

IMPERIAL BEACH PROMENADE

900 PALM AVENUE, IMPERIAL BEACH, CA 91932

END CAP AVAILABLE!



PROJECT FEATURES

Best and Busiest shopping center in the Imperial Beach market area.

Project is centrally located in a high traffic, densely populated and well established neighborhood

1,460 square foot suite on a very visible end cap location

Abundant on-site parking.

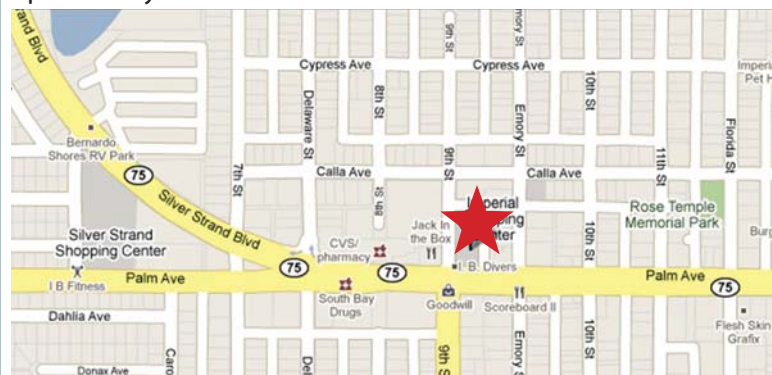
Located on very busy 4-way signalized intersection of 9th Avenue & Hwy 75, with excellent ingress & egress, and exposure.

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

The Imperial Beach Promenade is a 60,000 square foot grocery/drug store anchored shopping center situated in the heart of the Imperial Beach Commercial/Retail thoroughfare.

This center has been completely redeveloped including extensive exterior remodel and construction of a new freestanding 24-hour CVS drug store with a drive-thru pharmacy.



For More Information Contact:

DAN MALCOLM

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www.malcolmpc.com

Malcolm Properties | DRE 01038402

101 W. Broadway, Suite 1460 | San Diego, CA 92101

MALCOLM PROPERTIES
Commercial Real Estate Brokerage, Development & Property Management

