

IMPERIAL BEACH PLAZA

750 13TH STREET, IMPERIAL BEACH, CA 91932



PROJECT FEATURES

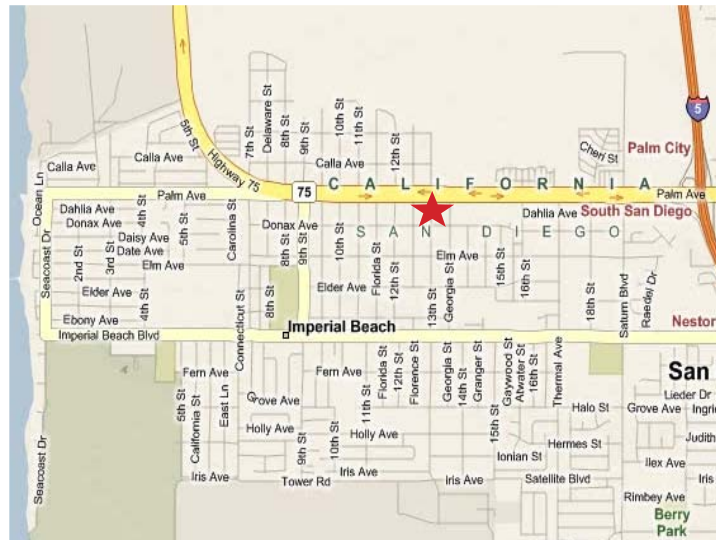
- The shopping center is centrally located in a high traffic, densely populated and well established neighborhood
- Abundant on-site parking.
- Strong co-tenancy in shopping center including; Carls Jr., Powerhouse Gym, Weinerschnitzel, Econo Lube N' Tube and Hollywood Video.

DEMOGRAPHICS

	1 MILE	3 MILE	5 MILE
2009 Population	24,864	88,881	224,696
2014 Population	25,017	90,474	236,522

2009 Avg. Income	\$51,057	\$54,259	\$55,560
2014 Avg. Income	\$53,060	\$56,391	\$57,597

Traffic Counts			
Palm Avenue:	44,500 cars per day		
13th Street:	11,000 cars per day		



For More Information Contact:

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Malcolm Properties

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MALCOLM PROPERTIES
Commercial Real Estate Brokerage, Development & Property Management

