

THE SHOPS AT LA JOLLA VILLAGE

La Jolla, CA



Property Location:

8813 Villa La Jolla Drive
La Jolla, CA 92037

Property Information:

Property Type:	Community
GLA/SF:	192,000
Owner:	Alecta Real Estate USA, LLC
Project Type:	3 rd Party
Year Built:	1980
Renovation:	1990

Contact:

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The Shops at La Jolla Village is an approximately 192,000 square foot mixed-use neighborhood shopping center. The center features 158,529 square feet of retail space totaling 29 stores, 6,068 square foot of office space and 27,200 square feet of residential apartments, all located in beautiful La Jolla.

DEMOGRAPHICS

	1 Mile	3 Mile	5 Mile
Population	26,050	80,427	190,350
Estimated Households	11,530	33,930	79,835
HH Income	\$87,176	\$110,460	\$105,230
Median Age	29.7	36.4	36.7
Education Level (Some college+)	91.4%	87.0%	81.4%
Number of Businesses	998	5,698	13,354
Number of Employees	13,800	86,299	186,069

Source: SitesUSA 2010 Estimates



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THE PROJECT

- Rebranded center to “Shops at La Jolla Village” to differentiate in overall market and specifically from competing project across the street
- Completed \$1.2M cosmetic remodel of center — 7% under budget — as part of rebranding efforts
- Overall result was revenue exceeded budget and expenses were below budget for 2009

SITE PLAN

