

la jolla VILLAGE SQUARE



<https://ljvillagesquare.com/>

Join These Tenants & More!

Just Signed!

CBRE



DSW
DESIGNER SHOE WAREHOUSE®

AMC
THEATRES

Ralphs

ROSS
DRESS FOR LESS

TRADER JOE'S

Marshalls

COST PLUS
WORLD MARKET
Unique, authentic and always affordable.



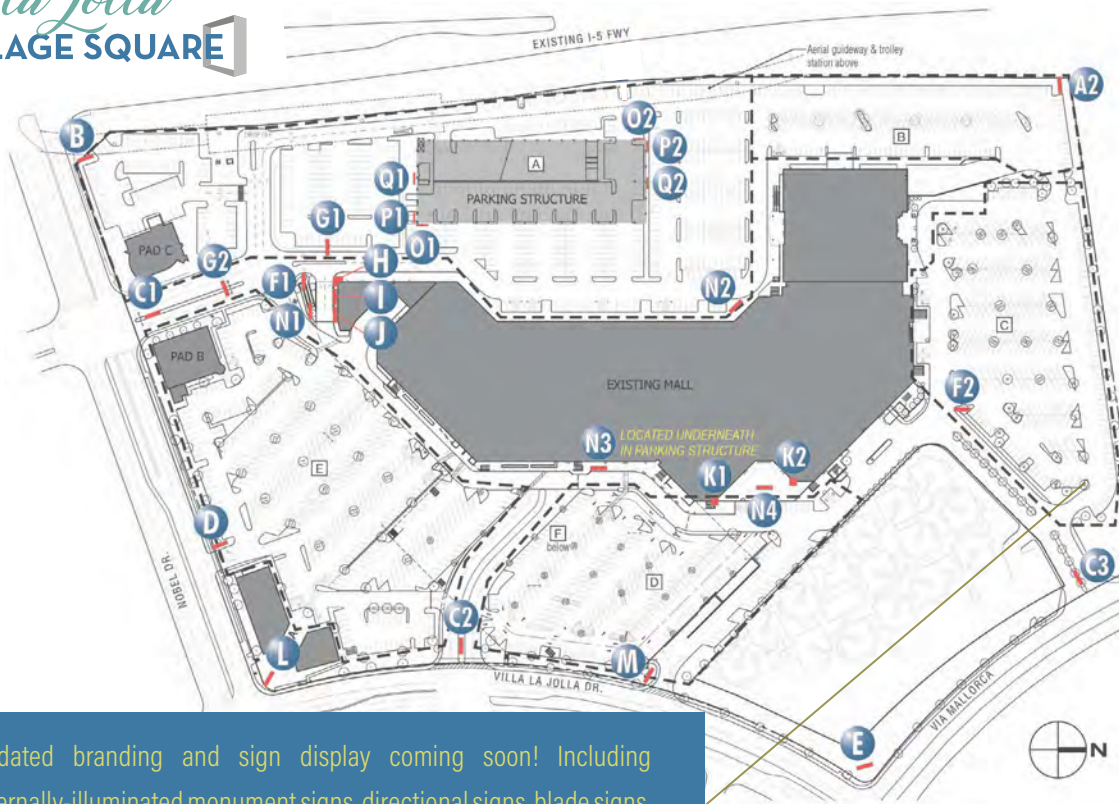
Location

La Jolla Village Square is located in one of the most desirable and sought after trade areas of San Diego County. Strategically positioned near UCSD, La Jolla Village Square provides dining, entertainment and daily needs to the dynamic UTC workforce, along with the many dense and affluent residential neighborhoods.

La Jolla, Spanish for "the jewel," is a quaint but affluent town where Chanel clad ladies panning for gems coexist with college kids eating frozen yogurt, and where hang gliders and surf bums frequent the same coffee shop as moguls and movie stars. The attraction? First rate shopping, top flight hotels, postcard views and killer surfing.

-In Style

la jolla
VILLAGE SQUARE



- Updated branding and sign display coming soon! Including internally-illuminated monument signs, directional signs, blade signs, wall display signs, pylon signs, touch screen directory and more!



Demographic Snapshot



\$117,807

Average Household Income



94,689

Current Population



100,683

2021 Projected Population



36.2

Current Median Age



42,188

Current Households



UCSD

over 45,000 students

See page 12 for more information



Medical/Health

UCSD Thorton Hospital over 7,500 Faculty & Staff

Scripps Memorial La Jolla over 2,100 Faculty & Staff



Education

75% have a Bachelor's Degree or higher



Daytime Population

61,290 in a 1-mile radius, 151,654 in a 3-mile radius



Shopper Overview

- 493.3k visits to the center per month
- 157.2K total unique visitors per month
- Shoppers spend an average of 46 minutes on site per visit