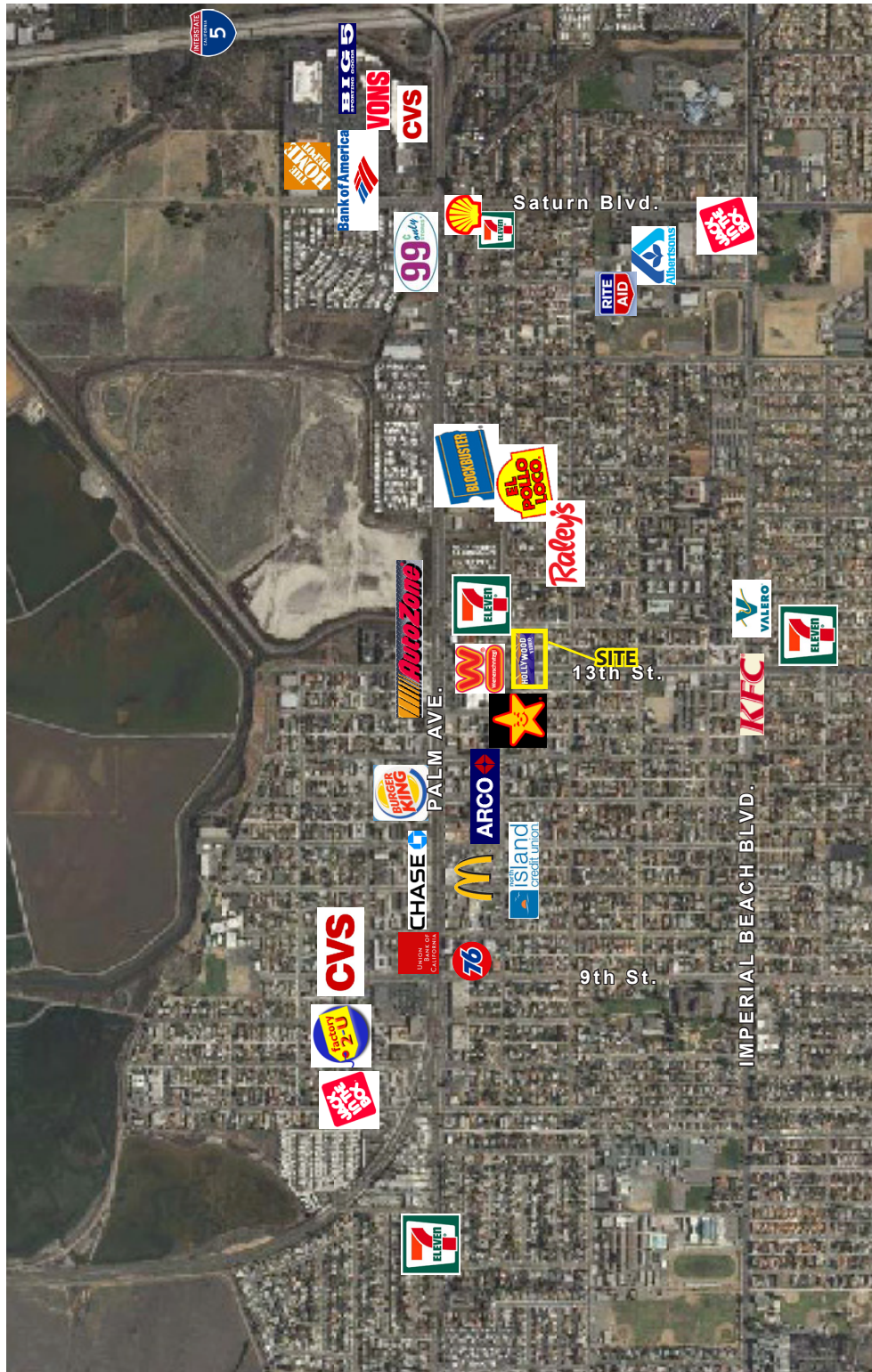
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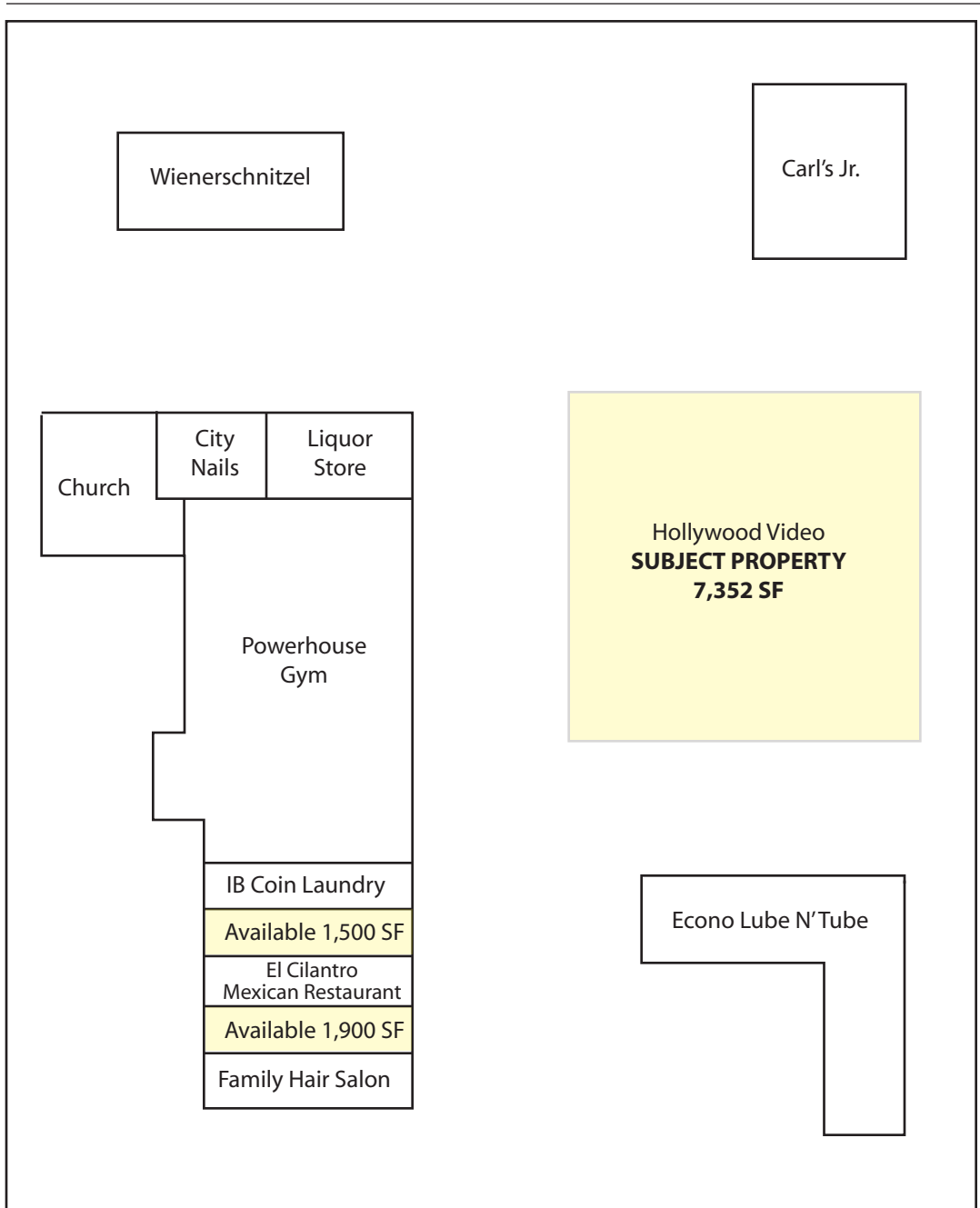
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PALM AVENUE



