



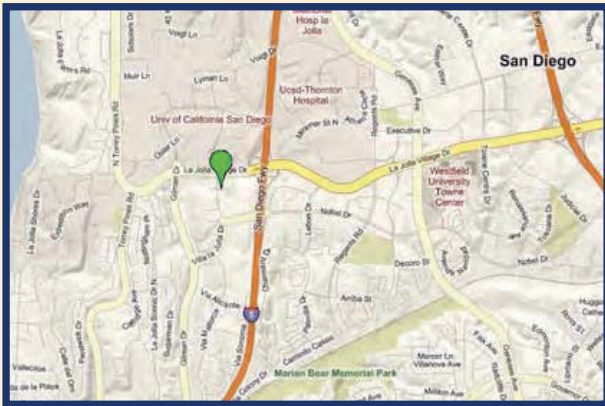
NewMark Merrill COMPANIES

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 ... 103,088
3 Miles .. 192,742



Population*
1 Mile ... 34,641
3 Miles .. 85,299



Household Income*
1 Mile \$99,672
3 Miles ... \$131,983



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 2021 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,
please contact:

John Hickman
jhickman@newmarkmerrill.com
(Lic #00950529)

or **Jaе Chung**
jchung@newmarkmerrill.com
(Lic #01504403)

Tel: (760) 630-8247
Fax: (760) 630-4693

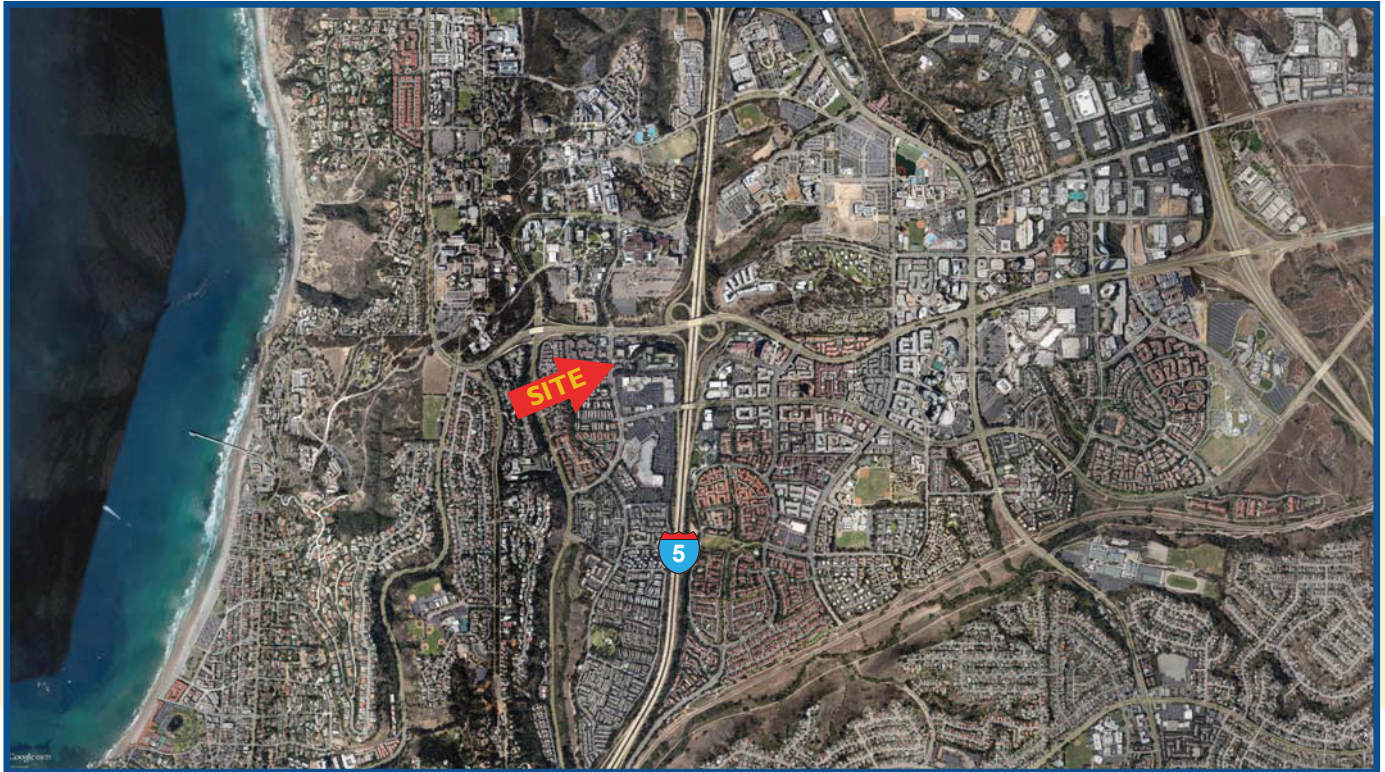
427 College Blvd
Suite K
Oceanside, CA 92057

www.newmarkmerrill.com

VILLA LA JOLLA

PLAZA

FOR LEASE
OFFICE SPACE
AVAILABLE



NewMark Merrill
COMPANIES

For additional information,
please contact:

