



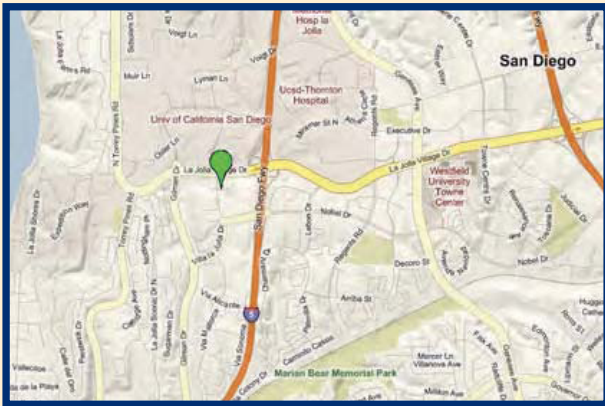
NewMark Merrill COMPANIES

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... 117,794
3 Miles... 201,915



Population*
1 Mile... 35,489
3 Miles... 86,769



Household Income*
1 Mile... \$107,266
3 Miles... \$143,434



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 2020 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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427 College Blvd
Suite K
Oceanside, CA 92057

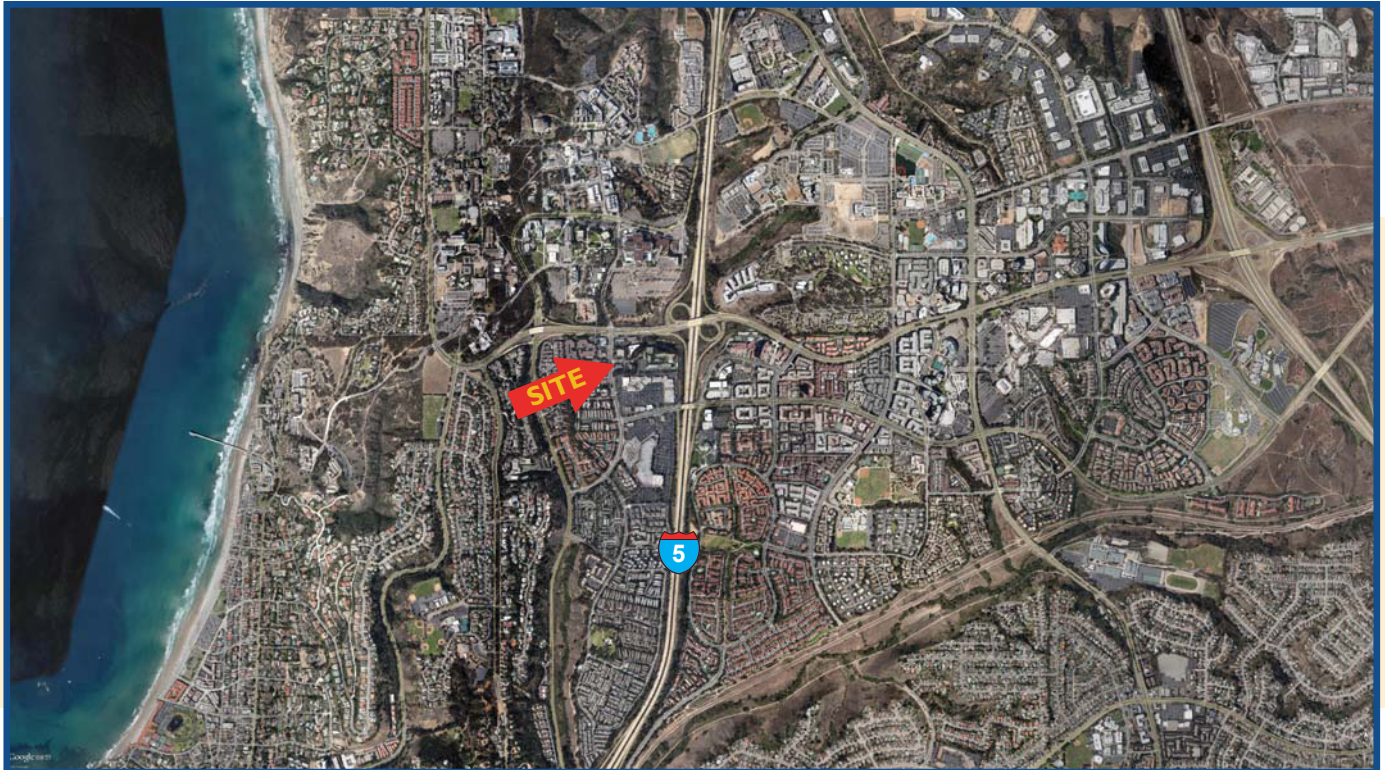
www.newmarkmerrill.com

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PLAZA

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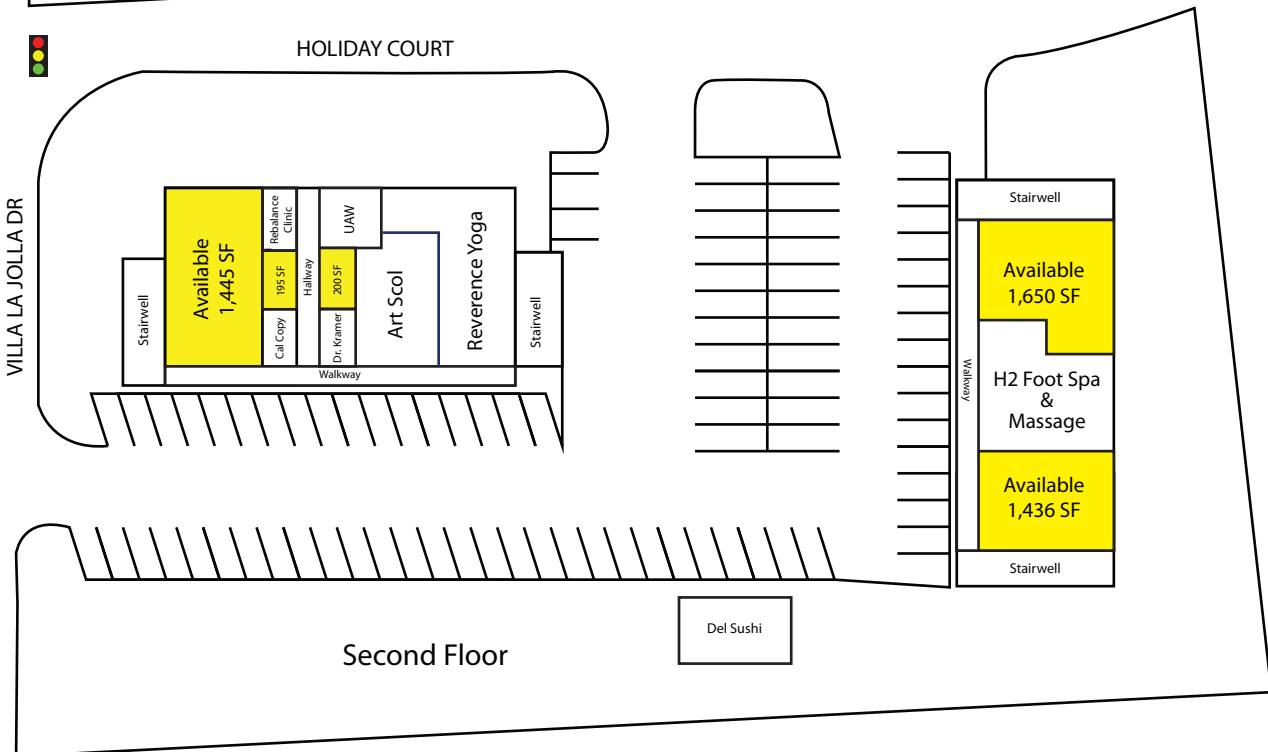
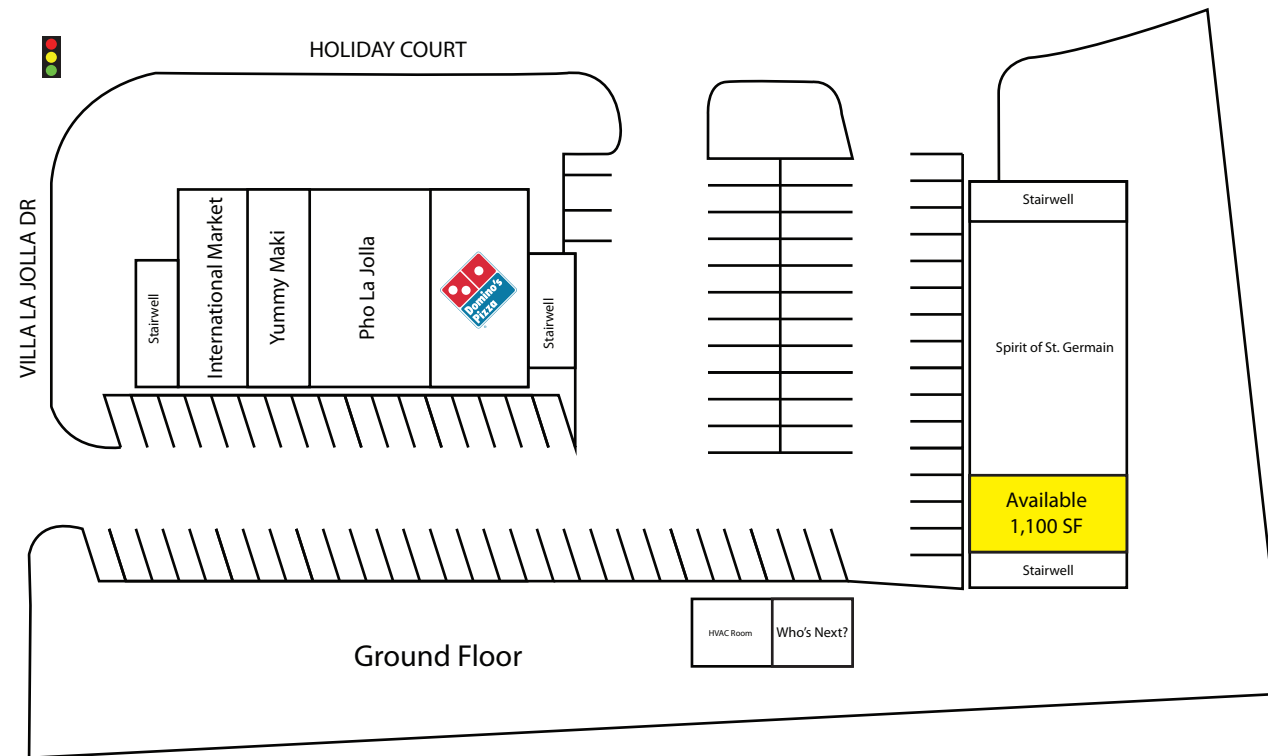
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VILLA LA JOLLA PLAZA