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2000 Total Population	25,023	86,758	224,696
2000 Group Quarters	57	775	2,608
2009 Total Population	24,864	88,881	232,233
2014 Total Population	25,017	90,474	236,522
2009 - 2014 Annual Rate	0.12%	0.36%	0.37%
2000 Households	8,501	27,431	70,483
2000 Average Household Size	2.94	3.13	3.15
2009 Households	8,473	27,992	72,230
2009 Average Household Size	2.93	3.15	3.17
2014 Households	8,520	28,436	73,424
2014 Average Household Size	2.93	3.15	3.18
2009 - 2014 Annual Rate	0.11%	0.32%	0.33%
2000 Families	6,094	20,734	53,526
2000 Average Family Size	3.36	3.56	3.6
2009 Families	6,045	21,087	54,769
2009 Average Family Size	3.36	3.57	3.63
2014 Families	6,048	21,338	55,496
2014 Average Family Size	3.37	3.59	3.64
2009 - 2014 Annual Rate	0.01%	0.24%	0.26%
2000 Housing Units	8,829	28,452	72,785
Owner Occupied Housing Units	32.1%	39.9%	45.3%
Renter Occupied Housing Units	64.0%	56.3%	51.5%
Vacant Housing Units	3.9%	3.8%	3.2%
2009 Housing Units	8,867	29,239	75,242
Owner Occupied Housing Units	30.6%	38.3%	43.3%
Renter Occupied Housing Units	65.0%	57.4%	52.7%
Vacant Housing Units	4.4%	4.3%	4.0%
2014 Housing Units	8,920	29,711	76,493
Owner Occupied Housing Units	34.7%	43.0%	47.6%
Renter Occupied Housing Units	60.9%	52.7%	48.4%
Vacant Housing Units	4.5%	4.3%	4.0%
Median Household Income			
2000	\$35,179	\$35,250	\$36,214
2009	\$43,560	\$43,897	\$45,383
2014	\$45,981	\$46,243	\$47,608
Median Home Value			
2000	\$159,536	\$152,867	\$157,955
2009	\$247,236	\$236,973	\$246,806
2014	\$287,739	\$277,519	\$287,786
Per Capita Income			
2000	\$15,208	\$14,571	\$14,587
2009	\$17,485	\$17,363	\$17,422
2014	\$18,171	\$18,021	\$18,009
Median Age			
2000	29.3	29.6	30.9
2009	29.5	29.8	30.9
2014	29.9	30.4	31.3