John Hickman
jhickman@newmarkmerrill.com
(Lic #00950529)

or **Jae Chung**
jchung@newmarkmerrill.com
(Lic #01504403)

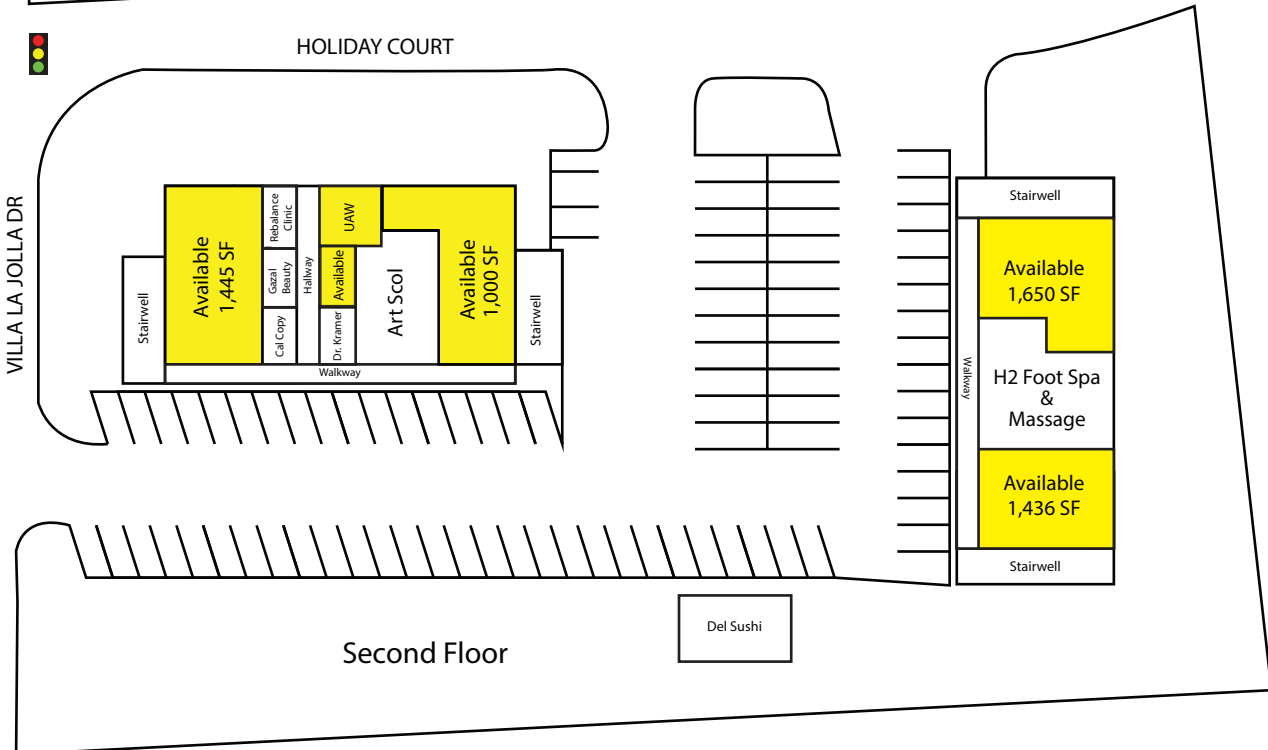
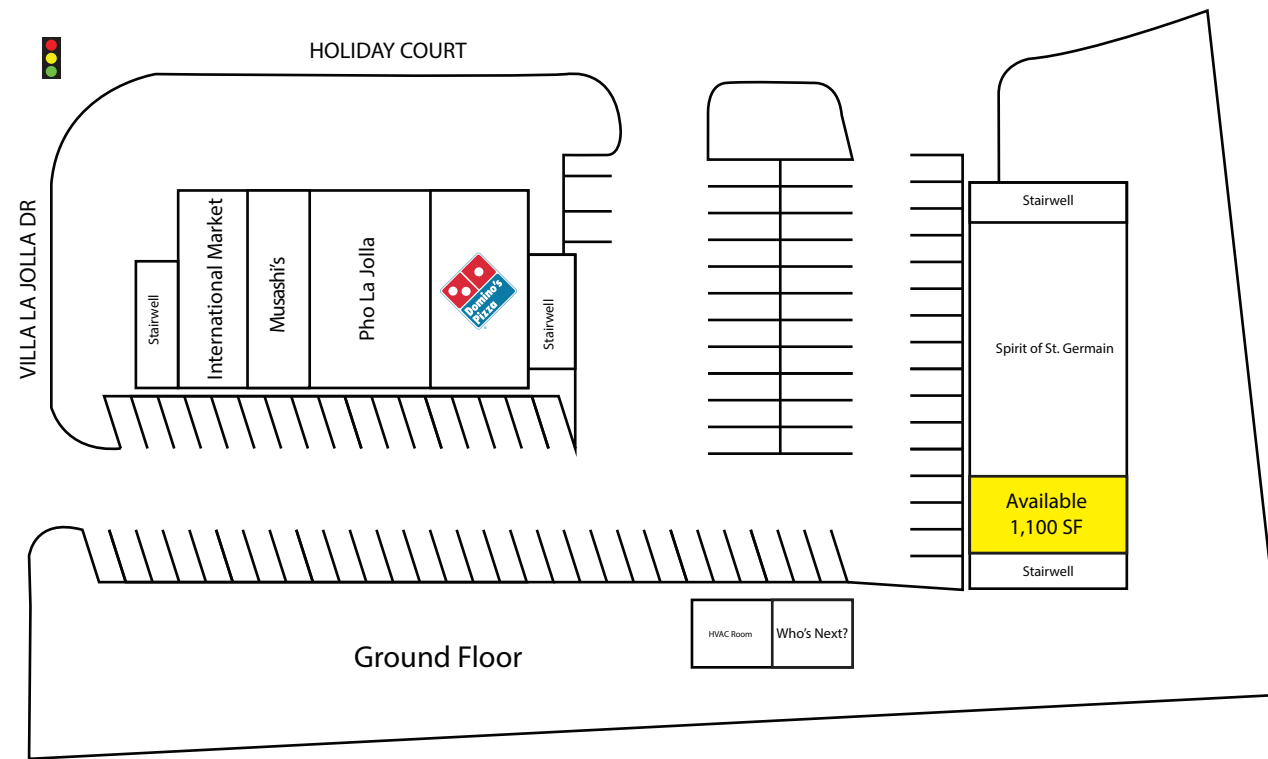
Tel: (760) 630-8247
Fax: (760) 630-4693

