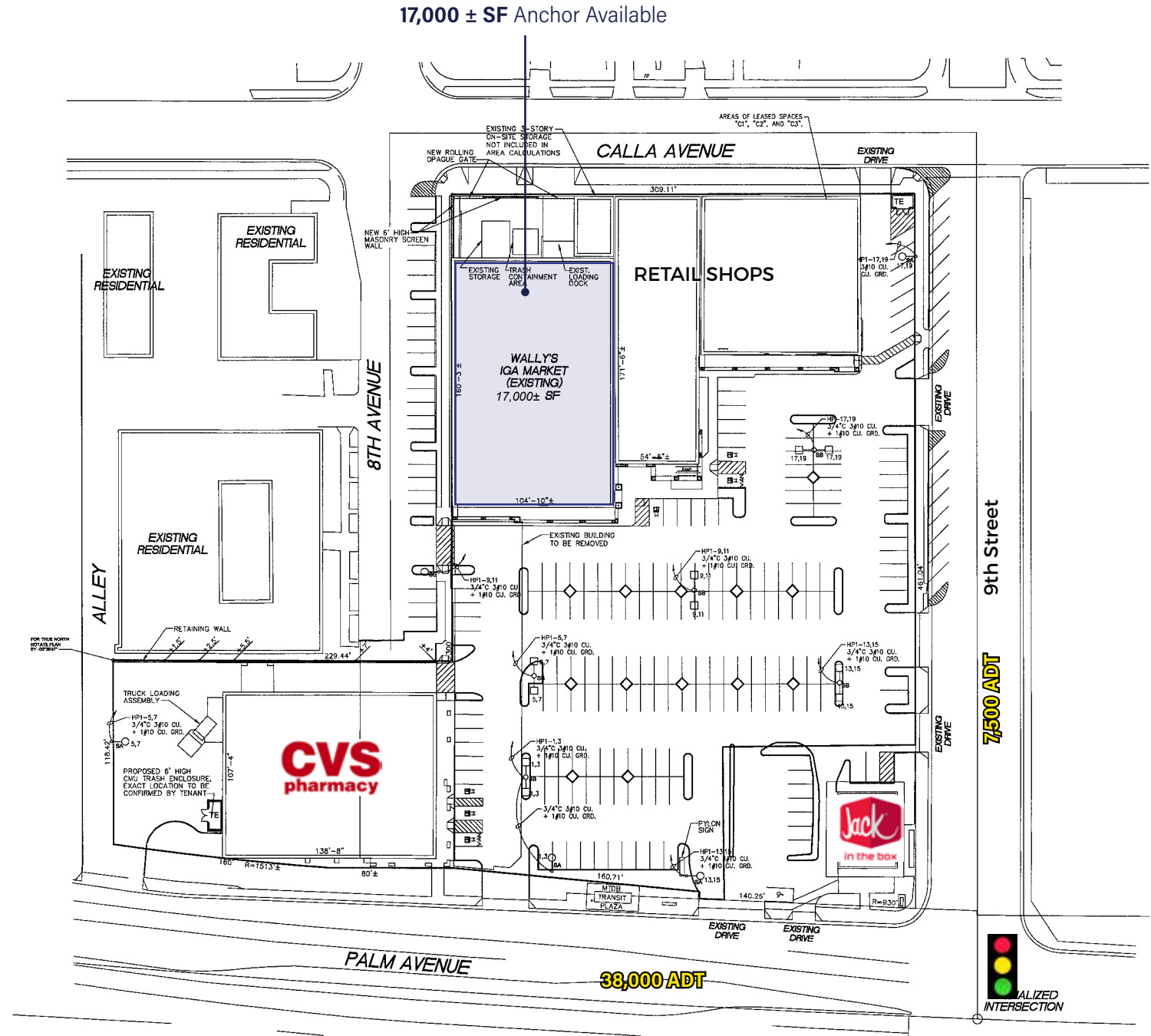
DAYTIME DEMOS	1 MILE	3 MILES	5 MILES
Total Number of Businesses	436	2,092	5,634
Total Number of Employees	3,600	19,581	53,557

RACE & ETHNICITY	1 MILE	3 MILES	5 MILES
White	15,249 63.5%	48,839 57.3%	133,471 56.3%
Black or African American	918 3.8%	3,261 3.8%	9,163 3.9%
American Indian & Alaskan Native	230 1.0%	697 0.8%	2,106 0.9%
Asian	1,412 5.9%	6,594 7.7%	16,749 7.1%
Hawaiian & Pacific Islander	133 0.6%	427 0.5%	1,263 0.5%
Other Race	4,452 18.6%	20,293 23.8%	61,395 25.9%
Two or More Races	1,606 6.7%	5,059 5.9%	13,124 5.5%

AGE DISTRIBUTION	1 MILE	3 MILES	5 MILES
Median Age	35.0 yrs	33.8 yrs	33.7 yrs

HOUSING	1 MILE	3 MILES	5 MILES
Total Housing Units	8,932	28,358	72,275

**SITE PLAN**



IMPERIAL BEACH PROMENADE



RETAIL INSITE

**DON MOSER**

Lic. #00821359  
dmoser@retailinsite.net  
858.523.2087

**JEFF DREW**

Lic. #00993435  
jdrew@retailinsite.net  
858.523.2091