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2000 Households by Income

Household Income Base	8,544	27,296	70,464
< \$15,000	16.2%	15.7%	16.9%
\$15,000 - \$24,999	16.5%	17.0%	15.1%
\$25,000 - \$34,999	17.0%	16.9%	16.2%
\$35,000 - \$49,999	20.0%	18.9%	18.5%
\$50,000 - \$74,999	18.7%	17.9%	18.4%
\$75,000 - \$99,999	6.7%	7.4%	8.5%
\$100,000 - \$149,999	3.4%	4.1%	4.7%
\$150,000 - \$199,999	0.6%	1.0%	0.9%
\$200,000+	0.9%	1.1%	0.9%
Average Household Income	\$43,936	\$45,589	\$45,959

2009 Households by Income

Household Income Base	8,472	27,992	72,227
< \$15,000	12.5%	11.6%	12.5%
\$15,000 - \$24,999	11.3%	11.3%	11.1%
\$25,000 - \$34,999	14.8%	14.9%	13.0%
\$35,000 - \$49,999	18.7%	18.8%	18.1%
\$50,000 - \$74,999	25.6%	23.3%	22.6%
\$75,000 - \$99,999	9.8%	10.8%	11.9%
\$100,000 - \$149,999	5.8%	6.8%	8.0%
\$150,000 - \$199,999	0.6%	1.1%	1.6%
\$200,000+	0.7%	1.3%	1.2%
Average Household Income	\$51,051	\$54,259	\$55,560

2014 Households by Income

Household Income Base	8,521	28,435	73,421
< \$15,000	12.0%	11.2%	12.1%
\$15,000 - \$24,999	10.7%	10.7%	10.4%
\$25,000 - \$34,999	13.2%	13.3%	11.6%
\$35,000 - \$49,999	19.4%	19.4%	18.6%
\$50,000 - \$74,999	26.3%	23.9%	23.0%
\$75,000 - \$99,999	11.5%	12.5%	13.8%
\$100,000 - \$149,999	5.5%	6.4%	7.5%
\$150,000 - \$199,999	0.7%	1.2%	1.6%
\$200,000+	0.8%	1.4%	1.3%
Average Household Income	\$53,060	\$56,391	\$57,597

2000 Owner Occupied HUs by Value

Total	2,786	11,324	32,978
<\$50,000	17.0%	21.0%	13.4%
\$50,000 - 99,999	3.9%	6.7%	7.4%
\$100,000 - 149,999	21.1%	19.7%	21.6%
\$150,000 - 199,999	43.9%	37.2%	41.7%
\$200,000 - \$299,999	12.0%	9.0%	11.3%
\$300,000 - 499,999	1.8%	2.9%	2.3%
\$500,000 - 999,999	0.0%	2.6%	1.7%
\$1,000,000+	0.4%	0.8%	0.5%
Average Home Value	\$149,445	\$159,625	\$162,496

2000 Specified Renter Occupied HUs by Contract Rent

Total	5,732	16,041	37,426
With Cash Rent	98.5%	98.1%	98.4%
No Cash Rent	1.5%	1.9%	1.6%
Median Rent	\$640	\$653	\$635
Average Rent	\$643	\$645	\$635



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2000 Population by Age

Total	25,024	86,757	224,698
0 - 4	8.5%	8.2%	7.8%
5 - 9	8.8%	8.8%	8.7%
10 - 14	8.2%	8.6%	8.6%
15 - 19	7.6%	8.3%	8.2%
20 - 24	9.0%	8.6%	7.8%
25 - 34	17.1%	15.6%	15.0%
35 - 44	15.7%	14.9%	14.9%
45 - 54	11.2%	11.1%	11.1%
55 - 64	5.9%	6.7%	7.2%
65 - 74	4.7%	5.5%	6.1%
75 - 84	2.8%	3.1%	3.8%
85+	0.6%	0.7%	1.0%
18+	70.0%	69.6%	70.1%

