

SU CASA

DEVELOPMENT OPPORTUNITY AT WINDANSEA



**6738 La Jolla Blvd &
350 Playa del Sur Street**

La Jolla, CA 92037

**FULLY ENTITLED 16 units + 3,263 SF of retail | Subject site is 21, 623 SF
total**

Contact Michael Christopher for more information:

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EXISTING:

21,623 SQFT of land (2 parcels):

6738 La Jolla Blvd

APN 351-382-16-00

Su Casa Restaurant

15,285 SQFT

Zoned La Jolla Planned District 4 (LJD-4)

350 Playa del Sur Street

APN 351-382-11-00

16 Studio Apartments

Zoned Residential Medium Density (RM-3-7)

PROPOSED MIXED-USE DEVELOPMENT:

16 residential units

Approx. 1,500 SF each

3,263SF retail

38 underground parking spaces

FULLY ENTITLED.

DISCLAIMER: The information contained in this document has been obtained from sources believed reliable. While Cali Realty Investments does not doubt its accuracy, Cali Realty Investments has not verified it and makes no guarantee, warranty or representation about it. It is your responsibility to independently confirm its accuracy and completeness. Any projections, assumptions, opinions or estimates used are for example only and do not represent the current or future performance of the property. The value of this transaction to you depends on tax and other factors, which should be evaluated by your tax, financial and legal advisors. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property to your needs.

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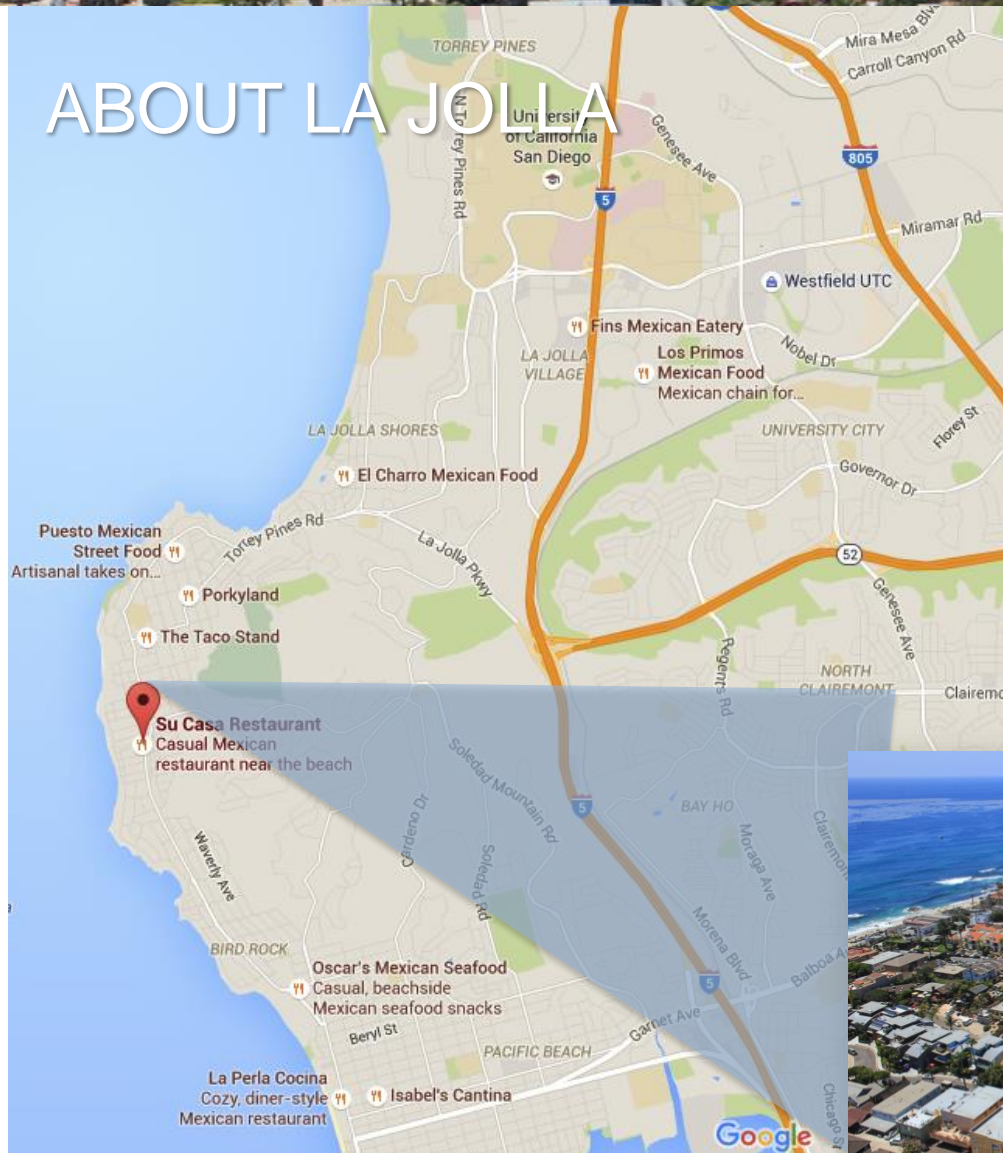
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ABOUT LA JOLLA



