



THE FORUM

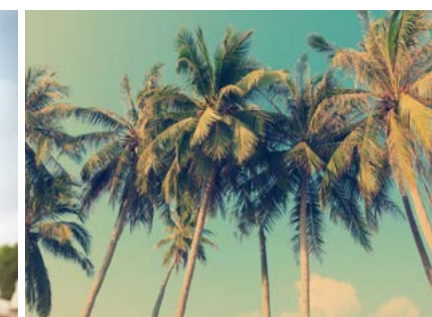
Carlsbad, California





THE FORUM

Carlsbad, California





The Property & Trade Area Highlights

The Forum Carlsbad, a 265,000 square foot, open air lifestyle center is located in the prestigious area of Carlsbad, California.

The center is surrounded by the highly affluent communities of Rancho Santa Fe, Carlsbad, Del Mar, Encinitas, La Costa and Solana Beach.

The average household income in the one-mile trade area is \$147,894 which is twice the national average.

Anthropologie, Apple, Bluemercury, Casa de Bandidni, Free People, H&M, Lululemon, M.A.C., Madewell, Nicole Miller, Pressed Juicery, Sur La Table, Urban Plates and White House Black Market are unique in a 20-mile radius.

The Forum Carlsbad is a tourism draw with two major 5-star resorts located in a one-mile radius, The Park Hyatt Aviara Resort and the famed Omni La Costa Resort & Spa. In addition, Legoland, world-renowned beaches which stretch from Carlsbad to Del Mar and internationally sought after golf courses are minutes away.



Key Tenants

<ul style="list-style-type: none"> Anthropologie Apple Free People H&M Johnny Was JIMBO's Organic Market lululemon athletica MAC Cosmetics 	<ul style="list-style-type: none"> Madewell Paper Source Mulloy's Jewelers Pressed Juicery Sur La Table Urban Plates Urban Outfitters
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Area Overview

Carlsbad ranks **10th**
in the wealthiest cities
in the nation.

Close to **40%** of the residents in the trade are the nation's wealthiest consumers.

These consumers select **upscale** salons, spas, and fitness centers for their **personal well-being** and shop at **high-end retailers** for their personal effects.

They are **highly educated** with one in three residents holding a **postgraduate** degree.