2009 Population by Age

Total	24,863	88,883	232,234
0 - 4	8.9%	8.4%	8.1%
5 - 9	7.8%	7.6%	7.6%
10 - 14	7.1%	7.0%	7.0%
15 - 19	7.6%	8.4%	8.3%
20 - 24	9.7%	9.7%	9.1%
25 - 34	17.7%	16.4%	15.6%
35 - 44	13.3%	12.7%	12.7%
45 - 54	12.4%	12.0%	12.2%
55 - 64	8.2%	8.8%	8.9%
65 - 74	3.9%	4.8%	5.3%
75 - 84	2.7%	3.2%	3.7%
85+	0.9%	1.0%	1.4%
18+	71.9%	72.1%	72.4%

2014 Population by Age

Total	25,016	90,474	236,521
0 - 4	9.0%	8.5%	8.2%
5 - 9	8.0%	7.8%	7.8%
10 - 14	7.0%	6.9%	6.9%
15 - 19	6.4%	6.9%	6.8%
20 - 24	9.5%	9.5%	9.0%
25 - 34	18.6%	17.8%	17.1%
35 - 44	13.0%	12.3%	12.0%
45 - 54	11.0%	10.8%	11.1%
55 - 64	9.3%	9.8%	9.9%
65 - 74	4.9%	5.8%	6.2%
75 - 84	2.4%	3.0%	3.5%
85+	1.0%	1.1%	1.5%
18+	72.3%	72.9%	73.2%

2000 Population by Sex

Males	49.8%	49.0%	48.7%
Females	50.2%	51.0%	51.3%

2009 Population by Sex

Males	49.8%	49.2%	49.0%
Females	50.2%	50.8%	51.0%

2014 Population by Sex

Males	49.8%	49.4%	49.2%
Females	50.2%	50.6%	50.8%



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2000 Population by Race/Ethnicity

Total	25,022	86,757	224,696
White Alone	63.7%	53.9%	52.0%
Black Alone	4.4%	4.6%	4.4%
American Indian Alone	1.0%	0.9%	0.9%
Asian or Pacific Islander Alone	6.9%	10.0%	8.8%
Some Other Race Alone	17.9%	24.8%	28.2%
Two or More Races	6.1%	5.8%	5.8%
Hispanic Origin	43.4%	54.5%	58.9%
Diversity Index	79.1	84.8	85.6

2009 Population by Race/Ethnicity

Total	24,863	88,880	232,234
White Alone	57.5%	49.1%	47.3%
Black Alone	4.2%	4.1%	4.0%
American Indian Alone	0.9%	0.8%	0.8%
Asian or Pacific Islander Alone	7.3%	10.1%	8.6%
Some Other Race Alone	22.4%	29.0%	32.7%
Two or More Races	7.6%	6.8%	6.6%
Hispanic Origin	53.1%	62.4%	66.7%
Diversity Index	83.1	86.6	87.1

2014 Population by Race/Ethnicity

Total	25,018	90,474	236,522
White Alone	54.6%	47.0%	45.2%
Black Alone	4.0%	3.8%	3.8%
American Indian Alone	0.9%	0.8%	0.7%
Asian or Pacific Islander Alone	7.5%	10.1%	8.6%
Some Other Race Alone	24.6%	31.0%	34.8%
Two or More Races	8.4%	7.3%	7.0%
Hispanic Origin	57.7%	65.9%	70.2%
Diversity Index	84.4	87.2	87.6

