



Carmel Plaza
CARMEL-BY-THE-SEA,

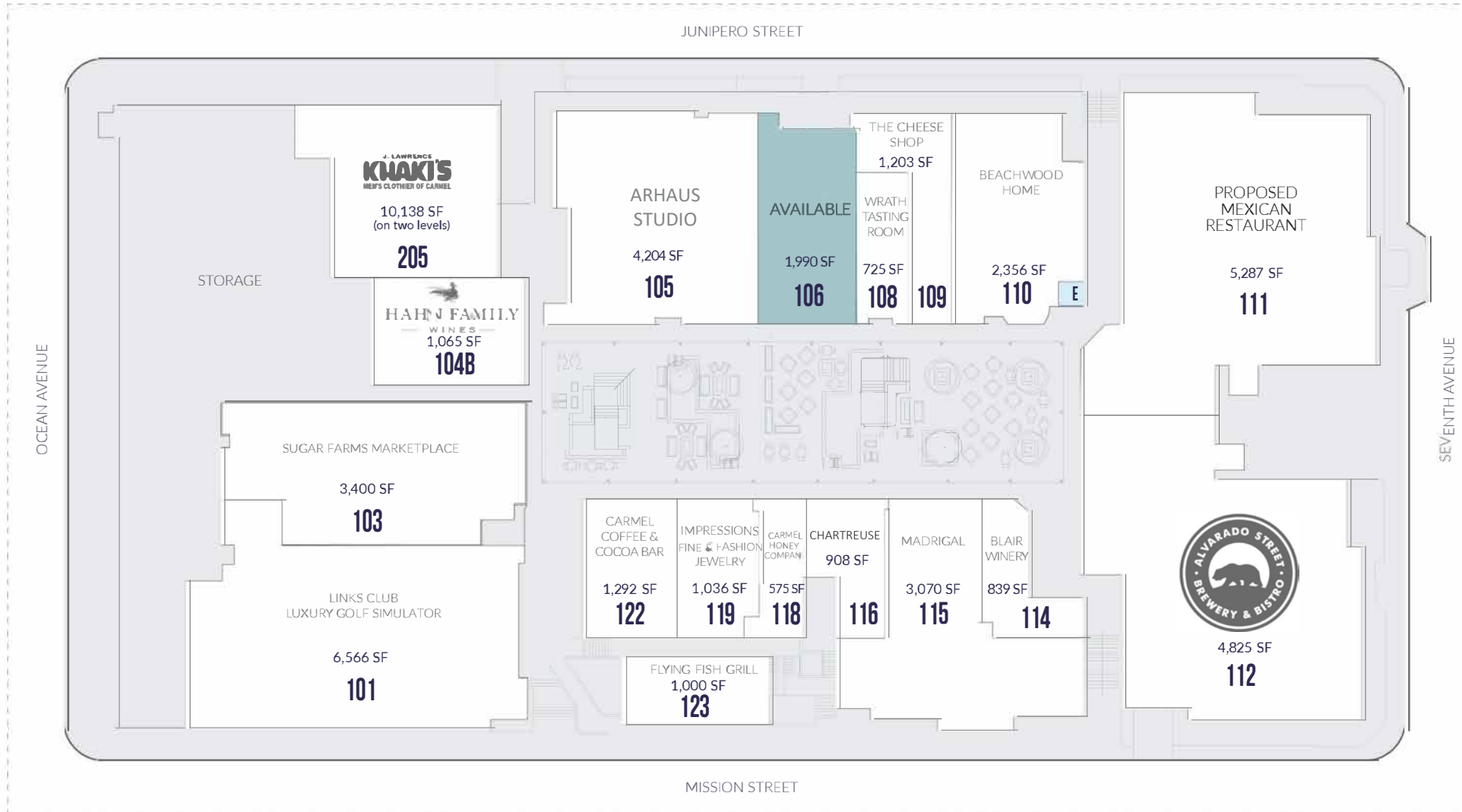


THE PLAZA

Carmel Plaza is an upscale, outdoor lifestyle shopping center containing approximately 111,980 square feet on three levels, situated in the heart of internationally renowned Carmel-by-the-Sea, California, at Ocean Avenue and Mission Street. Carmel is a celebrated destination for site-seeing, shopping and dining, and a mecca for golf enthusiasts worldwide, attracting over 8 million visitors to Monterey County per year. More than 100,000 residents live within a 20 minute drive of Carmel Plaza and within 3 miles of the center, the average annual household income is over \$110,000.