Population

1-mile radius	3-mile radius	5-mile radius
8,356	94,144	154,952



Total Households

1-mile radius	3-mile radius	5-mile radius
3,288	37,446	61,452



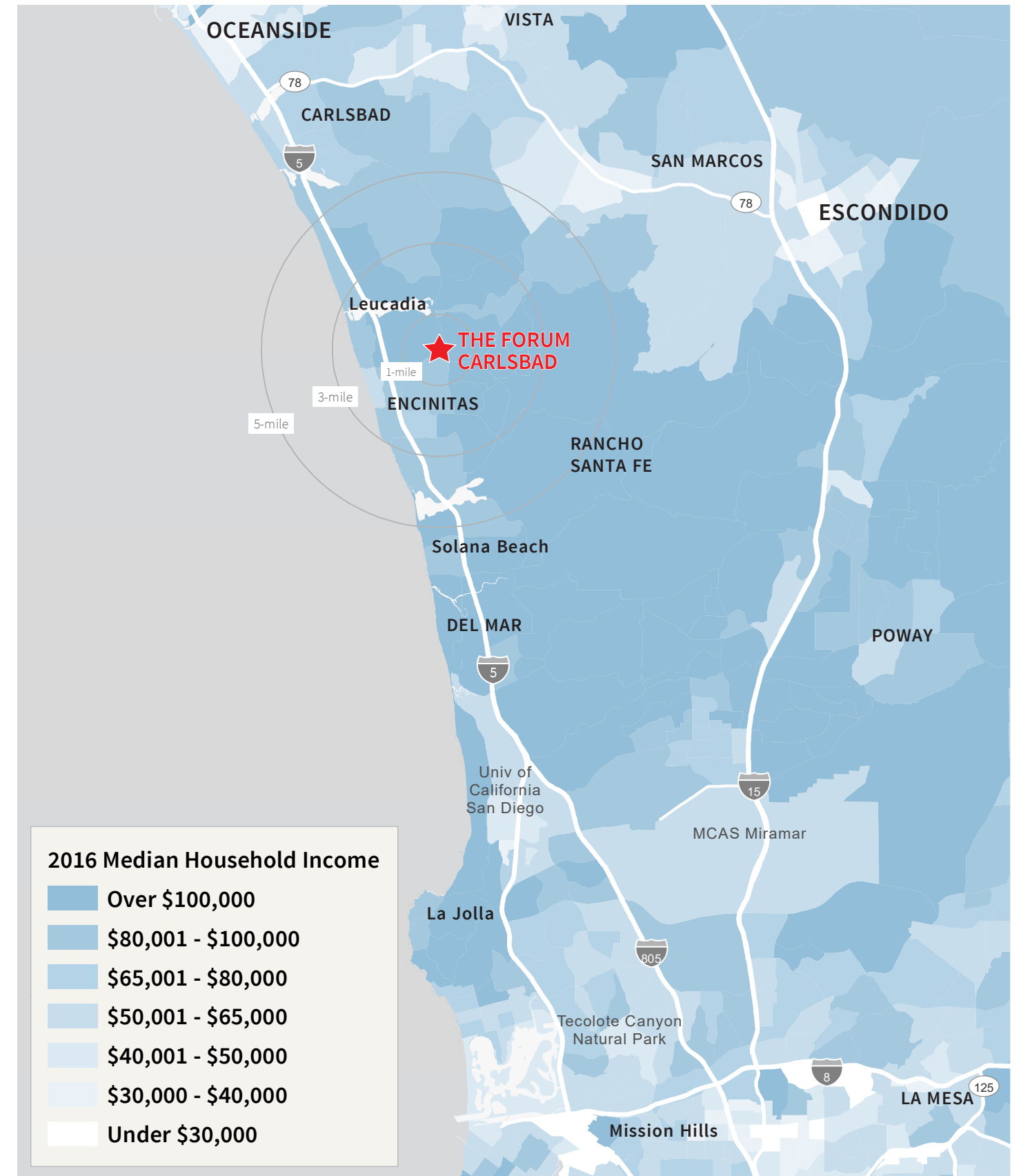
Avg. Household Income

1-mile radius	3-mile radius	5-mile radius
\$186,844	\$182,359	\$179,924



Median Age

1-mile radius	3-mile radius	5-mile radius
