

*la*  
*Avenida Plaza*  
Coronado, California



Proposed Elevations

Blanco & Better Buzz Now Open!



San Diego  
Leasing Specialists

**CBRE**





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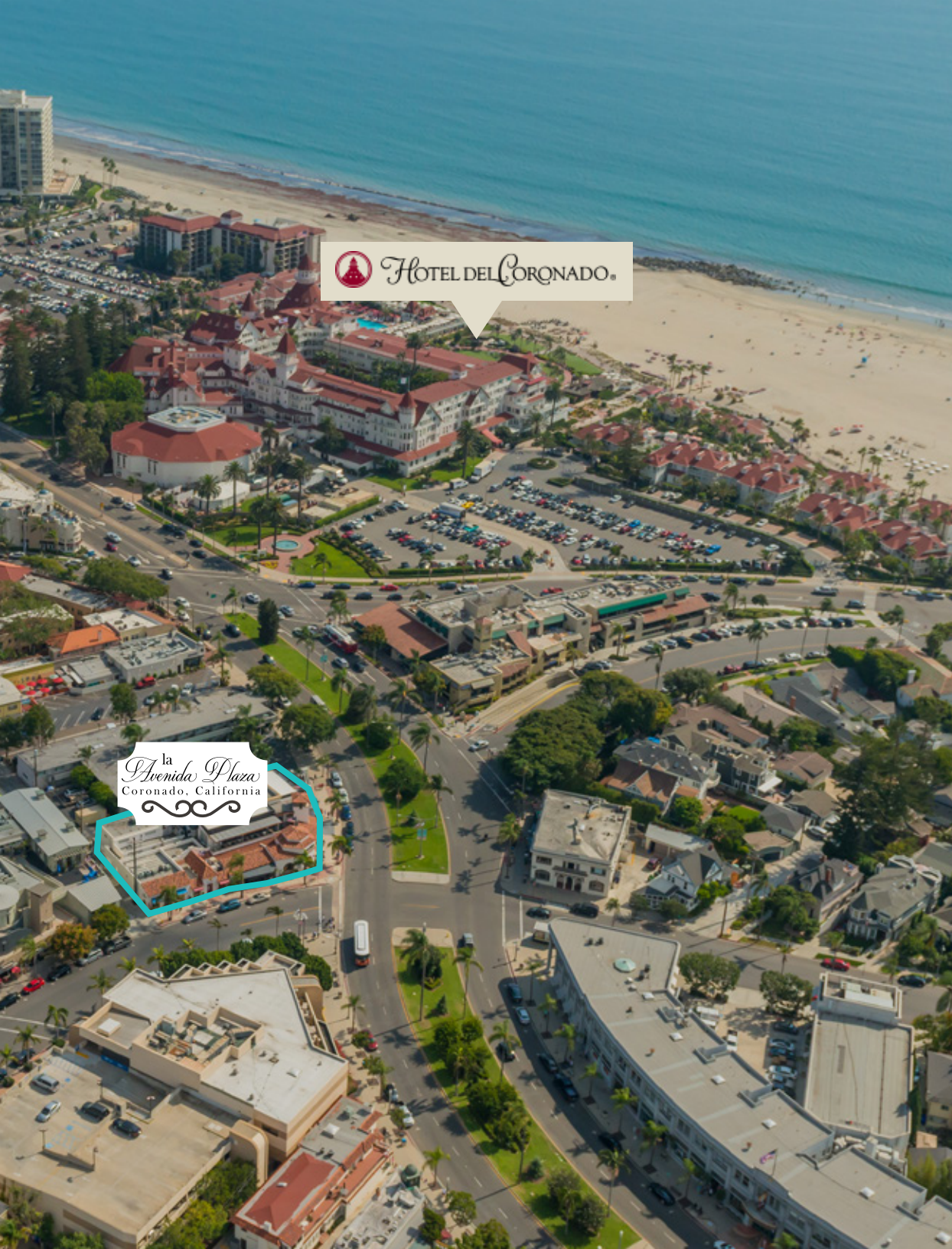
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HOTEL DEL CORONADO®

la  
Avenida Plaza  
Coronado, California

“ Everything within walking distance-beach, restaurants, etc. No car needed. Cannot wait to return!! Highly recommend to friends, couples and families!