427 College Blvd
Suite K
Oceanside, CA 92057

www.newmarkmerrill.com

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.

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 | Available | 1,000 |
| 3211-201A | Cal Copy | 150 |
| 3211-201B | Gazal Beauty | 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
 John Hickman or Jae Chung
 NewMark Merrill Companies
 Tel: 760.630.8247 Fax: 760.630.4693



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 |
| 2021 Population | 34,641 | 63,242 | 85,299 |
| 2026 Population | 35,599 | 65,014 | 87,370 |
| 2000-2010 Annual Rate | 2.78% | 2.44% | 1.77% |
| 2010-2021 Annual Rate | 0.43% | 0.48% | 0.45% |
| 2021-2026 Annual Rate | 0.55% | 0.55% | 0.48% |
| 2021 Male Population | 50.0% | 50.0% | 49.7% |
| 2021 Female Population | 50.0% | 50.0% | 50.3% |
| 2021 Median Age | 25.4 | 29.5 | 32.3 |

In the identified area, the current year population is 85,299. In 2010, the Census count in the area was 81,113. The rate of change since 2010 was 0.45% annually. The five-year projection for the population in the area is 87,370 representing a change of 0.48% annually from 2021 to 2026. Currently, the population is 49.7% male and 50.3% female.

Median Age

The median age in this area is 25.4, compared to U.S. median age of 38.5.