Siteplan

Lower Level

Suite or Unit ID	Current Tenant Name or Vacant
101	Ik'e Love & Sandwiches
103	Bizibo
105	Kebab Shop
107	Crumb Cookies
109	Poki One N Half
111	Marshall's
113	Available - 31,564 SF
117	Cost Plus
119	Barnes & Noble
121	Redflo Yoga
121B	My Gym Children's Fitness Center
125	Club Pilates
127	The Pizza Taproom
129	AMC Theatres
131	Available - 5,762 SF
135	Ross Stores
201	Ralphs
205	Starbucks Coffee
209	Chipotle Mexican Grill
210	Trader Joe's
211	Pacific Dental
215	La Jolla Fencing Academy
221	Sea Hive
223	PetSmart
231	Available - 12,440 SF
233	DSW
A-1A	US Bank
A-1B	UC Cyclery
A-2	Urban Plates
PAD B	Chick-Fil-A
PAD C1	Sleep Number
PAD C2	Tous Les Jours
INST 1	Cost Plus Storage
KSK E	Cox PCS Assets LLC
UTL1	Verizon Wireless
UTL2	T-Mobile USA Inc
GAR	Tesla



This site plan is not a representation, warranty or guarantee as to size, location or identity of any tenant, and the building, improvements, parking, ingress and egress are subject to such changes, additions and deletions as the architect, Landlord or any governmental agency may direct. Any specified tenant referenced herein is subject to change, deletion, change of location, etc. at any time without prior notice.

Siteplan

Upper Level



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Top Consumer Segments

These are the top consumer segmentations, comprised of neighborhoods within 1 mile of the subject site.



College Towns | 43% (within 1 mile of site)

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.



Metro Renters | 29.5% (within 1 mile of site)

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.



Emerald City | 6.8% (within 1 mile of site)

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

Urban Chic | 6.1% (within 1 mile of site)

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

UTC:Dynamic Mixed-Use Market

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- School / Hospitals
- Retail
- Office**
- Condos
- Multifamily
- Senior Housing

LA JOLLA VILLAGE

EASTGATE MALL

805

la jolla
Community Church

THORNTON
HOSPITAL

UC SAN DIEGO
EAST

SCRIPPS

Aerial Banner Legend

SCHOOLS/HOSPITALS		
#	PROPERTY NAME	
1	UCSD	
2	La Jolla Country Day	
3	Doyle Elementary	
4	University City High School	

RETAIL		
#	PROPERTY NAME	SF
1	Renaissance Towne Center	53,074
2	Westfield UTC	1.6 Million
3	Costa Verde Center	178,619
4	Regents Court	68,840
5	La Jolla Colony	72,669
6	La Jolla Village Square	415,918
7	The Shops at La Jolla Village	58,733

OFFICE		
#	PROPERTY NAME	SF
1	Town Center Tech Park	288,244
2	Eastgate	1950,067
3	9625 Towne Centre Drive	153,724
6	Senomyx	65,280
7	Magellan Pharmaceutical	68,423
8	The Pavilion at La Jolla Commons	45,255
9	University Center East	97,976
10	University Center West	43,022
11	Kilroy University Center	47,234
12	Alexandria Innovation Center	139,818
13	i3 Campus	307,660
14	Illumina Campus	880,000
15	La Jolla Commons	654,044
16	One La Jolla Center	305,952
17	La Jolla Centre I & II	351,724
18	La Jolla Gateway	351,724
19	UTC Campus @ Towne Center	284,985

20	La Jolla Eastgate	304,310
21	Chancellor Park	199,582
22	Park Plaza	73,061
23	Genesee Plaza	159,425
24	The Plaza	830,964
25	Executive Square	556,535
26	Regent Park Financial Centre	94,162
27	Regent Court	56,422
28	The Avenine	216,139
29	University Pacific Centre	96,670
30	Nobel Corporate Plaza	102,918
31	Nobel Executive Center	119,681

CONDOMINIUM

#	PROPERTY NAME	UNITS
1	The Boardwalk	216
2	Cambridge	96
3	Cambridge Terrace	108
4	Cape La Jolla/Cape La Jolla Gardens	220
5	Devonshire Woods	95
6	Dieguenos	72
7	Eastbluff	212
8	Genesee Highlands	502
9	Genesee Vista/Playmor La Jolla	120
10	La Jolla City Club	48
11	La Jolla Colony - La Paz	280
12	La Jolla Colony - Las Palmas	218
13	La Jolla Colony - Madrid	123
14	La Jolla Colony - Marbella	126
15	La Jolla Gardens Villas	54
16	La Jolla Mesa Estates	136
17	La Jolla Park Villas	106
18	La Jolla Terrace	160
19	La Jolla Village Park	204
20	La Jolla Village Tennis Club	120
21	La Jolla Vist Townhomes	90