-Trip Advisor User, September 2017

La Avenida Plaza | CORONADO, CA 2







## Blanco Proposed Exterior Elevations







## LA AVENIDA PLAZA

is steps from the Pacific Ocean and is exceptionally located on the most highly trafficked stretch of Coronado on Orange Avenue. The area is rich with shopping, restaurants, coffee shops and boutique gyms.

## CORONADO

boasts a sophisticated relaxed lifestyle, with gentle surf, sparkling wide-sand beaches, charming main street and great hotels, including the famous Hotel del Coronado, this island paradise is perfect for a family vacation or romantic getaway.





GLORIETTA BAY

CORONADO YACHT CLUB

GLORIETTA BAY INN

VILLA CAPRI BY THE SEA

CORONADO BEACH RESORT

EL CORDOVA HOTEL

MIGUEL'S CORONADO

BRIGANTINE SEAFOOD

USPS

TWO STORY HOTEL  
REDEVELOPMENT

ISLAND TERRACE

*la*  
*Avenida Plaza*  
Coronado, California

ORANGE AVENUE

ORANGE AVENUE

B AVENUE

BANK OF AMERICA

VILLAGE PIZZERIA

CHEZ LOMA





HOTEL DEL CORONADO

CORONADO PLAZA

MARETALIA RISTORANTE



WALK SCORE

93



BIKE SCORE

83

**“WALKER’S PARADISE”**

DAILY ERRANDS DO NOT REQUIRE A CAR

## PROXIMITY

**4.0 MILES TO PETCO PARK**

**5.1 MILES TO GASLAMP QTR**

**6.0 MILES TO SD ZOO**

**7.4 MILES TO AIRPORT**

**12.1 MILES TO SEAWORLD**

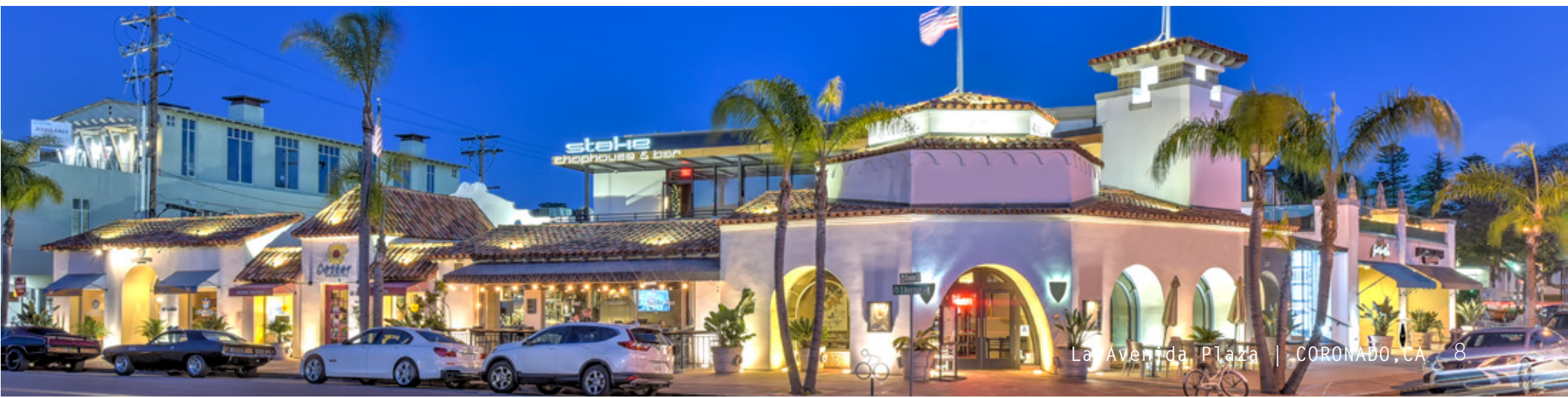




TENANT	SUITE	SQ FT
BETTER BUZZ COFFEE ROASTERS	A-1	2,052
EARTH, WIND & SEA *	A-2	1,252
BLANCO MEXICAN RESTAURANT	B-C	5,424
AVAILABLE	D-1	500
HOTEL KITCHEN	D-2	1,292
STAKE CHOPHOUSE & BAR	E	4,648
OFFICE	F	720

\* POTENTIALLY AVAILABLE







# MARKET SNAPSHOT

## RETAIL

Coronado is densely filled with local and popular retailers that visitors and the community frequently visit. A high barrier to entry in the market creates a personal and devoted group of consumers.

