



By the Numbers

(1-MILE)

MEDIAN AGE

49

EDUCATIONAL
ATTAINMENT

69%

AVERAGE HH INCOME

\$198,823

POPULATION

9,643

WORLD-CLASS
RESORTS

4

TOTAL GLA OWNED (SF)

122,622



Welcome to Carlsbad

"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



Our Location



THE FLOWER FIELDS
LEGOLAND CALIFORNIA RESORT

Plaza Paseo Real
VONS cinépolis

Gelson's Market Center
Gelson's Broken Yolk Starbucks

OMNI RESORTS
la costa | carlsbad

La Costa Town Square
Stein Mart VONS Luna Grill CHAMP OLE
24 FITNESS Michaels BUSHFIRE CVS

The Forum
alo WARBY PARKER YETI Apple
ANTHROPOLOGIE H&M bluemercury
McConnell's Madswell garjona

jenie's lofty SHAKE SHACK
EQUINOX sweetgreen
LO one medical THE WISE OX
ARHAUS BEACON OPTOMETRY

Encinitas Ranch
Target BARNES & NOBLE
DICK'S SPORTING GOODS THE HOME DEPOT

Los Coches Village
Sprouts Farmers Market BIG 5 SPORTING GOODS

THE BEACON



The Beacon Site Plan

7710-7770 EL CAMINO REAL

AVAILABLE
 LEASED
 PATIO
 PARKING



EL CAMINO REAL:
 ~43,100 VEHICLES PER DAY

 LA COSTA AVE:
 ~32,000 VEHICLES PER DAY

The Beacon Retailer Overview

FOOD & BEVERAGE



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 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.



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.



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.



Lola 55's first location in East Village serves the "elevated Tijuana street taco" within its large-windowed walls and inviting décor. They received the prestigious Bib Gourmand designation from the inaugural Michelin Guide California as an "affordable" and "accessible" "hidden gem." Lola 55 is a tribute to founder Frank Vizcarra's mother, with signature dishes like Lola's Beans and Lola's Caesar.



Pitfire Pizza is all about using their hands and hearts to create a space where good food, art and community can inspire one another. Outstanding pizza made from hand-stretched dough and wood-fired to perfection is a given, but their menu goes beyond—think healthful salads, sandwiches, pastas and seasonal vegetables. With seven locations in Los Angeles and Orange County, The Beacon will be Pitfire's first location in San Diego.



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.



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.

The Beacon Retailer Overview

SERVICE & RETAIL

PADDYWAX

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

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.

glow theory

dermatology — studio

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.

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.



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.



Shout and About is a thoughtfully curated stationery and gift boutique that celebrates all things fun! They specialize in providing a unique selection of quirky, playful, and stylish gifts. Based in Los Angeles, their bringing their first San Diego store to The Beacon and will be opening this Spring.



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

one medical

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

A LINE BOUTIQUE

Founded in 2007, A Line Boutique was founded by owner, Karmen Berentsen. With her strong business acumen fueled by a mission to make women glow, she launched the company into a new realm of retail with a foundation centered around hyper-customer service, selling experiences and empowering women through creating community rather than selling product. Featuring a nontraditional mix of designers, A Line curates their product offering to strategically fit the needs of their clients. A few brands that can be found at A Line include the following: AGOLDE, Anine Bing, Golden Goose, L'Agence, Mother Denim, IRO and Crush Cashmere.

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.



Get In Touch



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