



# the beacon

CARLSBAD, CALIFORNIA

SAN DIEGO'S PREMIER NEIGHBORHOOD CENTER





# THE Offering

JLL has been exclusively retained to present The Beacon, a 122,167 square foot lifestyle destination located in the heart of Carlsbad, California. This 85.8% leased premium retail experience, anchored by the luxury fitness brand Equinox, has established itself as North County San Diego's definitive upscale shopping and wellness destination. The Beacon benefits from exceptional demographics with average household incomes of \$220,000+ within a 3-mile radius and a population of 97,000+ residents. The Beacon offers investors strong NOI growth through lease up and mark to market with NOI growth exceeding 50% in the first five years.

The Beacon demonstrates a curated tenant mix inclusive of national, regional and local retailers alike such as Equinox, Arhaus, Free People Movement, Sweetgreen, Shake Shack, Jeni's Ice Cream, Pitfire Pizza and Lofty Coffee Co, a beloved San Diego local retailer. With tenant sales averaging \$858 PSF and F&B sales exceeding \$1,000 PSF, the Beacon's strategic merchandising draws consistent foot traffic, sustaining it's strong sales performance.



# PROPERTY Summary



**ADDRESS**  
7720-7790 El Camino Real,  
Carlsbad, CA 92009



**OCCUPANCY**  
85.8%



**RENTABLE AREA**  
122,167 SF



**YEAR BUILT**  
1982 | Renovated - 2021



**ACREAGE**  
15.24



**10 YR CAGR**  
6.92%



**YEAR 1 NOI**  
\$5,394,793



**WALT**  
9.2 Years





# IRREPLACEABLE *Infill Location*

## KEY DEMAND DRIVERS (WITHIN 3 MILES)

\$4.8 BILLION

Spending Power



\$220,775

Avg. HH Income



37,616

Households



\$1,386,619

Avg. Home Value



5.6MM SF & 0 SF

Retail Square Footage /  
Retail SF Under Construction



93,793

Daytime Population







## HIGH PERFORMING *Tenant Mix*

The Beacon boasts an exceptionally diverse tenant mix that drives consistent foot traffic and creates sustainable value for investors. With top-performing retail concepts across multiple categories, this carefully curated collection of merchants delivers extraordinary sales performance while offering significant protection against market fluctuations.



### TOP TIER TENANT SALES PERFORMANCE

The number of high-end operators combined with the affluent demographics in the trade area have resulted in exceptional tenant sales that exceed typical occupancy costs and metrics. Food and beverage operators exhibit an average occupancy cost of 7.50% which is indicative of opportunity for new ownership to drive market rents to align with the exceptional tenant performance.