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	Reverence Yoga	1,000
3211-201A	Cal Copy	150
3211-201B	Available	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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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
Population			
2000 Population	25,086	47,128	68,048
2010 Population	32,996	59,958	81,113
2020 Population	35,489	64,505	86,769
2025 Population	36,464	66,272	88,869
2000-2010 Annual Rate	2.78%	2.44%	1.77%
2010-2020 Annual Rate	0.71%	0.72%	0.66%
2020-2025 Annual Rate	0.54%	0.54%	0.48%
2020 Male Population	50.0%	50.0%	49.7%
2020 Female Population	50.0%	50.0%	50.3%
2020 Median Age	25.3	28.9	31.7

In the identified area, the current year population is 86,769. In 2010, the Census count in the area was 81,113. The rate of change since 2010 was 0.66% annually. The five-year projection for the population in the area is 88,869 representing a change of 0.48% annually from 2020 to 2025. Currently, the population is 49.7% male and 50.3% female.

Median Age

The median age in this area is 25.3, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	47.7%	52.3%	58.7%
2020 Black Alone	1.8%	1.7%	1.6%
2020 American Indian/Alaska Native Alone	0.2%	0.2%	0.2%
2020 Asian Alone	40.9%	37.0%	30.6%
2020 Pacific Islander Alone	0.1%	0.1%	0.1%
2020 Other Race	4.1%	3.7%	3.8%
2020 Two or More Races	5.2%	5.0%	5.0%
2020 Hispanic Origin (Any Race)	11.0%	10.8%	11.7%

Persons of Hispanic origin represent 11.7% of the population in the identified area compared to 18.8% 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 65.2 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	86	118	152
2000 Households	10,171	20,278	29,238
2010 Households	11,606	23,566	32,435
2020 Total Households	12,258	24,965	34,200
2025 Total Households	12,629	25,627	34,971
2000-2010 Annual Rate	1.33%	1.51%	1.04%
2010-2020 Annual Rate	0.53%	0.56%	0.52%
2020-2025 Annual Rate	0.60%	0.52%	0.45%
2020 Average Household Size	2.14	2.20	2.25

The household count in this area has changed from 32,435 in 2010 to 34,200 in the current year, a change of 0.52% annually. The five-year projection of households is 34,971, a change of 0.45% 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 16,422 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 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



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	1 mile	2 miles	3 miles
Mortgage Income			
2020 Percent of Income for Mortgage	32.7%	34.0%	32.7%
Median Household Income			
2020 Median Household Income	\$77,524	\$89,074	\$98,713
2025 Median Household Income	\$80,537	\$95,598	\$104,018
2020-2025 Annual Rate	0.77%	1.42%	1.05%
Average Household Income			
2020 Average Household Income	\$102,537	\$119,142	\$132,251
2025 Average Household Income	\$107,266	\$128,245	\$143,434
2020-2025 Annual Rate	0.91%	1.48%	1.64%
Per Capita Income			
2020 Per Capita Income	\$35,844	\$46,497	\$52,358
2025 Per Capita Income	\$37,553	\$49,975	\$56,688
2020-2025 Annual Rate	0.94%	1.45%	1.60%

Households by Income

Current median household income is \$98,713 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$104,018 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$132,251 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$143,434 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$52,358 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$56,688 in five years, compared to \$37,691 for all U.S. households

Housing			
2020 Housing Affordability Index	72	70	73
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
2020 Total Housing Units	13,061	26,848	36,884
2020 Owner Occupied Housing Units	3,325	7,962	14,289
2020 Renter Occupied Housing Units	8,933	17,002	19,911
2020 Vacant Housing Units	803	1,883	2,684
2025 Total Housing Units	13,449	27,565	37,744
2025 Owner Occupied Housing Units	3,432	8,164	14,608
2025 Renter Occupied Housing Units	9,197	17,463	20,363
2025 Vacant Housing Units	820	1,938	2,773

Currently, 38.7% of the 36,884 housing units in the area are owner occupied; 54.0%, renter occupied; and 7.3% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% 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 1.99%. Median home value in the area is \$772,241, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 1.76% annually to \$842,505.

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 2020 and 2025. Esri converted Census 2000 data into 2010 geography.