Race and Ethnicity

| | | | |
|--|-------|-------|-------|
| 2021 White Alone | 47.6% | 52.2% | 58.6% |
| 2021 Black Alone | 1.8% | 1.7% | 1.6% |
| 2021 American Indian/Alaska Native Alone | 0.2% | 0.2% | 0.2% |
| 2021 Asian Alone | 40.9% | 37.0% | 30.6% |
| 2021 Pacific Islander Alone | 0.1% | 0.1% | 0.1% |
| 2021 Other Race | 4.1% | 3.8% | 3.8% |
| 2021 Two or More Races | 5.3% | 5.1% | 5.1% |
| 2021 Hispanic Origin (Any Race) | 11.0% | 10.9% | 11.8% |

Persons of Hispanic origin represent 11.8% of the population in the identified area compared to 18.9% 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 65.3 in the identified area, compared to 65.4 for the U.S. as a whole.

Households

| | | | |
|-----------------------------|--------|--------|--------|
| 2021 Wealth Index | 82 | 113 | 145 |
| 2000 Households | 10,171 | 20,278 | 29,238 |
| 2010 Households | 11,606 | 23,566 | 32,435 |
| 2021 Total Households | 11,880 | 24,405 | 33,577 |
| 2026 Total Households | 12,243 | 25,083 | 34,351 |
| 2000-2010 Annual Rate | 1.33% | 1.51% | 1.04% |
| 2010-2021 Annual Rate | 0.21% | 0.31% | 0.31% |
| 2021-2026 Annual Rate | 0.60% | 0.55% | 0.46% |
| 2021 Average Household Size | 2.14 | 2.20 | 2.26 |

The household count in this area has changed from 32,435 in 2010 to 33,577 in the current year, a change of 0.31% annually. The five-year projection of households is 34,351, a change of 0.46% annually from the current year total. Average household size is currently 2.26, compared to 2.22 in the year 2010. The number of families in the current year is 16,154 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 2021 and 2026. Esri converted Census 2000 data into 2010 geography.



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 |
|-------------------------------------|-----------|-----------|-----------|
| Mortgage Income | | | |
| 2021 Percent of Income for Mortgage | 37.2% | 38.0% | 36.6% |
| Median Household Income | | | |
| 2021 Median Household Income | \$74,521 | \$88,051 | \$98,114 |
| 2026 Median Household Income | \$82,478 | \$99,184 | \$106,851 |
| 2021-2026 Annual Rate | 2.05% | 2.41% | 1.72% |
| Average Household Income | | | |
| 2021 Average Household Income | \$99,672 | \$118,886 | \$131,983 |
| 2026 Average Household Income | \$112,637 | \$134,104 | \$148,386 |
| 2021-2026 Annual Rate | 2.48% | 2.44% | 2.37% |
| Per Capita Income | | | |
| 2021 Per Capita Income | \$34,800 | \$46,415 | \$52,295 |
| 2026 Per Capita Income | \$39,341 | \$52,275 | \$58,682 |
| 2021-2026 Annual Rate | 2.48% | 2.41% | 2.33% |

Households by Income

Current median household income is \$98,114 in the area, compared to \$64,730 for all U.S. households. Median household income is projected to be \$106,851 in five years, compared to \$72,932 for all U.S. households

Current average household income is \$131,983 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$148,386 in five years, compared to \$103,679 for all U.S. households

Current per capita income is \$52,295 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$58,682 in five years, compared to \$39,378 for all U.S. households

| Housing | | | |
|------------------------------------|--------|--------|--------|
| 2021 Housing Affordability Index | 65 | 64 | 66 |
| 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 |
| 2021 Total Housing Units | 12,953 | 26,816 | 36,844 |
| 2021 Owner Occupied Housing Units | 3,339 | 8,028 | 14,357 |
| 2021 Renter Occupied Housing Units | 8,540 | 16,377 | 19,221 |
| 2021 Vacant Housing Units | 1,073 | 2,411 | 3,267 |
| 2026 Total Housing Units | 13,327 | 27,555 | 37,706 |
| 2026 Owner Occupied Housing Units | 3,346 | 8,097 | 14,506 |
| 2026 Renter Occupied Housing Units | 8,897 | 16,986 | 19,845 |
| 2026 Vacant Housing Units | 1,084 | 2,472 | 3,355 |

Currently, 39.0% of the 36,844 housing units in the area are owner occupied; 52.2%, renter occupied; and 8.9% are vacant. Currently, in the U.S., 57.3% of the housing units in the area are owner occupied; 31.2% are renter occupied; and 11.5% 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 1.94%. Median home value in the area is \$855,786, compared to a median home value of \$264,021 for the U.S. In five years, median value is projected to change by 2.43% annually to \$964,934.

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 2021 and 2026. Esri converted Census 2000 data into 2010 geography.