45.0	42.0	41.5



*Source: Sites USA 2021



Area Overview

Carlsbad Premium Outlets

12 Min | 6 miles



Trade Area

Shopping Centers

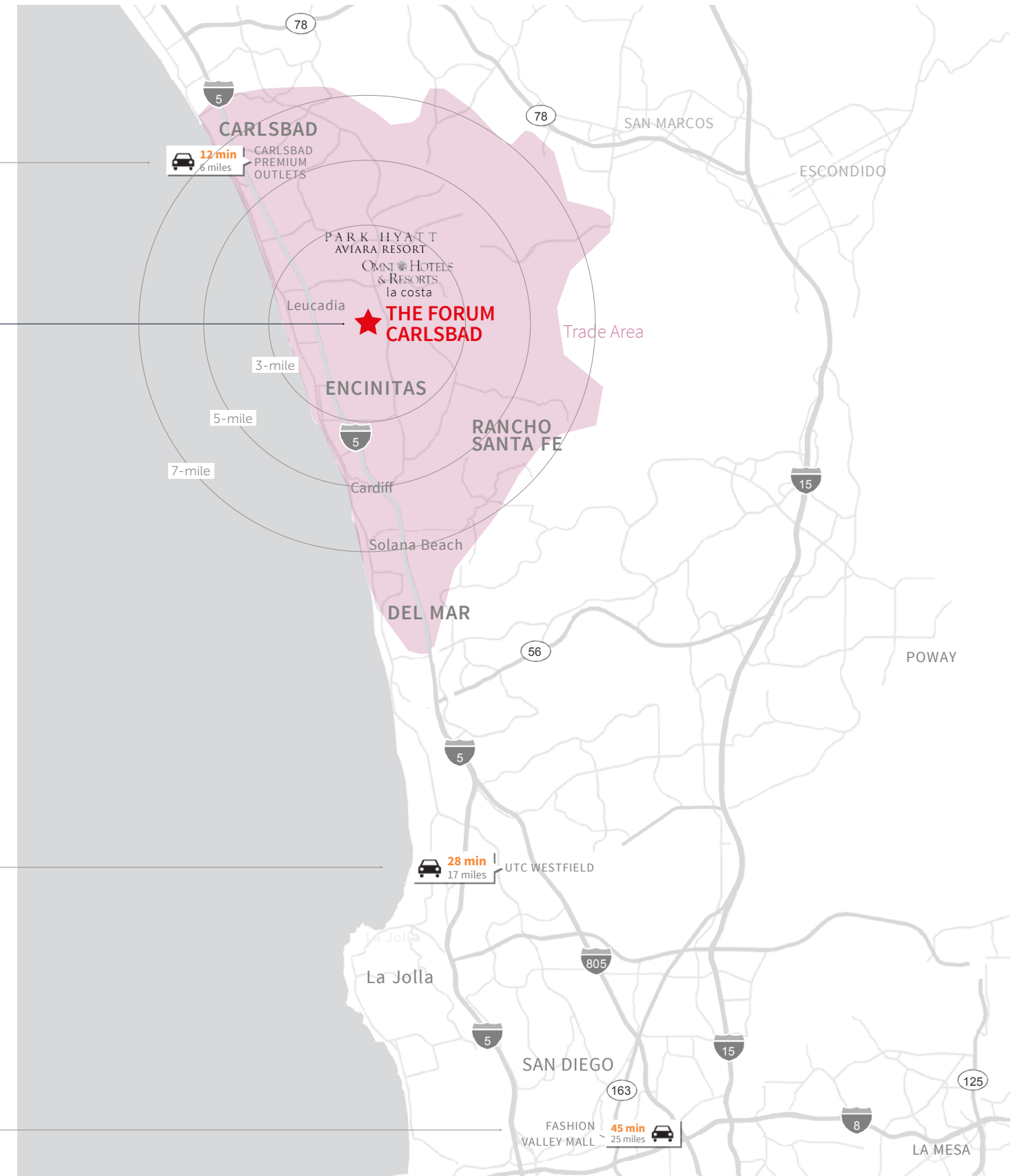
Proximity Map

UTC Westfield

28 Min | 17 miles

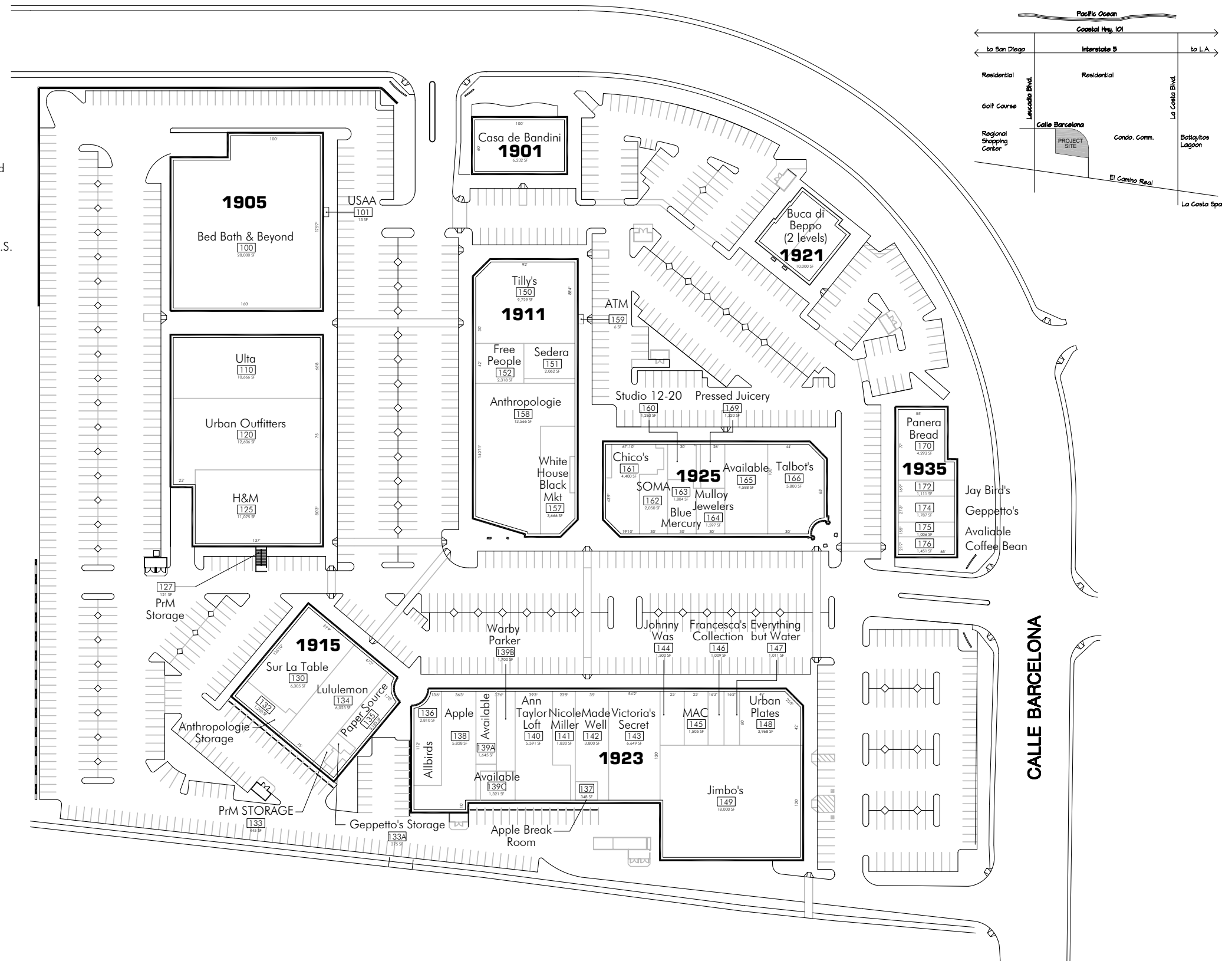
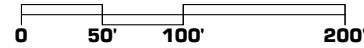
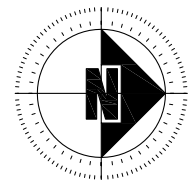