The La Jolla commercial real estate market has significant barriers to entry due to the limited sites available for future development and there are currently no new speculative projects under construction. Due to the scarcity of commercially zoned land for development, its coastal orientation, and current zoning guidelines, these barriers to entry are heightened in La Jolla. With a lack of available land allocated for future mixed-use development, and increasing demand by retailers and residents, it is very likely that prime, well-located properties will continue to remain in high demand.

A recent Coldwell Banker study named La Jolla as one of the most affluent communities in the United States ranked above Greenwich Village and Beverly Hills. It has a down-to earth feel due to the beautiful natural scenery. It is known for its fine restaurants, gorgeous beaches, hotels and art galleries.





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The La Jolla Village market is made up of nearly 8,500 acres, with 22,000 homes and over 47,000 residents. This upscale community consists of seven miles of prime coastline that boasts some of the most expensive real estate in Southern California. The average household income in La Jolla is estimated to be \$144,214. The commercial real estate market in La Jolla Village emulates this wealth, commanding some of the highest rents in Southern California. La Jolla is a very strong market that caters to a unique clientele of both foreign and domestic businesses, residents and investors.

ATTRACTIONS

This project is a 5-minute walk to the infamous Windansea Beach and one of Southern California's best and most famous surf breaks.

La Jolla is also the home to the beautiful Torrey Pines Golf Course, made famous by the PGA tour Farmers Insurance Invitational held here in the winter. Just down the steps from the golf course is the more infamous nude beach, Black's Beach. Walking along the beach, especially at sunset, is popular recreation. Those ambling along may be able to get a glimpse of the "green flash".

Downtown La Jolla is another tourist attraction. Downtown is made up of gourmet delis and markets, boutique hotels, and

The average SALE price in 2017 for new condos in the La Jolla area is \$1,082 PSF.*
The average LONG TERM RENTAL price in 2016 for new condos in the La Jolla area is \$2.85 PSF.**

* According to 2017 sales in 92037 ** According to current rentals found on Zillow.com

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DEMOGRAPHICS

DESCRIPTION	0.00 - 1.00 MILES RADIUS 1	%	0.00 - 3.00 MILES RADIUS 2	%	0.00 - 5.00 MILES RADIUS 3	%
2012 Est. Households by Household Income	5,342		24,327		72,438	
Income 200,000+	1,174	22.0	4,223	17.4	6,560	9.1
Income \$150,000-\$199,999	768	14.4	3,247	13.3	6,557	9.1
Income \$100,000-\$149,999	841	15.7	4,483	18.4	12,417	17.1
Income \$75,000-\$99,999	555	10.4	2,719	11.2	8,997	12.4
Income \$50,000 - \$74,999	689	12.9	3,471	14.3	12,678	17.5
Income <\$49,999	1,315	24.7	6,184	25.4	25,229	34.8
2017 Proj. Households by Household Income	5,519		25,266		75,065	
Income 200,000+	1,336	24.2	4,779	18.9	7,501	10.0
Income \$150,000-\$199,999	919	16.7	3,882	15.4	8,020	10.7
Income \$100,000-\$149,999	910	16.5	4,949	19.6	14,188	18.9
Income \$75,000-\$99,999	703	12.7	3,474	13.7	11,894	15.8
Income \$50,000 - \$74,999	624	11.3	3,208	12.7	12,213	16.3
Income <\$49,999	1,027	18.6	4,974	19.8	21,249	28.3
2012 Est. Average Household Income	\$133,370		\$123,019		\$95,184	
2017 Proj. Average Household Income	\$161,389		\$145,670		\$110,459	