### CONSUMER EXPENDITURE

**\$34.5M**

FOOD AWAY FROM HOME

12,308 ADULTS (1MI RADIUS)

20% WENT TO A BAR/CLUB IN LAST 12mo

56% DINED OUT IN LAST 12mo

78% WENT TO STEAK HOUSE IN LAST 6mo

18% WENT TO FINE DINING IN LAST MONTH

SAN DIEGO COUNTY TOURISM AUTHORITY  
2018 GENERAL FACTS

**\$10.8B**

IN VISITOR  
SPENDING

**70%**

SPENT AT  
LOCAL NON-HOTEL  
BUSINESSES







SAN DIEGO

FERRY LANDING

CORONADO MUNICIPAL GOLF COURSE

CORONADO PUBLIC LIBRARY

VONS

PANERA  
BREAD  
STARBUCKS

WALGREENS

CORONADO ISLAND ASSEMBLAGE

BANK OF AMERICA

SPRECKELS BUILDING

*la Avenida Plaza*  
Coronado, California

TWO STORY HOTEL  
REDEVELOPMENT

LOMA AVENUE

ORANGE AVENUE





MARRIOT RESORT

CORONADO INN

BEST WESTERN  
EL RANCHO MOTEL

CROWN CITY INN

CORONADO VICTORIAN HOUSE

CHEROKEE LODGE

HOTEL MARISOL

la Avenida Plaza  
Coronado, California

1906 LODGE

EL CORDOVA HOTEL

CORONADO BEACH RESORT

GLORIETTA BAY INN

\*VILLA CAPRI

HOTEL DEL CORONADO

BEACH VILLAGE AT THE DEL





LOEWS CORONADO BAY



## CORONADO ISLAND

**CORONADO** is a prestigious beach community with an island feel. Incorporated in 1890, Coronado has a rich history and exceptional community assets in a village atmosphere. Surrounded by the San Diego Bay and the Pacific Ocean, Coronado offers a unique lifestyle enjoyed by its residents and has always welcomed visitors from across the bay and around the world.

Visitors to Coronado find it an idyllic place to swim, sail, surf, bike, run, walk, rollerblade, play tennis, golf or fish. There is culture and history galore in Coronado. Enjoy theaters and music venues; the Coronado Museum run by the Coronado Historical Association and a thriving arts community led by the Coronado Arts Commission. The City Council is committed to preserving a unique residential and business-friendly village atmosphere.



# Consumer Behaviour Profiles (Represents 99.9% of the consumers within Coronado Island)



## *Exurbanites*

**35% of market**

**\$103,400 Median Household Income**

**51 Median Age**

Attributes:

- + Approaching retirement but showing few signs of slowing down
- + Active in their communities, generous in their donations, and seasoned travellers
- + Well connected – using the Internet for everything from shopping to managing their finances
- + Style matters – They take pride in their home and foster a sense of personal style
- + Sociable and hardworking, they still find time to stay physically fit



## *In Style*

**25.2% of market**

**\$73,000 Median Household Income**

**42 Median Age**

Attributes:

- + Married Couples, primarily with no children
- + Embrace an urbane lifestyle that includes support of the arts, travel and extensive reading.
- + Connected and take full advantage of mobile devices
- + Attentive to price, they use coupons, especially mobile coupons





## *Golden Years*

**21.1% of market**

**\$71,700 Median Household Income**

**52.3 Median Age**

Attributes:

- + Good health is a priority, they believe in healthy eating coupled with vitamins and dietary supplements
- + Supporters of the arts and charitable organizations
- + Avid readers – they regularly read daily newspapers, particularly the Sunday edition
- + Well connected, Internet access is used for everything from shopping to paying bills. They keep their landlines and view cellphones as more of a convenience



## *Urban Chic*

**18.6% of market**

**\$109,400 Median Household Income**

**43.3 Median Age**

Attributes:

- + Professionals that live a sophisticated, exclusive lifestyle
- + Environmentally aware, eat organically, actively recycle and maintain a “green” lifestyle
- + Very tech-savvy and well-educated, they use PCs extensively for an array of activities such as shopping, banking, and staying current
- + Well educated, avid readers, moviegoers and supporters of the arts