2000 Population 3+ by School Enrollment

Total	23,772	82,430	214,251
Enrolled in Nursery/Preschool	1.5%	1.4%	1.5%
Enrolled in Kindergarten	1.8%	1.8%	1.7%
Enrolled in Grade 1-8	14.8%	15.2%	15.1%
Enrolled in Grade 9-12	6.9%	7.9%	7.9%
Enrolled in College	6.9%	7.0%	7.2%
Enrolled in Grad/Prof School	0.8%	0.7%	0.7%
Not Enrolled in School	67.2%	66.0%	65.9%

2009 Population 25+ by Educational Attainment

Total	14,673	52,323	139,049
Less than 9th Grade	10.7%	14.0%	14.8%
9th - 12th Grade, No Diploma	13.0%	14.8%	14.7%
High School Graduate	28.1%	27.5%	26.6%
Some College, No Degree	28.2%	23.2%	22.9%
Associate Degree	8.1%	7.1%	7.1%
Bachelor's Degree	8.9%	9.5%	9.5%
Graduate/Professional Degree	3.1%	3.9%	4.3%



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2009 Population 15+ by Marital Status

Total	18,971	68,409	179,401
Never Married	33.9%	33.3%	32.9%
Married	49.2%	51.3%	51.7%
Widowed	4.5%	5.2%	5.6%
Divorced	12.5%	10.2%	9.8%

2000 Population 16+ by Employment Status

Total	18,392	63,208	164,583
In Labor Force	64.1%	60.6%	58.9%
Civilian Employed	52.2%	51.0%	51.4%
Civilian Unemployed	5.5%	5.4%	4.8%
In Armed Forces	6.4%	4.2%	2.7%
Not in Labor Force	35.9%	39.4%	41.1%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	81.1%	82.4%	82.9%
Civilian Unemployed	18.9%	17.6%	17.1%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	86.6%	87.6%	87.9%
Civilian Unemployed	13.4%	12.4%	12.1%

2000 Females 16+ by Employment Status and Age of Children

Total	9,308	32,936	86,413
Own Children < 6 Only	10.8%	8.8%	7.9%
Employed/in Armed Forces	5.6%	4.4%	4.1%
Unemployed	1.0%	0.5%	0.4%
Not in Labor Force	4.3%	3.9%	3.4%
Own Children < 6 and 6-17 Only	8.1%	8.2%	8.3%
Employed/in Armed Forces	3.7%	3.7%	3.8%
Unemployed	1.0%	0.6%	0.5%
Not in Labor Force	3.4%	3.9%	3.9%
Own Children 6-17 Only	19.3%	20.0%	19.9%
Employed/in Armed Forces	12.2%	12.2%	12.1%
Unemployed	1.2%	1.1%	1.1%
Not in Labor Force	5.9%	6.8%	6.7%
No Own Children < 18	61.8%	63.0%	63.9%
Employed/in Armed Forces	28.7%	27.0%	26.8%
Unemployed	2.7%	2.8%	2.6%
Not in Labor Force	30.4%	33.1%	34.4%

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2009 Employed Population 16+ by Industry

Total	9,069	32,266	84,548
Agriculture/Mining	0.4%	0.4%	0.3%
Construction	9.0%	7.3%	7.5%
Manufacturing	6.3%	7.8%	7.5%
Wholesale Trade	2.5%	3.0%	2.9%
Retail Trade	13.3%	13.5%	13.3%
Transportation/Utilities	4.1%	4.2%	4.3%
Information	2.2%	2.3%	2.1%
Finance/Insurance/Real Estate	5.7%	6.0%	6.4%
Services	47.7%	47.4%	48.1%
Public Administration	8.8%	8.1%	7.4%

2009 Employed Population 16+ by Occupation

Total	9,071	32,268	84,549
White Collar	51.4%	52.7%	53.9%
Management/Business/Financial	9.7%	9.3%	9.7%
Professional	14.5%	13.8%	14.8%
Sales	13.0%	12.7%	12.4%
Administrative Support	14.2%	17.0%	17.0%
Services	24.4%	24.0%	23.3%
Blue Collar	24.1%	23.3%	22.8%
Farming/Forestry/Fishing	0.5%	0.4%	0.2%
Construction/Extraction	7.9%	7.0%	7.1%
Installation/Maintenance/Repair	4.8%	4.5%	4.6%
Production	4.1%	5.2%	4.9%
Transportation/Material Moving	7.0%	6.2%	6.0%