Source: US Bureau and Census; made with ESRI Business Analyst

POPULATION BY EDUCATION

The educational attainment of the population aged 25 years or older in the area was distributed as follows:

- 27.5% had earned a Master's/Professional/Doctorate Degree (10.4% in the US)
- 33.2% had a Bachelor's degree (17.7% in the US)
- 6.4% had completed an Associate degree (7.7% in the US)
- 11.5% were high school graduates only (29.6% in the US)
- 4.4% had not earned a high school diploma (14.8% in the US)

POPULATION BY EMPLOYMENT

The occupational distribution of the employed population is:

- 80.1% in white collar jobs (compared to 61.6% of the US employment)
- 12.6% in service jobs (compared to 17.3% of the US employment)
- 7.3% in blue collar jobs (compared to 21.1% of the US employment)



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RENDERINGS





6738 La Jolla Blvd &
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CURRENT SITE



From La Jolla Blvd looking west



From La Jolla Blvd looking north



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CURRENT SITE



From Playa del Sur Street looking



From Playa del Sur Street
looking east



From La Jolla Blvd & Playa del Norte Street looking south



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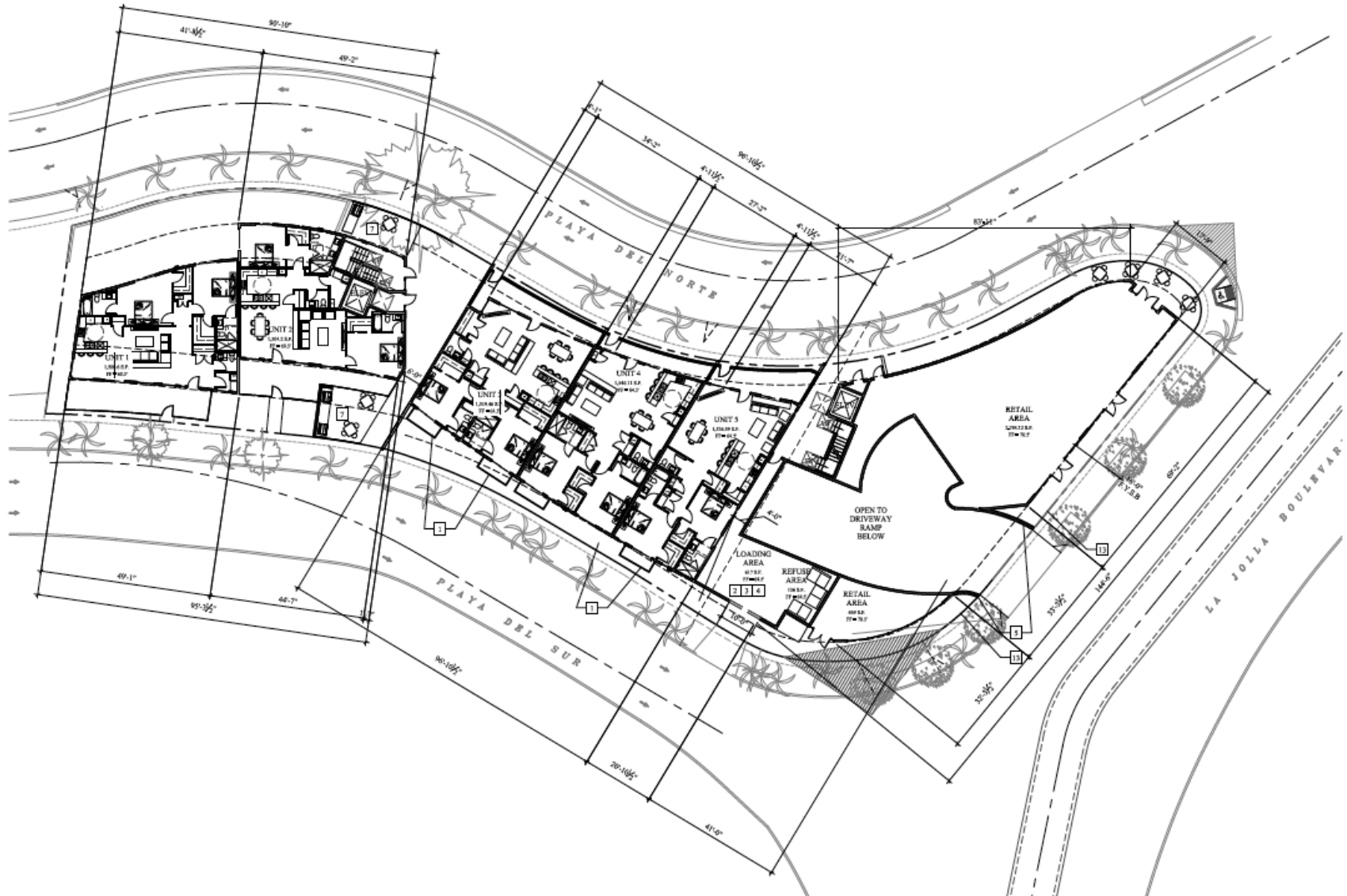
CURRENT SITE



