



# carlsbad

SAN DIEGO





“The Village by the Sea,” as locals call it, Carlsbad is a charming, laid-back California city with a high drive for leisure—a dining, shopping, and outdoor destination for visitors and natives alike.

- Located on the Pacific coast 35 miles north of San Diego and 85 miles south of Los Angeles, and home to major attractions including Legoland, Sea Life Aquarium, and the Flower Fields of Carlsbad
- Among the top 20 wealthiest communities in the U.S., Carlsbad is California's 5th richest, with average household income over \$198K
- Retail demand is high in the submarket, powered by high-performing brands including Apple, Free People, Lululemon, and others
- Excellent scores in several categories, including nightlife, diversity, weather, health & fitness, and outdoor activities, lead to an overall A rating from Niche
- Home of the twice-annual Carlsbad Village Faire, the largest single-day street fair in the nation with over 100K attendees
- Golfers far and wide are drawn to the famed Omni La Costa, a PGA Tour stop visited over the years by the likes of Bob Hope and Frank Sinatra, while the Park Hyatt Aviara Resort boasts the only Arnold Palmer signature golf course in the San Diego area



## By the Numbers



**53**  
WALK SCORE



**26**  
TRANSIT SCORE



**50**  
MEDIAN AGE



**71%**  
EDUCATIONAL ATTAINMENT\*



**\$227,486**  
AVG HOUSEHOLD INCOME\*

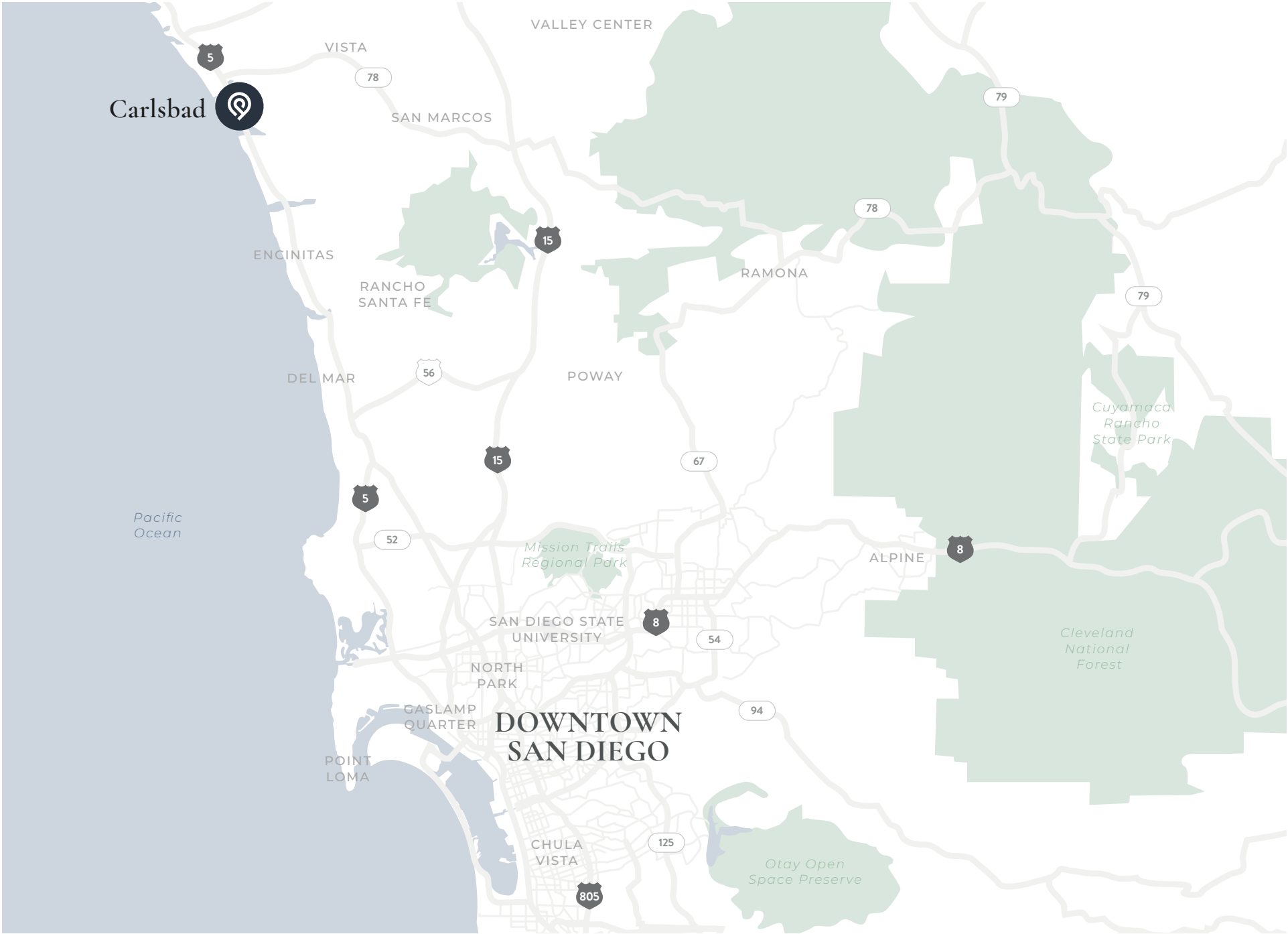


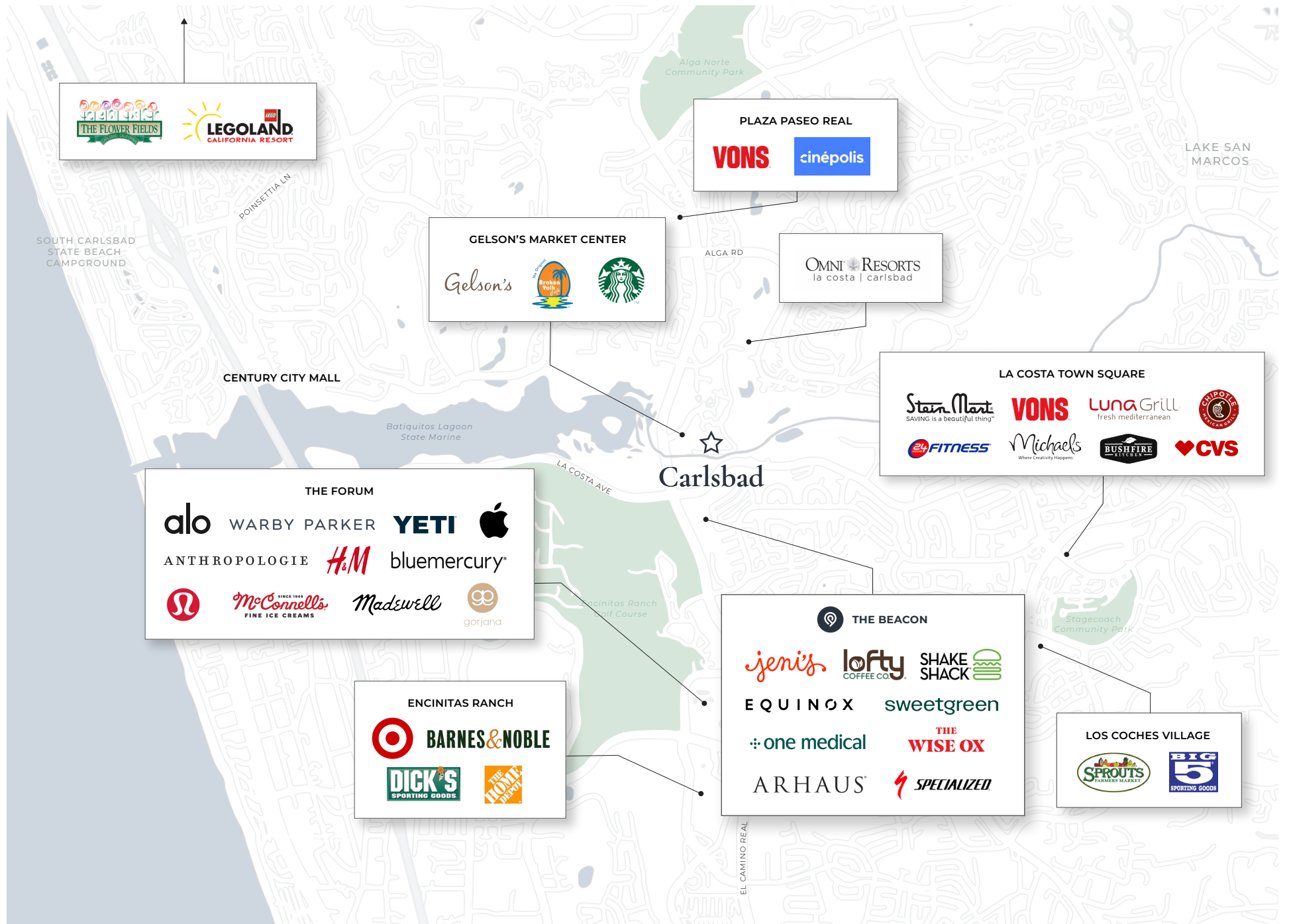
**9,465**  
POPULATION\*



**122,737 SF**  
TOTAL NEIGHBORHOOD GLA OWNED

\*(1-MILE)