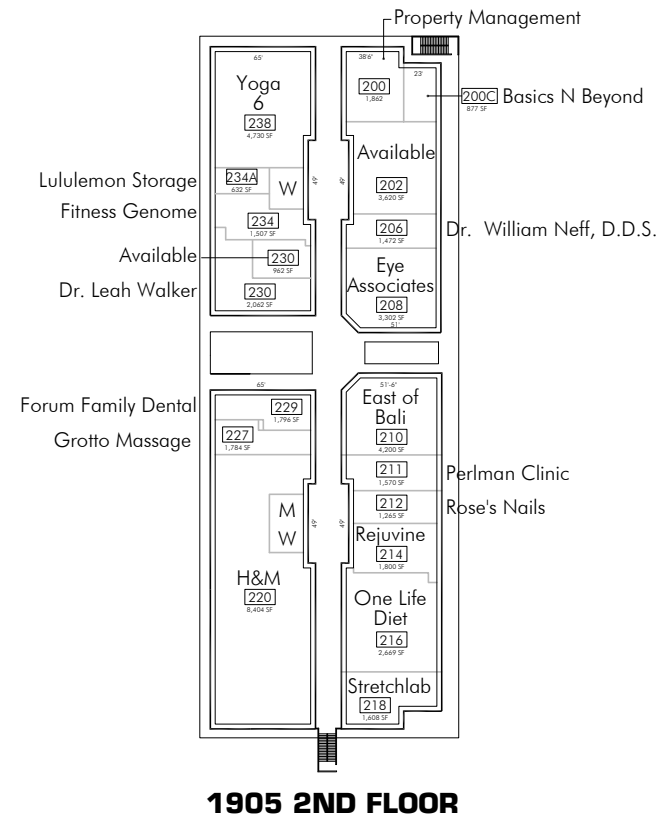
Fashion Valley Mall

45 Min | 25 miles





Site Plan



THE FORUM CARLSBAD
CALLE BARCELONA, CARLSBAD, CALIFORNIA



DATE: 1 JULY 2021



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THE FORUM THE FORUM

1911

NO PED CROSSING
USE CROSSWALK



THE FORUM

Carlsbad, California

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