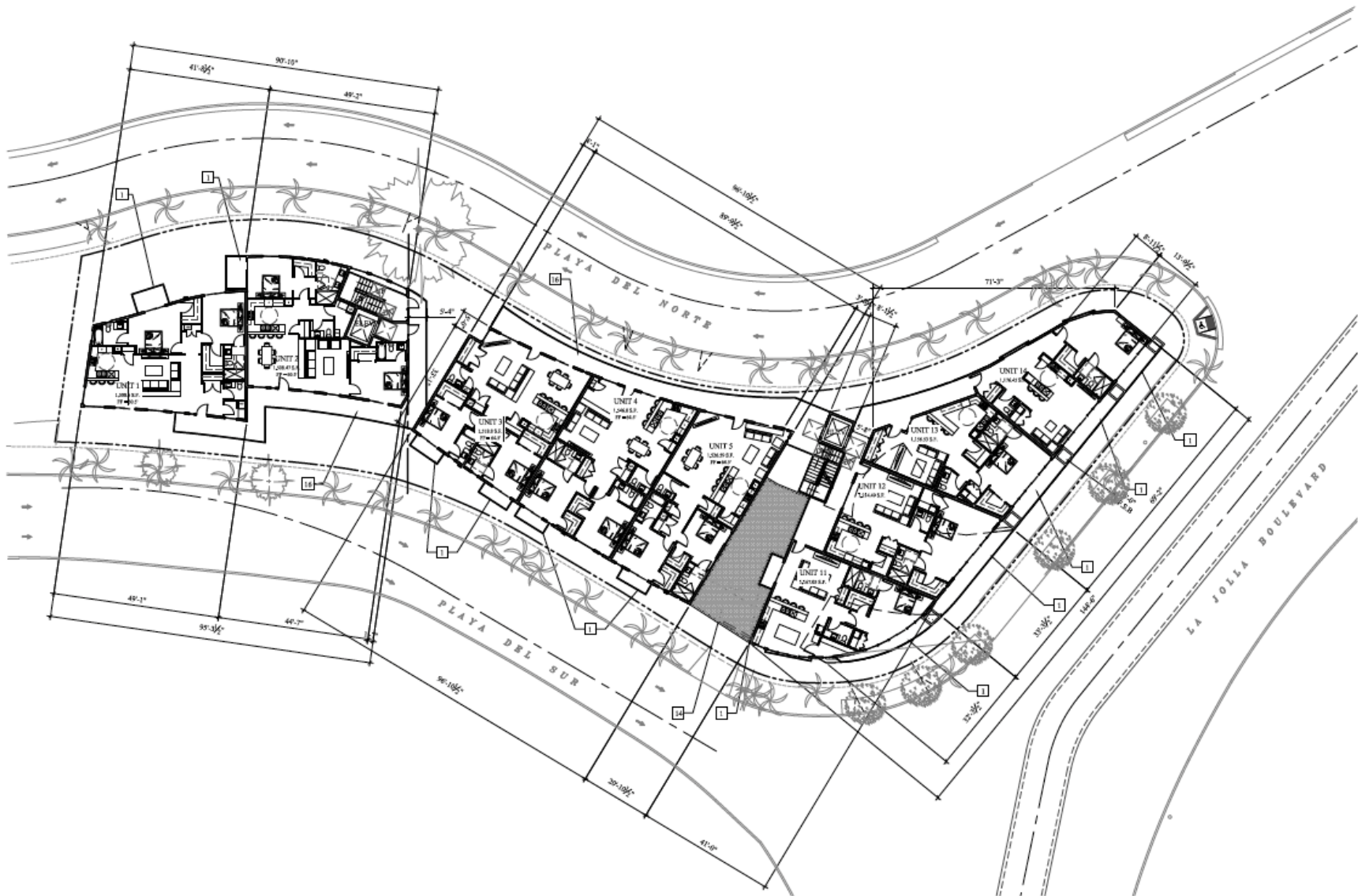
PROPOSED ELEVATIONS



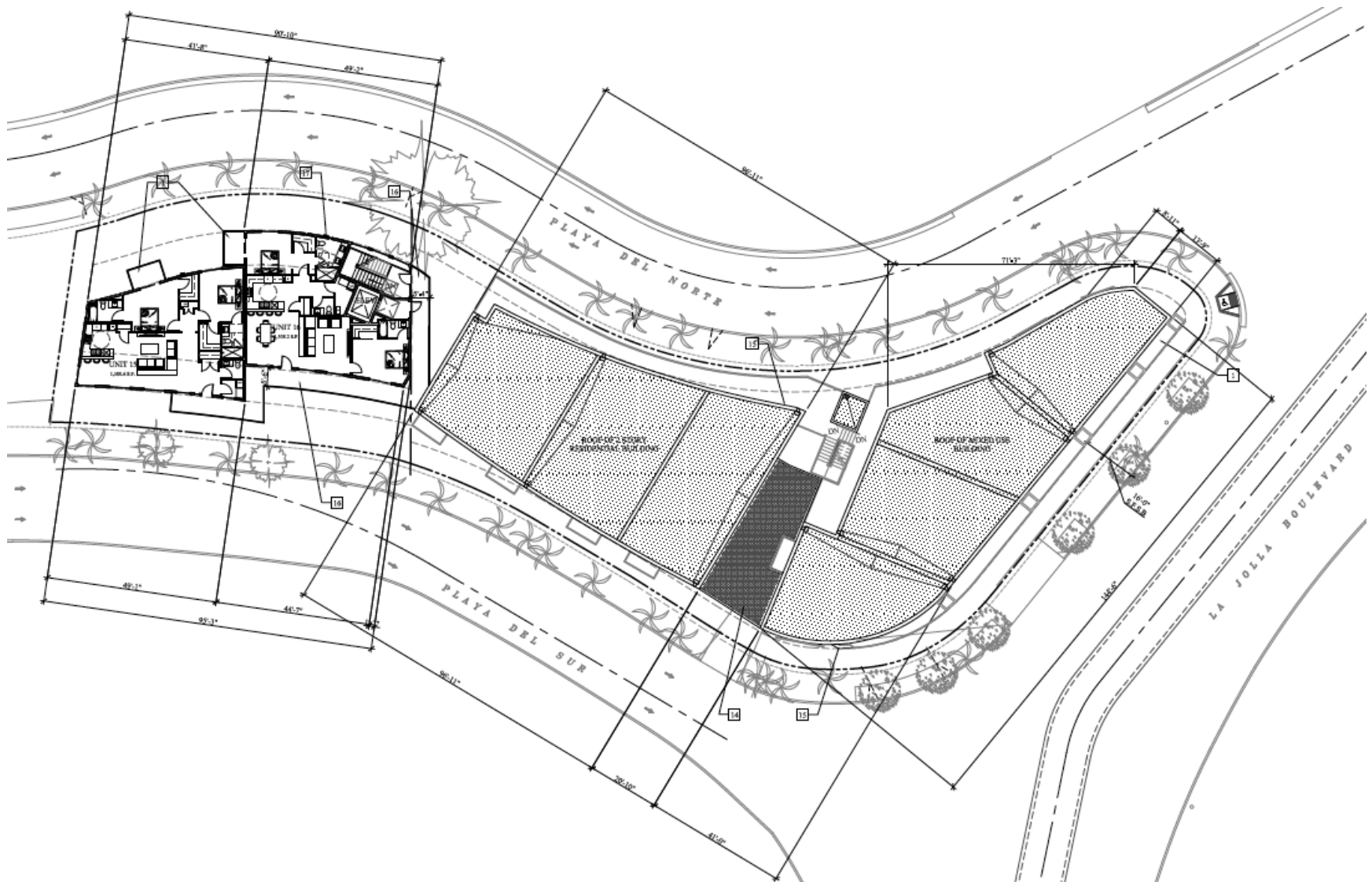
GROUND LEVEL



SECOND LEVEL



THIRD LEVEL





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