



# *Carmel Plaza*

CARMEL-BY-THE-SEA, CA



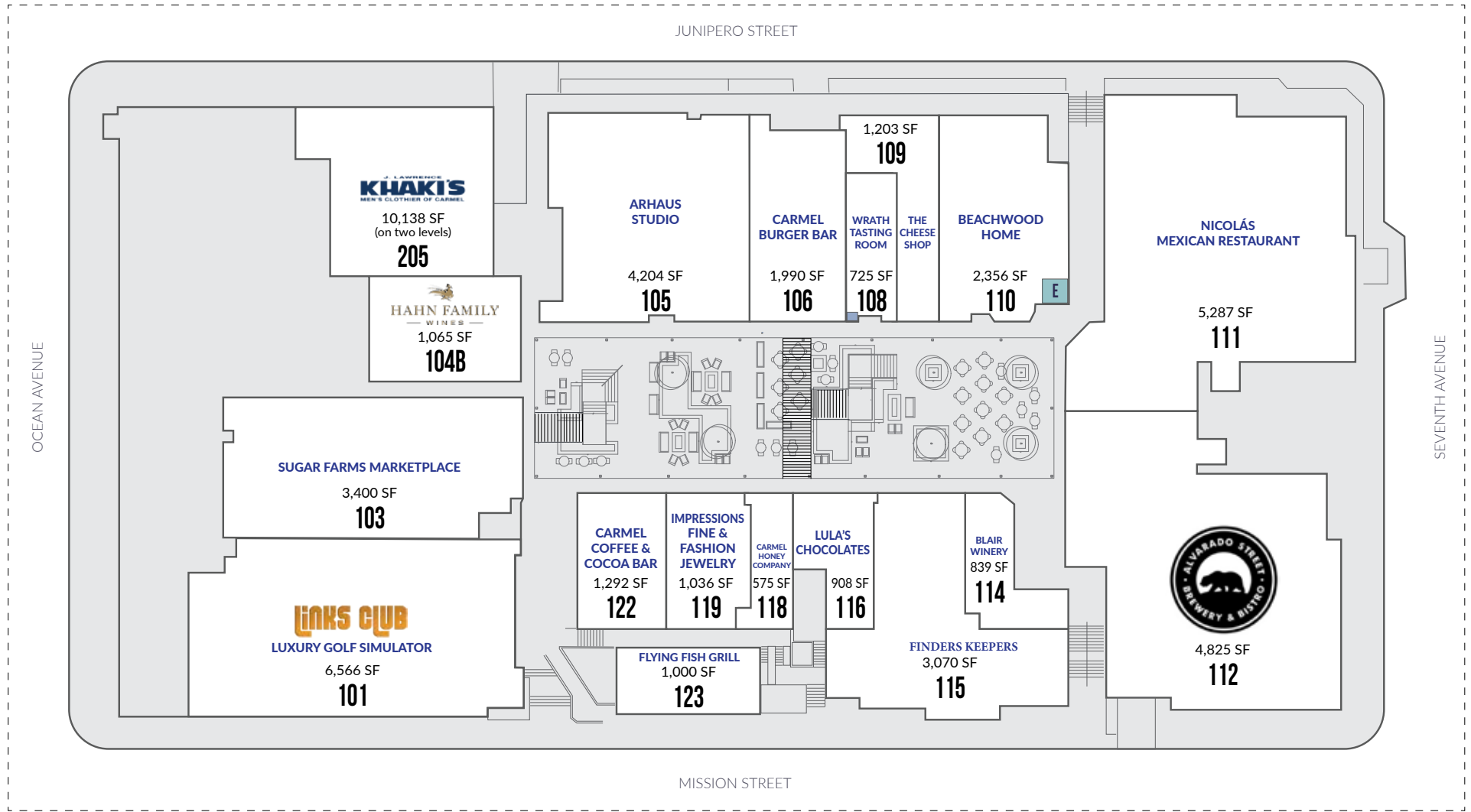


# THE PLAZA

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.

