



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.





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

137,202

2021 Total Population

\$126,887

2021 Average HHI

54,272

2021 Total Households

47.5

2021 Average Age

154,693

2023 Projected Population

\$127,798

2023 Projected Average HHI

59,435

2023 Projected Households

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

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
KHAKISCARMEL

COLE HAAN



House of
Cardoon

SEA BAGS
★ MAINE ★

DINING & TASTING


HAHN FAMILY
— WINES —


BLAIR

PÂTISSERIE
BOISSIERE

kenny fukumoto's

FLYING FISH GRILL

CARMEL
BURGER BAR

wrath

VILLA AZTECA
COCINA MEXICANA

ALVARADO STREET
BREWERY & BISTRO



CAFE LUNA



CARMELPLAZA.COM |    

O'CONNOR | CAPITAL
PARTNERS

240 ROYAL PALM WAY, SUITE 200 PALM BEACH, FL 33480
WWW.OCONNORCP.COM