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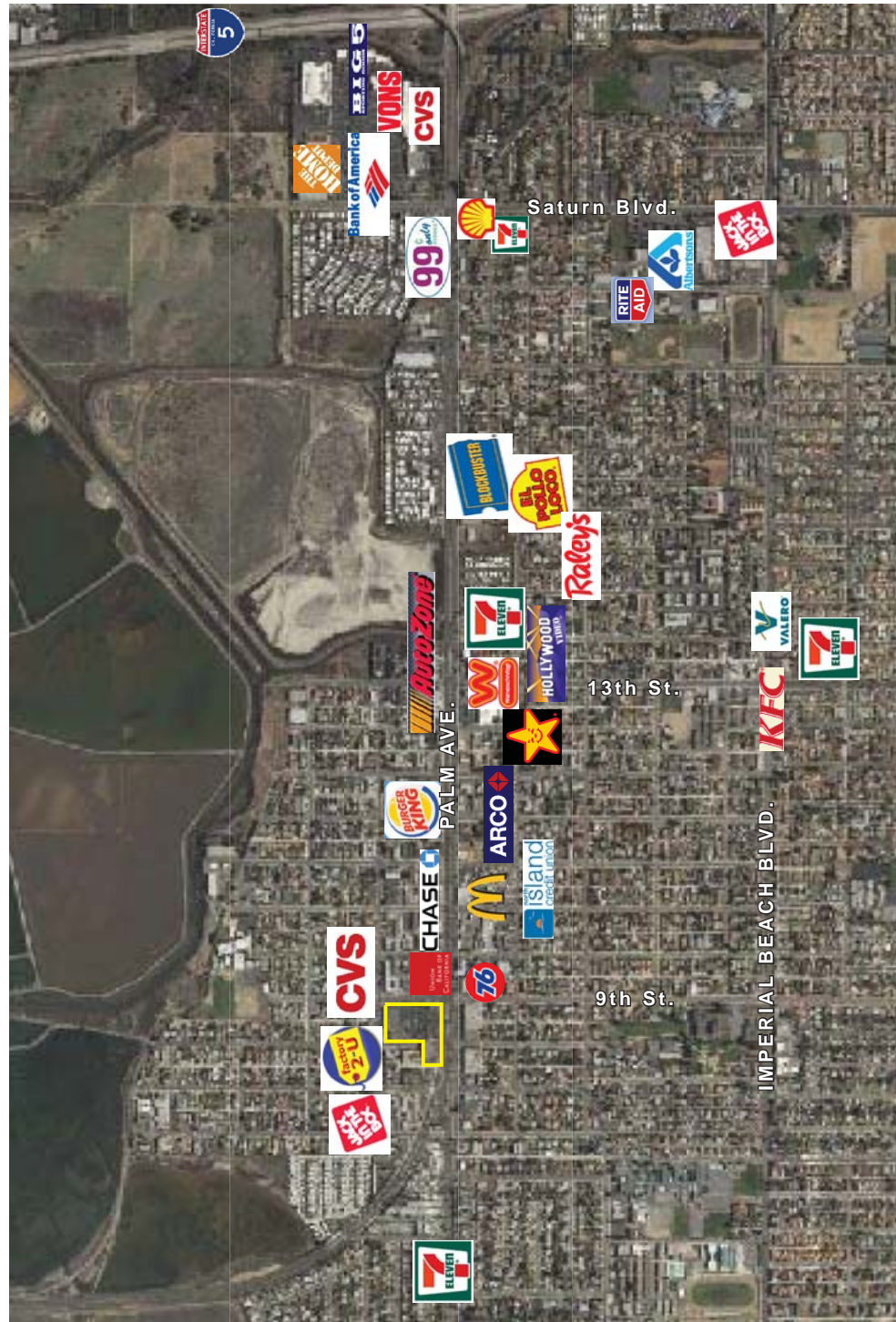
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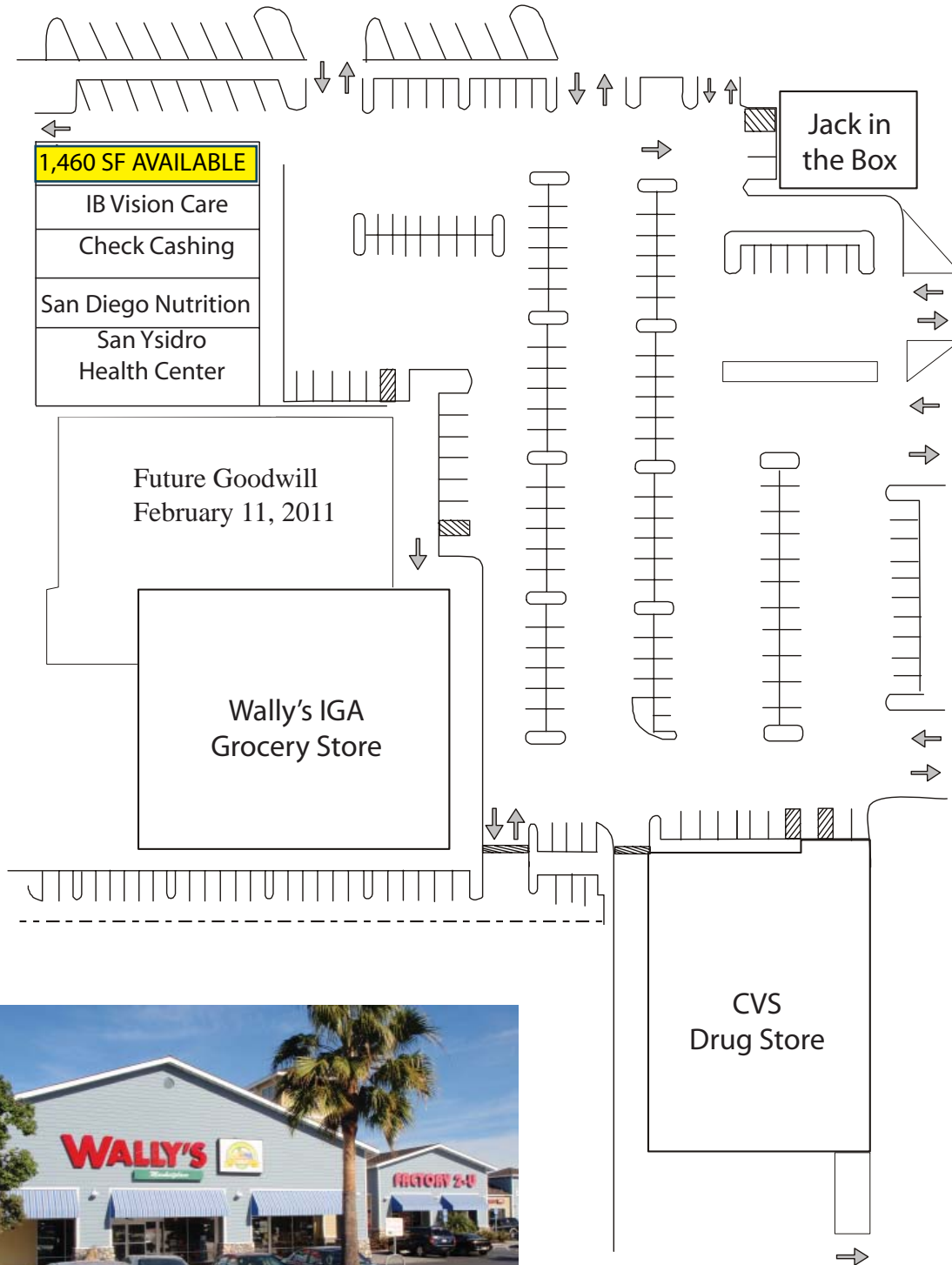
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900 Palm Ave, Imperial Beach, CA 91932-1504
Ring: 1, 3, 5 Miles radii