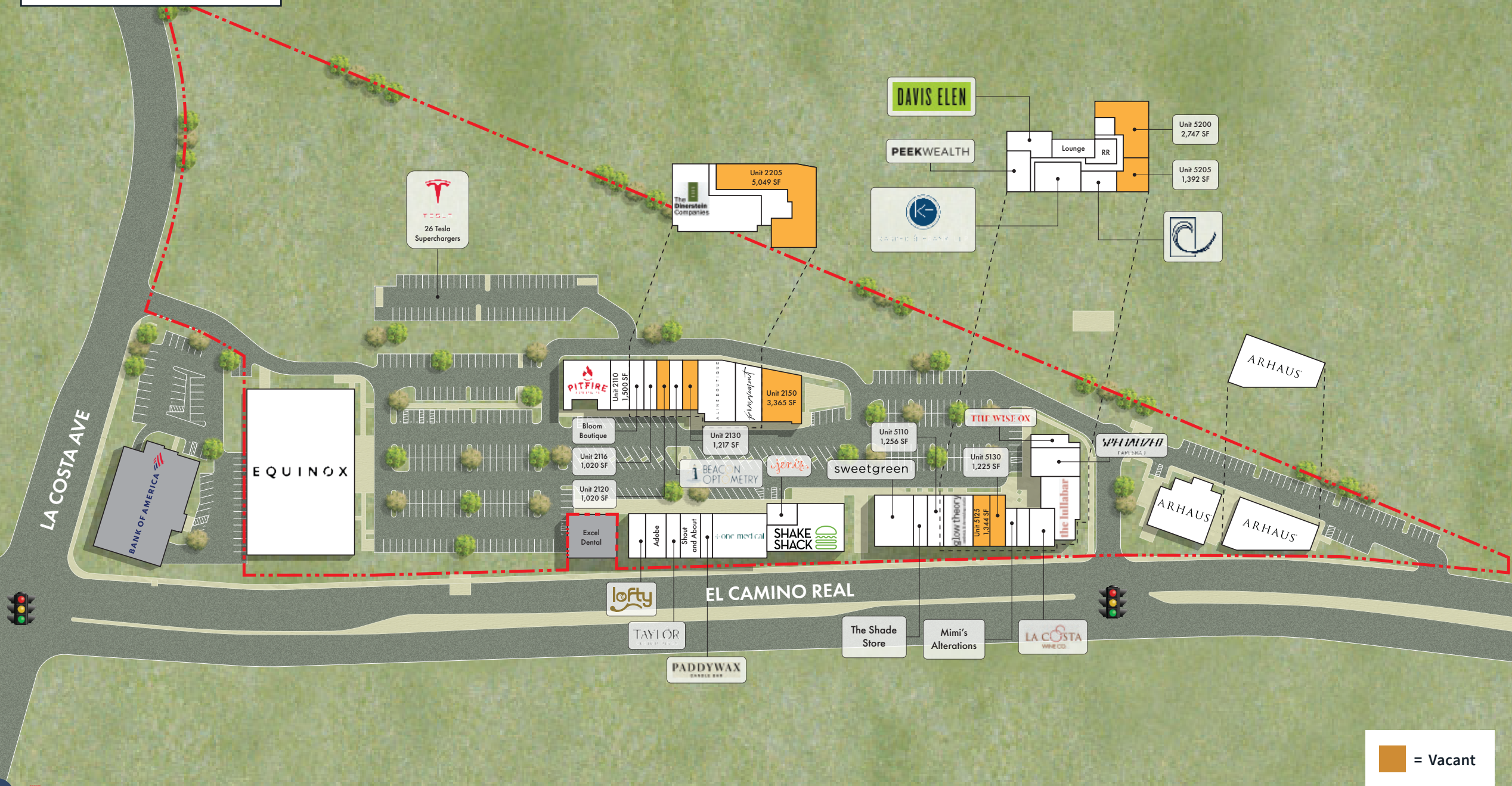


### MINIMAL CO-TENANCY RISK

The property's diverse tenant mix mitigates overexposure to any one particular use, creating resilience against market fluctuations while protecting base rent.



## SITE *Plan*



## TENANT *List*

Suite	Tenant	SF
1100	Equinox	30,800
2100	Pitfire Pizza	3,545
2110	Lovesac (At Lease)	1,500
2115	Bloom	1,140
2116	Le Fluer IV	1,020
2125	Beacon Optometry	1,018
2135	A Line Boutique	4,002
2145	FP Movement	2,643
2200	The Dinerstein Companies	4,221
4100	Lofty Coffee Co.	1,500
4105	ADOBE by Jess Vargas	1,523
4110	Taylor Custom Rings	1,209
4115	Shout and About	1,500
4120	Paddywax Candle Bar	903
4125	One Medical	4,152
4130	Shake Shack	2,854
4131	Jeni's Splendid Ice Creams	1,165
5100	Sweetgreen	2,687
5105	The Shade Store	1,374
5110	The Tox	1,256
5117	Glow Theory Dermatology Studio	2,500
5135	Mimi's Alterations	787
5136	The Gentlemen's Lounge Barbershop	791

Suite	Tenant	SF
5140	La Costa Wine Co.	1,794
5147	The Lullabar	4,037
5155	Specialized	2,450
5160	The Wise Ox	1,314
5210	Coeptus	1,157
5215	Kasper & Frank	1,829
5220	Denise Peek	1,213
5225	Davis Elen Advertising	1,696
5300	Verizon Wireless*	464
6100	Arhaus	5,020
7100	Arhaus	5,028
7200	Arhaus	5,180
Total Leased GLA		104,808
2120	Vacant	1,020
2130	Vacant	1,217
2150	Vacant	3,365
2205	Vacant	5,049
5125	Vacant	1,344
5130	Vacant	1,225
5200	Vacant	2,747
5205	Vacant	1,392
Total Vacant		17,359
Total Building Area		122,167

\*Does not affect occupancy



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