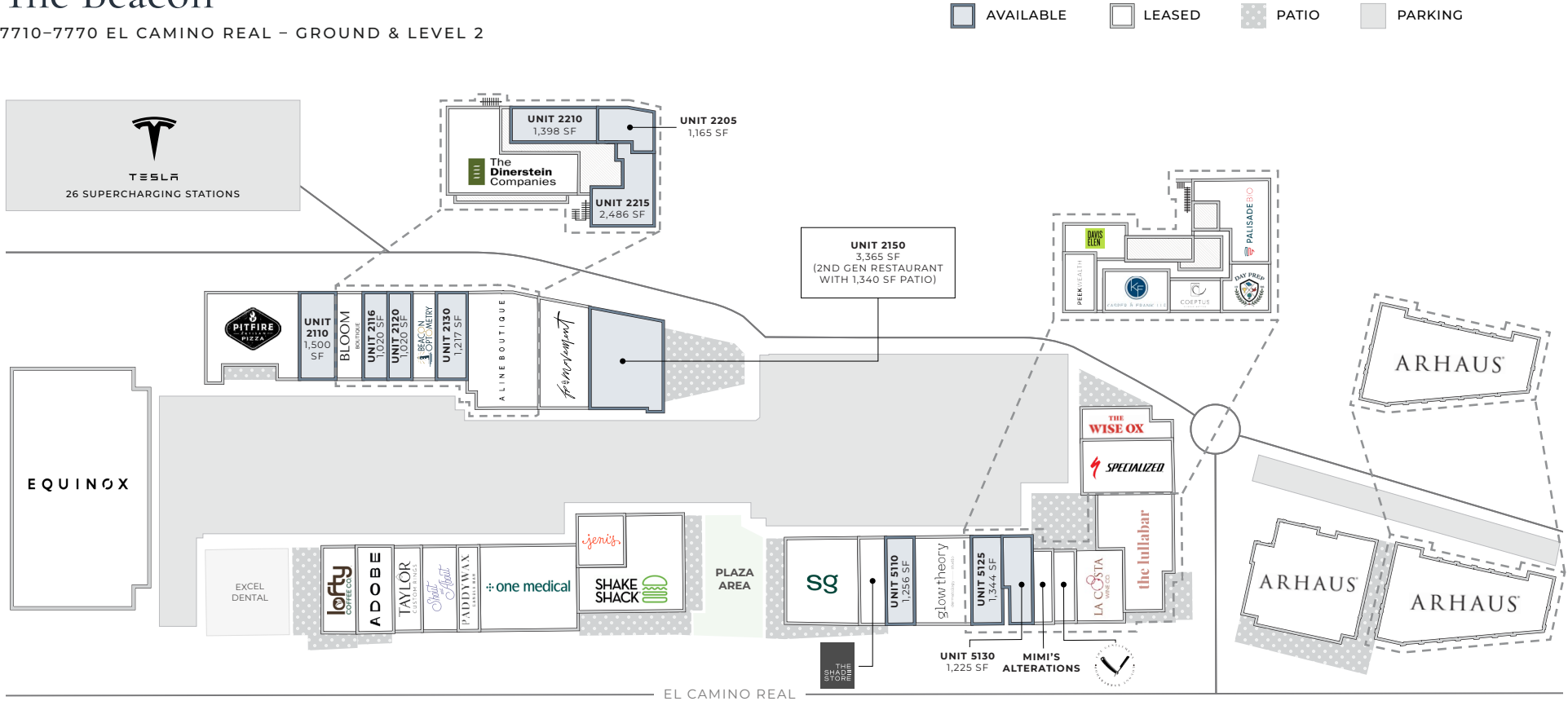






# The Beacon

7710-7770 EL CAMINO REAL – GROUND & LEVEL 2



## ADOBE

BY JESS VARGAS

Adobe combines Southern California vibes with an eclectic mix of items from around the world. As a conscious brand where the makers and sources are of great importance, every piece has a rich story - where the materials came from to who made it. Their products are responsibly sourced, made of high quality materials, and are chosen with sustainability in mind.



Shout and About is a thoughtfully curated stationery and gift boutique that celebrates all things fun! With a wide selection of quirky, playful, and stylish gifts, this LA based concept has found it's first San Diego home at The Beacon.

## one medical

One Medical is a boutique, membership-based primary care practice dedicated to meeting busy customers' needs.



In 2004, a permanent kiosk opened in the Madison Square Park in NY and Shake Shack was born. This modern day "roadside" burger stand serves up the most delicious burgers, hot dogs, frozen custard, shakes, beer, wine and more.



From studio to street, FP Movement offers performance-ready activewear, accessories and gear that reflect the transformative power of Movement. This well loved brand believes in the power of community while standing out amongst the crowd, in supporting and lifting each other up.



Founded in 1974, Specialized Bicycles designs, manufactures and markets bicycles, bicycle components and related products with the tagline: "made for riders, by riders."

## glow theory

Glow Theory is a boutique med spa that aims to empower the modern beauty consumer by providing superior skincare services that accentuate individual beauty. Treatments include laser, aesthetics, and clinical dermatology.



Inspired by the early 20th century when butcher shops were the heart of every neighborhood, The Wise Ox Butcher + Eatery is a new concept bringing the promise of the perfect cut for every occasion by delivering the highest quality meats and ingredients available from local, sustainable farms, and purveyors.



Started in 2011 as an open-concept corner café in historic Encinitas, California, Lofty Coffee is known for its quality coffee, sustainable consciousness and hand-baked pastries from scratch.

## sweetgreen

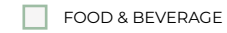