Latitude: 32.58437
Longitude: -117.11394

	1 Mile radius	3 Miles radius	5 Miles radius
2009 Population			
Total Population	24,956	89,449	232,825
Male Population	49.8%	49.2%	49.0%
Female Population	50.2%	50.8%	51.0%
Median Age	29.5	29.8	30.8
2009 Income			
Median HH Income	\$43,589	\$43,986	\$45,316
Per Capita Income	\$17,474	\$17,374	\$17,393
Average HH Income	\$51,059	\$54,388	\$55,503
2009 Households			
Total Households	8,501	28,109	72,358
Average Household Size	2.93	3.15	3.18
2009 Housing			
Owner Occupied Housing Units	30.6%	38.5%	43.2%
Renter Occupied Housing Units	65.0%	57.3%	52.8%
Vacant Housing Units	4.5%	4.3%	4.0%
Population			
1990 Population	24,366	83,568	212,012
2000 Population	25,114	87,332	225,301
2009 Population	24,956	89,449	232,825
2014 Population	25,110	91,045	237,113
1990-2000 Annual Rate	0.3%	0.44%	0.61%
2000-2009 Annual Rate	-0.07%	0.26%	0.36%
2009-2014 Annual Rate	0.12%	0.35%	0.37%

In the identified market area, the current year population is 232,825. In 2000, the Census count in the market area was 225,301. The rate of change since 2000 was 0.36 percent annually. The five-year projection for the population in the market area is 237,113, representing a change of 0.37 percent annually from 2009 to 2014. Currently, the population is 49.0 percent male and 51.0 percent female.