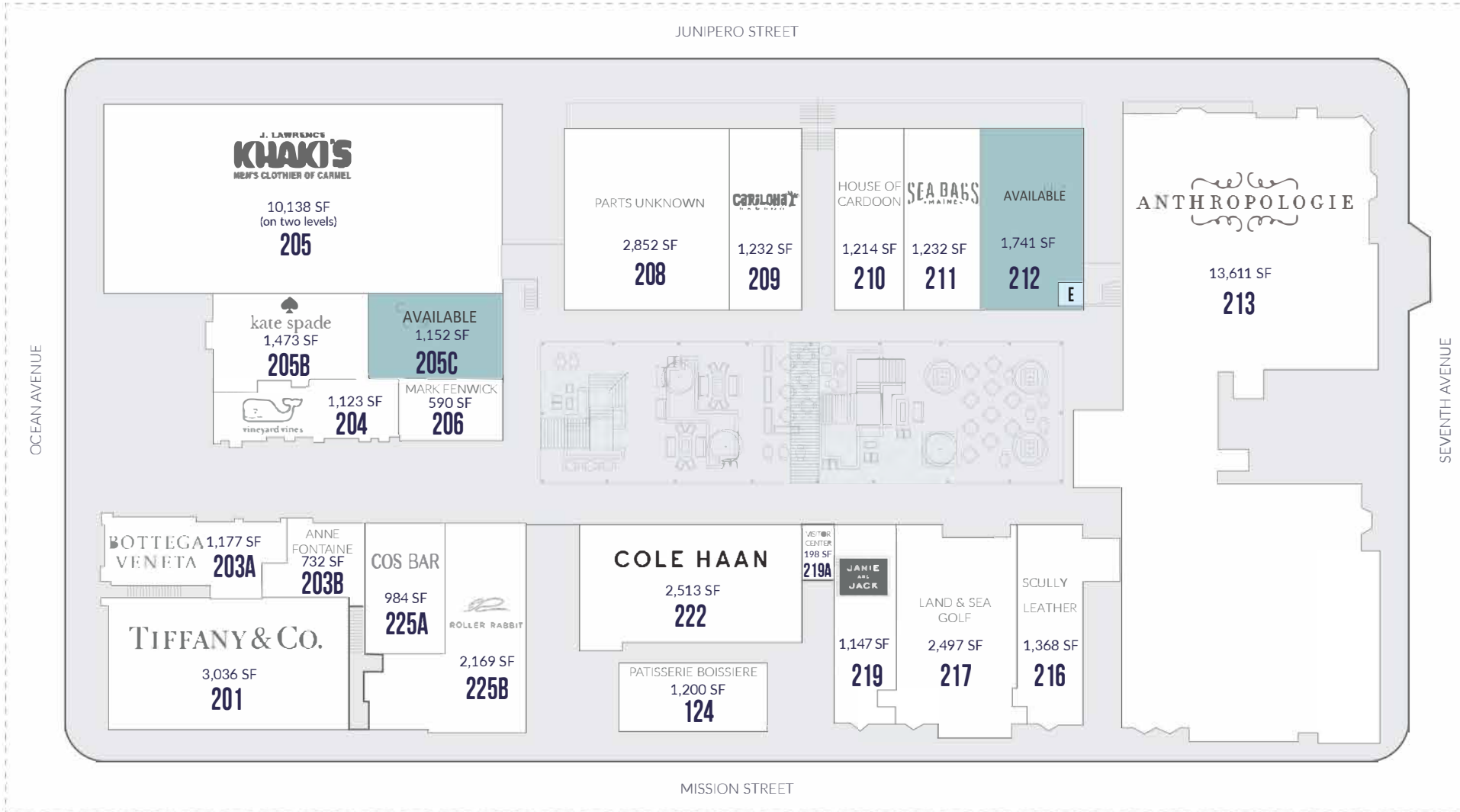


LEASE PLAN



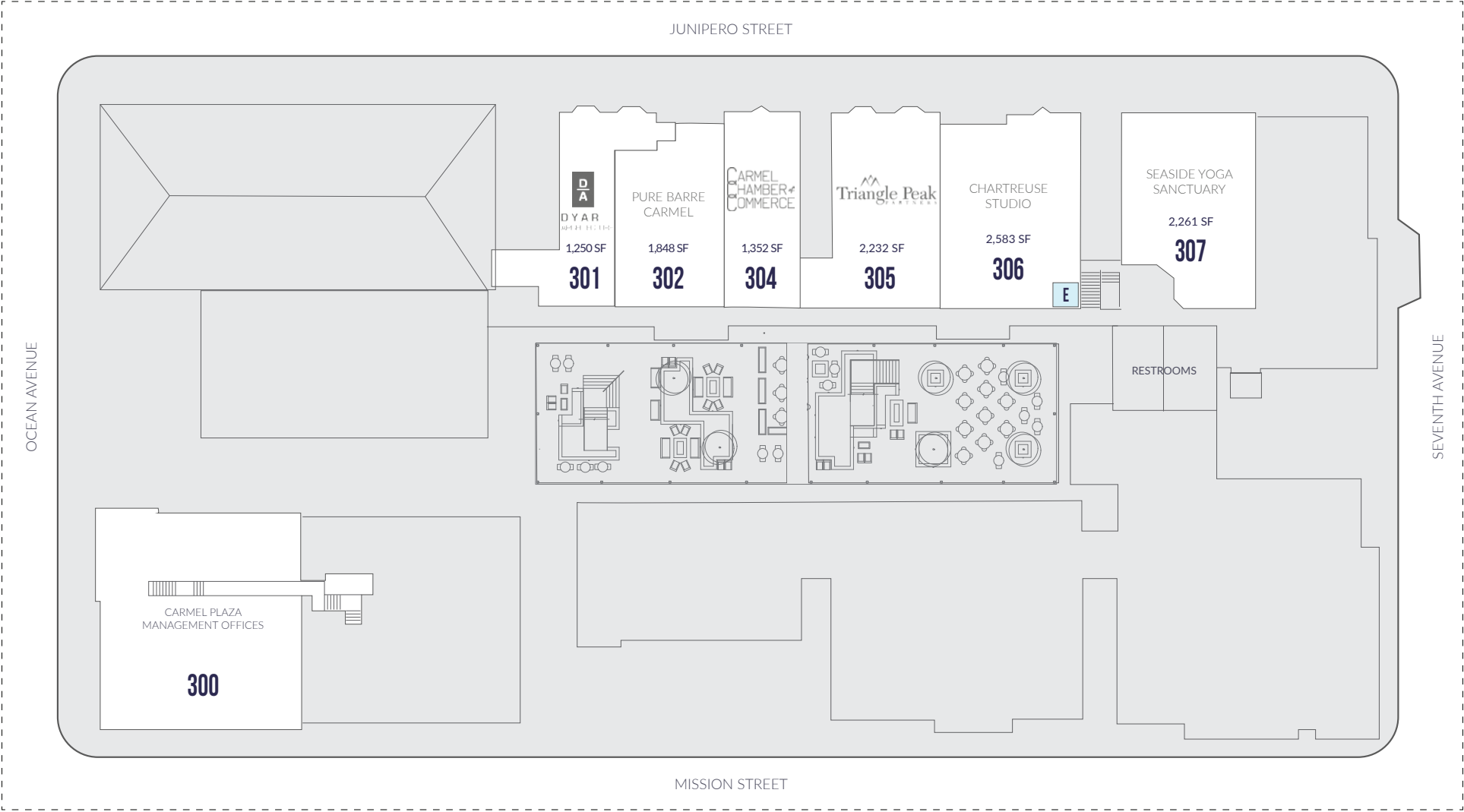
COURTYARD LEVEL

LEASE PLAN



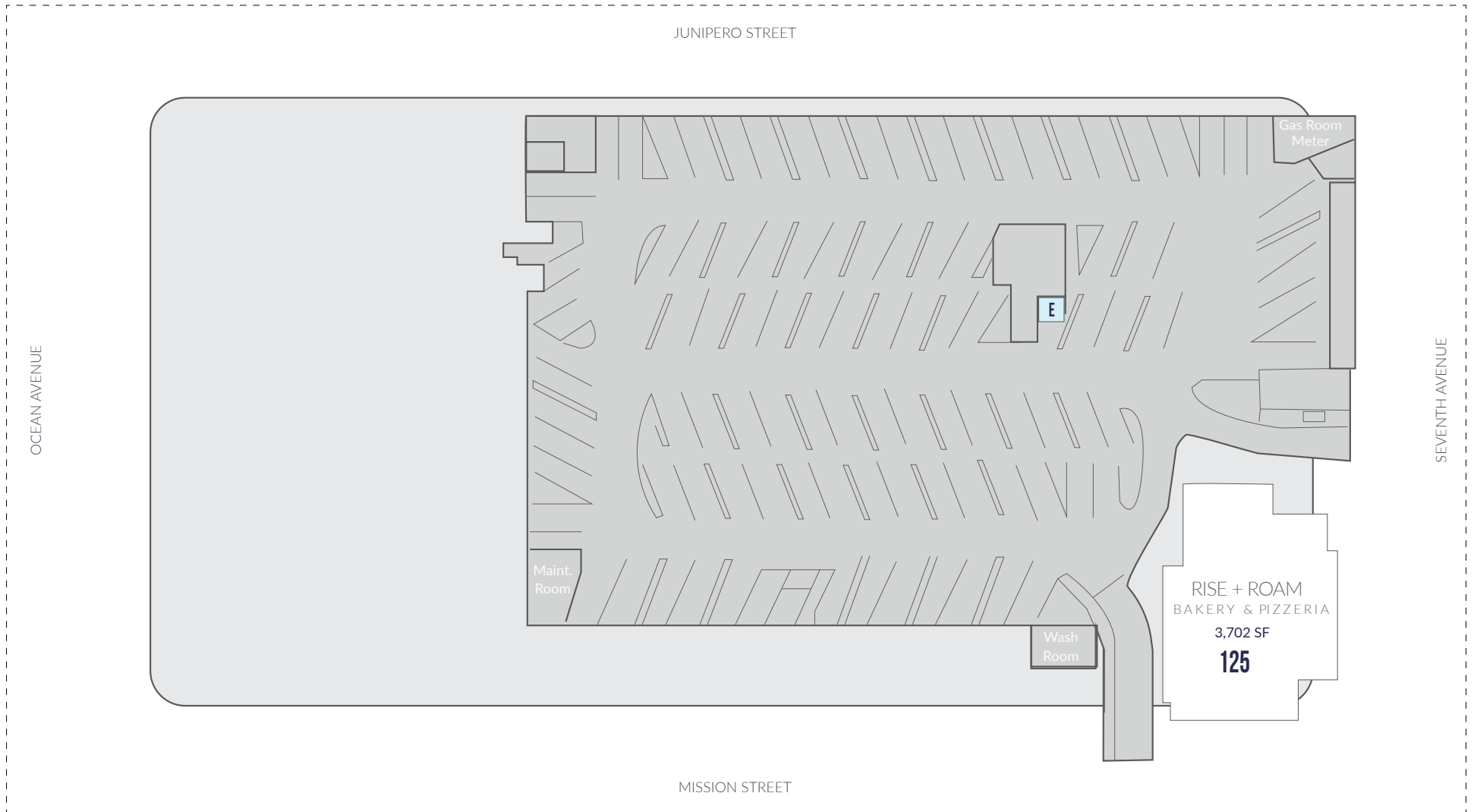
OCEAN LEVEL

LEASE PLAN



TERRACE LEVEL

LEASE PLAN



GARAGE LEVEL



RENOVATION

Carmel Plaza has completed its multi-million dollar cosmetic renovation

which provides a more contemporary aesthetic, featuring a sophisticated color palette, new wrought iron railings, new stone staircases, improved lighting and access. The common area renovation includes a transformation of the interior Courtyard,

with low-profile limestone planters, fire pits, resort-style furnishings and vastly improved sight-lines to stores and restaurants. The renovation provides a refreshing and inviting atmosphere, to further establish Carmel Plaza as the retail anchor of Carmel-by-the-Sea.