Sweetgreen is a destination for healthy, seasonal food known for cooking with simple and sustainably-sourced ingredients. Their aim is to build community by expanding into neighborhoods and becoming part of people's daily lives to bring health and wellness.



Outstanding pizza made from hand-stretched dough and wood-fired to perfection is a given, but Pitfire Pizza's menu goes beyond--think healthful salads, sandwiches, pastas and seasonal vegetables.



The Gentlemen's Lounge is a modern take on barbering focused on the highest quality service and products. San Diego native Keilani Hontucan has been in the hair industry since 2009 and has worked at many of the best salons in North County.



FOOD &amp; BEVERAGE



SERVICE &amp; RETAIL

## A LINE BOUTIQUE

In addition to carrying a curated selection of candles, stationery and home décor, Paddywax Candle Bar provides unique and creative DIY candle pouring workshops where visitors are able to craft personalized candles in repurposable vessels.



Jeni Britton Bauer is an American ice cream maker and entrepreneur. She introduced a modern, ingredient-driven style of ice cream making that has been widely emulated across the world, but never duplicated.

## PADDYWAX

In addition to carrying a curated selection of candles, stationery and home décor, Paddywax Candle Bar believes in creating memories through DIY candle pouring workshops where each individual are able to nurture one's own creativity. From repurposable vessels to expertly crafted fragrance blends, candle pouring is a unique opportunity to reconnect with friends & family or indulge in self-care.

## EQUINOX

Equinox Luxury Fitness Club has the highest member loyalty in the country, with above-and-beyond amenities including steam rooms, saunas, Kiehls hair and body products, and a kids club.

## ARHAUS

Arhaus was founded in 1986 on a simple idea; Furniture and décor should be sustainably sourced, lovingly made, and built to last. Today, they partner with artisans around the world who share their vision, creating beautiful heirloom-quality pieces that can be used - and loved - for generations.



With a wide-ranging assortment of wines and cheeses, La Costa Wine offers a full experience to any individual or group seeking to taste or purchase wines in their rustic and elegant store.



## ASANA PARTNERS

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