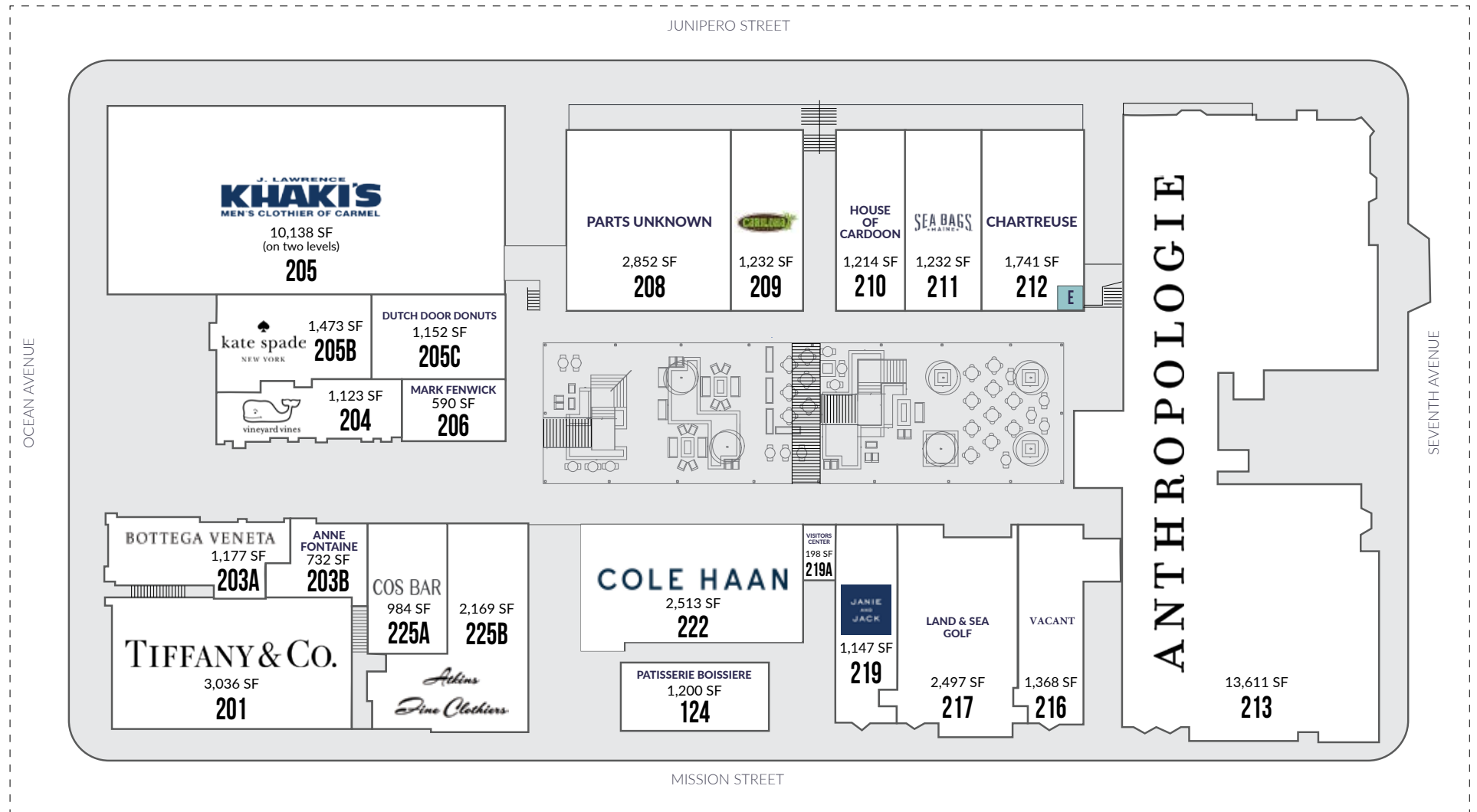


# LEASE PLAN



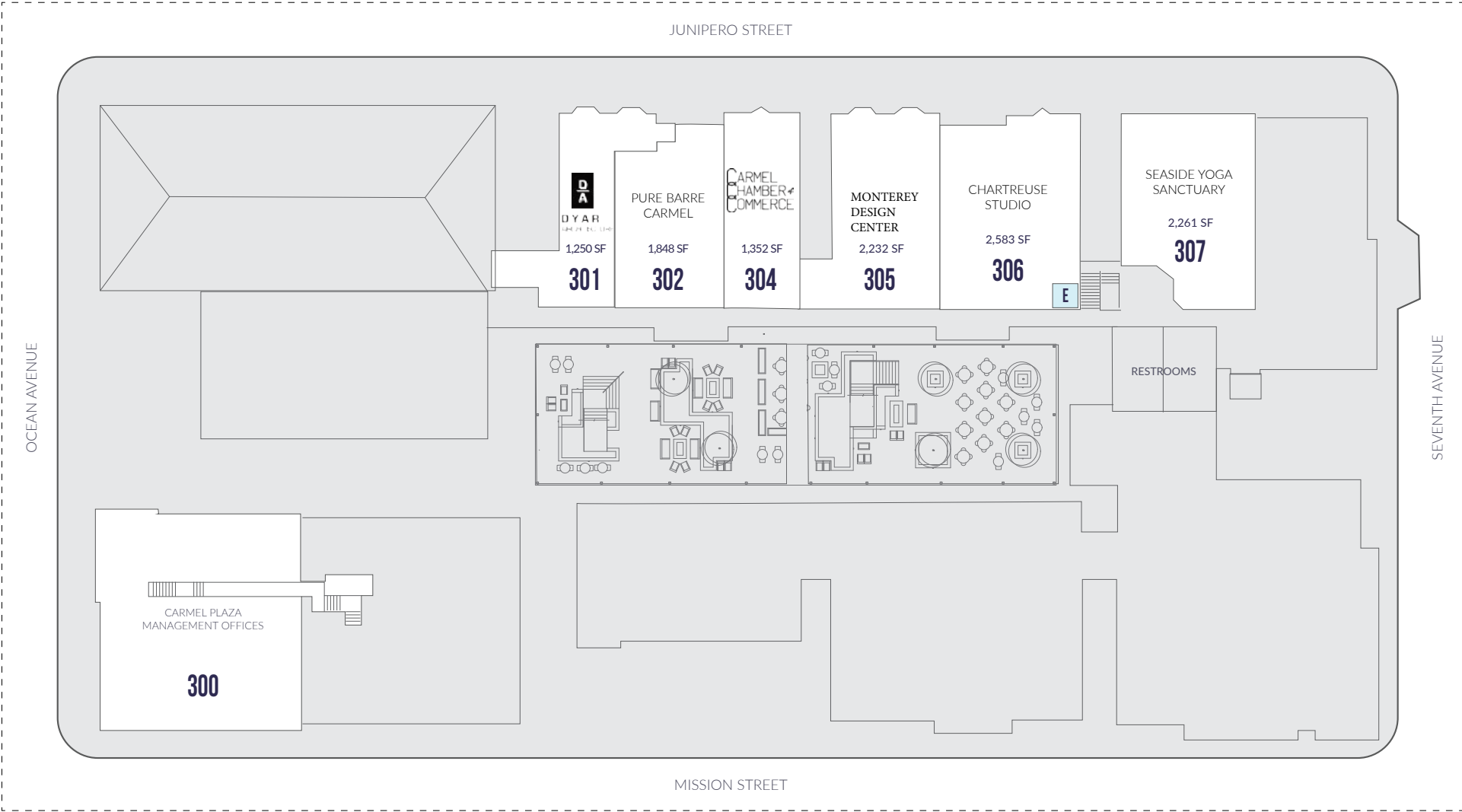
*COURTYARD LEVEL*

# LEASE PLAN



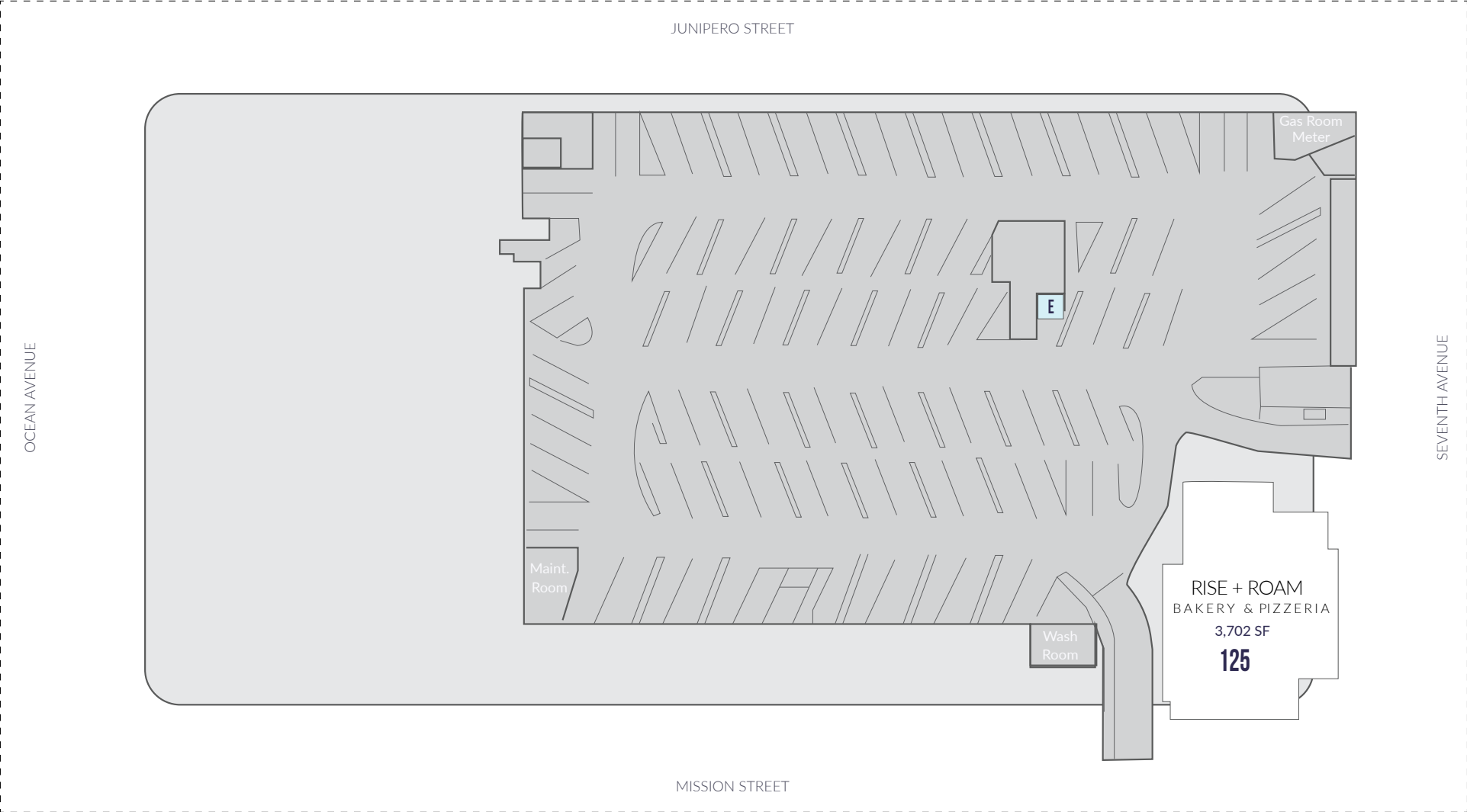
OCEAN LEVEL

# 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 30 MINUTES OF CARMEL PLAZA*

*150,334*

2019 Total Population

*\$107,208*

2019 Average HHI

*57,828*

2019 Total Households

*39.4*

2019 Median Age

*154,693*

2023 Projected Population

*\$127,798*

2023 Projected Average HHI

*59,435*

2023 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 4 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

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## *COMMUNITY*

- ◇ Over 100,000 residents live within a 15 minute drive of Carmel Plaza.
- ◇ The median home price within 10 minutes of the City of Carmel was \$1,337,999 in 2019
- ◇ In 2019, Monterey County saw 4.6M total visitors
- ◇ 89.3% visitors to Carmel-by-the-Sea dine in restaurants and 78.6% go shopping
- ◇ 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 Food away from Home within 30 minutes was \$260,699,071
- ◇ 2019 Spending on Apparel and Services within 30 minutes was \$161,551,681
- ◇ Daytime population 163,237 within 30 minutes
- ◇ \$9.5M in local tax revenue for Carmel according to Monterey County Travel Impacts

### SOURCES:

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



# KEY RETAILERS

## *FASHION & LIFESTYLE*

TIFFANY & CO.

ANTHROPOLOGIE

kate spade

COS BAR

J. LAWRENCE  
**KHAKIS**CARMEL

COLE HAAN



House of  
Cardoon

## *DINING & TASTING*



PÂTISSERIE  
BOISSIERE



CARMEL  
BURGER BAR

wrath

VILLA AZTECA  
COCINA MEXICANA







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