2000 Workers 16+ by Means of Transportation to Work

Total	10,565	33,830	86,501
Drove Alone - Car, Truck, or Van	69.9%	68.2%	70.0%
Carpooled - Car, Truck, or Van	15.6%	18.3%	17.1%
Public Transportation	6.3%	6.5%	6.4%
Walked	2.9%	2.4%	2.3%
Other Means	2.5%	1.8%	1.5%
Worked at Home	2.8%	2.7%	2.8%

2000 Workers 16+ by Travel Time to Work

Total	10,566	33,830	86,503
Did Not Work at Home	97.2%	97.3%	97.2%
Less than 5 minutes	2.4%	2.1%	1.7%
5 to 9 minutes	6.3%	6.4%	6.9%
10 to 19 minutes	24.4%	26.4%	28.0%
20 to 24 minutes	18.6%	16.7%	15.5%
25 to 34 minutes	25.8%	25.3%	24.7%
35 to 44 minutes	5.7%	5.9%	6.3%
45 to 59 minutes	7.1%	7.2%	7.3%
60 to 89 minutes	3.8%	4.0%	4.1%
90 or more minutes	3.1%	3.2%	2.7%
Worked at Home	2.8%	2.7%	2.8%
Average Travel Time to Work (in min)	27.8	27.8	27.0

2000 Households by Vehicles Available

Total	8,518	27,376	70,463
None	9.7%	10.0%	11.5%
1	39.4%	38.2%	36.2%
2	37.6%	36.2%	34.5%
3	9.1%	10.6%	12.2%
4	2.9%	3.2%	3.8%
5+	1.3%	1.7%	1.8%
Average Number of Vehicles Available	1.6	1.7	1.7



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2000 Households by Type

Total	8,501	27,431	70,483
Family Households	71.7%	75.6%	75.9%
Married-couple Family	46.3%	51.0%	51.8%
With Related Children	26.7%	29.8%	30.1%
Other Family (No Spouse)	25.4%	24.6%	24.2%
With Related Children	18.6%	17.7%	16.7%
Nonfamily Households	28.3%	24.4%	24.1%
Householder Living Alone	19.9%	17.8%	18.7%
Householder Not Living Alone	8.4%	6.6%	5.4%
Households with Related Children	45.3%	47.5%	46.8%
Households with Persons 65+	18.2%	21.8%	25.6%

2000 Households by Size

Total	8,501	27,431	70,483
1 Person Household	19.9%	17.8%	18.7%
2 Person Household	27.9%	26.3%	25.6%
3 Person Household	20.3%	19.1%	18.1%
4 Person Household	16.5%	17.1%	16.8%
5 Person Household	8.5%	10.6%	10.7%
6 Person Household	3.8%	4.8%	5.3%
7+ Person Household	3.2%	4.2%	4.9%

2000 Households by Year Householder Moved In

Total	8,515	27,375	70,465
Moved in 1999 to March 2000	30.3%	27.2%	24.2%
Moved in 1995 to 1998	34.6%	33.0%	30.6%
Moved in 1990 to 1994	10.7%	13.6%	14.0%
Moved in 1980 to 1989	8.8%	12.8%	13.7%
Moved in 1970 to 1979	9.0%	8.2%	10.2%
Moved in 1969 or Earlier	6.6%	5.2%	7.2%
Median Year Householder Moved In	1997	1996	1996

2000 Housing Units by Units in Structure

Total	8,853	28,480	72,773
1, Detached	43.1%	36.8%	43.2%
1, Attached	7.0%	8.3%	7.6%
2	5.4%	3.3%	2.5%
3 or 4	4.4%	5.7%	6.1%
5 to 9	11.2%	8.9%	7.5%
10 to 19	11.3%	10.0%	8.0%
20+	10.1%	15.4%	16.7%
Mobile Home	5.8%	10.7%	8.1%
Other	1.7%	0.8%	0.5%



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