## 2022 DEMOGRAPHICS

**19,010**

Total Population

**21,219**

Daytime Population (92118)

**\$158,808**

Average Household Income

**43.10**

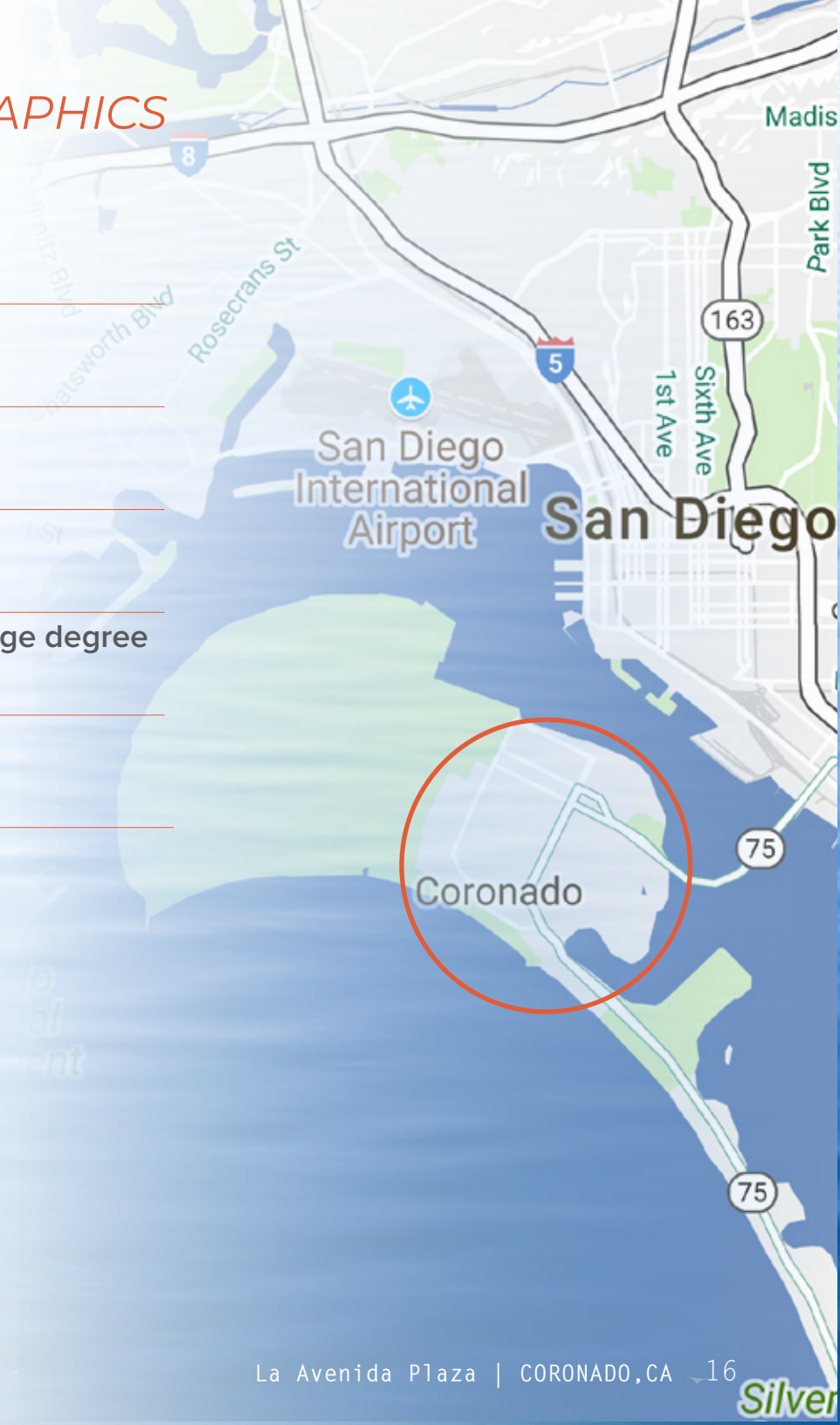
Median Age

**Over 62.7% have a college degree**

Education

**11,077 Housing Units**

Housing Units





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