22	Lucera	250
23	Pacific Regent	148
24	Park Place	44
25	Playmor Terrace/University Woods	202
26	Regency La Jolla	574
27	Renaissance - Andria	93
28	Renaissance - Avanti	158
29	Renaissance - Capri	108
30	Renaissance - Casabella	108
31	Renaissance - La Florentine	98
32	Renaissance - Toscana	N/A
33	Southpointe	419
34	The Pines	247
35	University Towne Square	143
36	Venetian	365
37	Verano	514
38	Villa Europa	81
39	Villa La Jolla	500
40	Villa Toscana	184
41	Villa Vicenza	418
42	Villas Mallorca	136
43	Vista La Jolla	117
44	Woodlands North	120
45	Woodlands South	N/A
46	Villa La Jolla	145

MULTIFAMILY

#	PROPERTY NAME	UNITS
1	Whispering Pines	76
2	La Jolla Crossroads	1,537
3	Towers at Costa Verde II	295
4	Towers at Costa Verde	294
5	Regents Court	251
6	La Jolla Palms	232
7	Regents La Jolla	334
8	Costa Verde Village	1,257

9	Solazzo	296
10	Villas of Renaissance	922
11	La Regencia	560
12	La Scala	354
13	La Jolla del Sol (Student Housing)	381
14	Trieste Apartment Villas	302
15	La Jolla Park West	60
16	Archstone La Jolla Colony	180
17	Nobel Court	267
18	La Jolla International Gardens	400
19	La Jolla Park East	75
20	Mirada at La Jolla Colony	444
21	Avana La Jolla	312
22	Valentia	318
23	Village Square	115
24	Torrey Pines Village	134
25	La Jolla Nobel	108
26	Pacific Gardens - UTC	156
27	Canyon Park	222
28	La Jolla Canyon	157
29	La Jolla Terrace/La Jolla View	160
30	Village View	50
31	Westwood	393
32	Lux UTC Phase I /(Phase II - Under Construction)	115/(309)
33	Palisade at Westfield UTC	300
34	360 Degrees	309

SENIOR HOUSING

#	PROPERTY NAME	UNITS
1	Pacific Regent La Jolla	148
2	The Patrician	136
3	Vi at La Jolla Village	403

VILLAGE SQUARE

PREPARING FOR THE FUTURE



UC San Diego

UNIVERSITY OF CALIFORNIA SAN DIEGO'S VISION FOR GROWTH

The University of California San Diego is poised for a dramatic transformation as its campus population is expected to rise 45% by 2040. Current growth projections estimate a combined population of 96,300 students and employees within the same timeframe, which translates to a 30% increase in demand for student housing.

In response to this burgeoning need, UCSD recently completed its eighth college with the theme "Engagement & Community" and has announced plans for a fourth "Living and Learning Neighborhood," set to debut in 2025.

UCSD pledges to stay a vibrant and accommodating environment for its expanding community.

TODAY

\$1B Enterprise

with focus on climate science,
nanotechnology and social mobility

6th Best University

In the nation —*US News & World*

Ranked 33rd Globally

on the Top 100 list of startup founders
—*Pitchbook*

45,273 Total Students

in 2024

22,000 Students

housing capacity 2024

8th College Opened

in 2023

157,000 Applicants

'24-'25 record

TAKEAWAY: UCSD's expansion plan will require continued investment in new facilities that will not be restricted by height, use or other traditional zoning requirements.

→ TOMORROW

96,300 Students &
Employees

2040 population prediction

30% Increase in Demand
for student housing by 2040

45% Increase in
Campus Population
by 2040

4th "Living and Learning
Neighborhood"
planned for 2025

ans

[Click to view UCSD's
Long Range Campus
Development Plan](#)



Reg Kobzi

Senior Vice President
+ 1 858 546 4604
reg.kobzi@cbre.com
Lic. 00917639

Joel Wilson

First Vice President
+ 1 858 546 4651
joel.wilson@cbre.com
Lic. 01237516

Michael Peterson

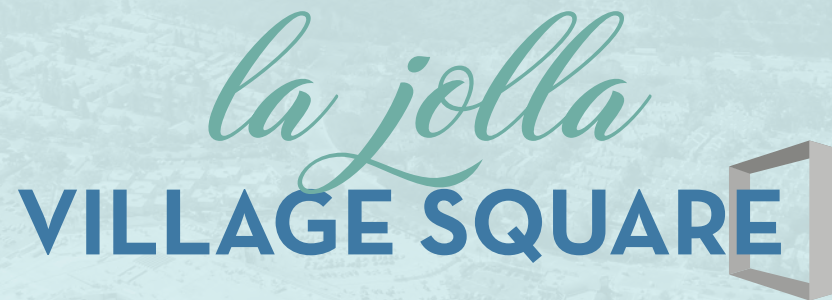
Senior Vice President
+ 1 858 646 4749
michael.peterson@cbre.com
Lic. 01969314

Lane Robertson

Associate
+ 1 858 646 4733
lane.robertson@cbre.com
Lic. 02206700

La Jolla / UTC's Community Retail Center

<https://ljevillagesquare.com/>



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