Households			
1990 Households	8,318	27,084	68,440
2000 Households	8,529	27,548	70,613
2009 Households	8,501	28,109	72,358
2014 Households	8,549	28,553	73,552
1990-2000 Annual Rate	0.25%	0.17%	0.31%
2000-2009 Annual Rate	-0.04%	0.22%	0.26%
2009-2014 Annual Rate	0.11%	0.31%	0.33%

The household count in this market area has changed from 70,613 in 2000 to 72,358 in the current year, a change of 0.26 percent annually. The five-year projection of households is 73,552, a change of 0.33 percent annually from the current year total. Average household size is currently 3.18, compared to 3.15 in the year 2000. The number of families in the current year is 54,892 in the market area.

Housing

Currently, 43.2 percent of the 75,372 housing units in the market area are owner occupied; 52.8 percent, renter occupied; and 4.0 percent are vacant. In 2000, there were 72,916 housing units - 45.2 percent owner occupied, 51.6 percent renter occupied and 3.2 percent vacant. The rate of change in housing units since 2000 is 0.36 percent. Median home value in the market area is \$246,835, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 3.12 percent annually to \$287,816. From 2000 to the current year, median home value changed by 4.94 percent annually.

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	1 Mile radius	3 Miles radius	5 Miles radius
Median Household Income			
1990 Median HH Income	\$26,083	\$27,197	\$28,318
2000 Median HH Income	\$35,193	\$35,319	\$36,166
2009 Median HH Income	\$43,589	\$43,986	\$45,316
2014 Median HH Income	\$46,000	\$46,323	\$47,547
1990-2000 Annual Rate	3.04%	2.65%	2.48%
2000-2009 Annual Rate	2.34%	2.4%	2.47%
2009-2014 Annual Rate	1.08%	1.04%	0.97%
Per Capita Income			
1990 Per Capita Income	\$10,502	\$10,689	\$11,179
2000 Per Capita Income	\$15,190	\$14,585	\$14,561
2009 Per Capita Income	\$17,474	\$17,374	\$17,393
2014 Per Capita Income	\$18,159	\$18,028	\$17,978
1990-2000 Annual Rate	3.76%	3.16%	2.68%
2000-2009 Annual Rate	1.53%	1.91%	1.94%
2009-2014 Annual Rate	0.77%	0.74%	0.66%
Average Household Income			
1990 Average Household Income	\$30,143	\$32,517	\$33,947
2000 Average Household Income	\$43,936	\$45,706	\$45,910
2009 Average HH Income	\$51,059	\$54,388	\$55,503
2014 Average HH Income	\$53,063	\$56,510	\$57,539
1990-2000 Annual Rate	3.84%	3.46%	3.06%
2000-2009 Annual Rate	1.64%	1.9%	2.07%
2009-2014 Annual Rate	0.77%	0.77%	0.72%

Households by Income

Current median household income is \$45,316 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$47,547 in five years. In 2000, median household income was \$36,166, compared to \$28,318 in 1990.

Current average household income is \$55,503 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$57,539 in five years. In 2000, average household income was \$45,910, compared to \$33,947 in 1990.

Current per capita income is \$17,393 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$17,978 in five years. In 2000, the per capita income was \$14,561, compared to \$11,179 in 1990.

Population by Employment

Total Businesses	474	2,265	6,052
Total Employees	3,163	18,613	48,955

Currently, 82.9 percent of the civilian labor force in the identified market area is employed and 17.1 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 87.9 percent of the civilian labor force, and unemployment will be 12.1 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 58.9 percent of the population aged 16 years or older in the market area participated in the labor force, and 2.7 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 53.9 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 23.3 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 22.8 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 70.0 percent of the market area population drove alone to work, and 2.8 percent worked at home. The average travel time to work in 2000 was 27.0 minutes in the market area, compared to the U.S. average of 25.5 minutes.

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