DEMOGRAPHICS

WITHIN 20 MILES OF CARMEL PLAZA

160,695

2019 Total Population

\$108,372

2019 Average HHI

62,290

2019 Total Households

39.6

2019 Median Age

164,357

2024 Projected Population

\$124,487

2024 Projected Average HHI

63,613

2024 Projected Households

SOURCES:
See Monterey Visitor Profile, Fact Sheet
U.S. Census Bureau
Esri Forecasts

TRADE AREA & LOCATION

WITHIN 30 MINUTES OF CARMEL PLAZA

- ◆ Travel + Leisure magazine recently ranked Carmel-by-the-Sea as 3rd most romantic city in the world.
- ◆ Just minutes from numerous luxury hotels and resorts including The Lodge at Pebble Beach, L'Auberge Carmel, Carmel Mission Ranch, La Playa Carmel, Hyatt Carmel Highlands and the historic Cypress Inn.
- ◆ Over 8 million people visit Monterey County annually.
- ◆ Tourism is a \$2.8 billion industry in Monterey County.
- ◆ Tourism is the leading industry in the City of Carmel-by-the-Sea generating more than \$5.9 million in hotel tax revenue.
- ◆ A total of 222 lodging facilities with over 11,000 hotel rooms in Monterey County
- ◆ Some of the many attractions to the area include: Big Sur, Cannery Row, Monterey Wine Country, Monterey Bay Aquarium, 17 Mile Drive, Pebble Beach and Pinnacles National Park

SOURCES:

2016 Monterey County Visitor Profile, Final Report of Findings Jan. 2017
U.S. Census Bureau
Esri Forecasts

AERIAL

■ Golf Clubs ■ Tourist Attractions ■ Resorts & Spas





MARKET STATS

COMMUNITY

- ◆ The median home price within 10 miles of the City of Carmel was \$894,235 in 2019
- ◆ In 2019, Monterey County saw 8M total visitors
- ◆ Visitors spent \$187,493,941 on food away from home in 2019
- ◆ Visitors to Carmel-by-the-Sea spend a mean of \$515.62 per day

ECONOMY

- ◆ Businesses within one mile of the center generate over \$100 million in annual sales.
- ◆ 2019 Spending on Apparel and Services within 10 miles was \$109,020,508
- ◆ Daytime population reached 120,593 within 10 miles of Carmel Plaza County Travel Impacts
- ◆ \$9.5M in local tax revenue for Carmel according to Monterey

SOURCES:

See Monterey Visitor Profile, Fact Sheet
U.S. Census Bureau
Esri Forecasts



KEY RETAILERS

FASHION & LIFESTYLE

TIFFANY & CO.

BOTTEGA VENETA

kate spade

COS BAR

ANTHROPOLOGIE

COLE HAAN


vineyard vines

J. LAWRENCE
KHAKISCARMEL


ROLLER RABBIT

SEA BAGS
★ MAINE ★

JANIE
AND
JACK

House of
Cardoon

DINING & TASTING


HAHN FAMILY
— WINES —


BLAIR

PÂTISSERIE
BOISSIERE



wrath



kenny fukumoto's

FLYING FISH GRILL



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