

# ALMAR SHOPPING CENTER

841 ALMAR AVENUE  
SANTA CRUZ, CALIFORNIA

## FEATURES

- The Premier West Santa Cruz Neighborhood Shopping Center Located at Almar Avenue and Mission Street (Cabrillo Highway 1)
- Anchored by Safeway, Ace Hardware, and Chase Bank, Co-Tenants Include Panda Express, Togo's, Parish Pub, and Wishbone Pet Company
- Close Proximity UC Santa Cruz
- Established West Santa Cruz Neighborhood with High Household Incomes

## DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
Population	21,069	66,965	106,756
Avg. HH Income	113,768	102,833	105,476

## TRAFFIC COUNTS

Mission Street      21,900 ADT



PRIME COMMERCIAL  
INCORPORATED

**DIXIE DIVINE**

408.879.4001

ddivine@primecommercialinc.com  
CA BRE 00926251 & 01481181

**DOUG FERARRI**

408.879.4002

dferrari@primecommercialinc.com  
CA BRE 01032363

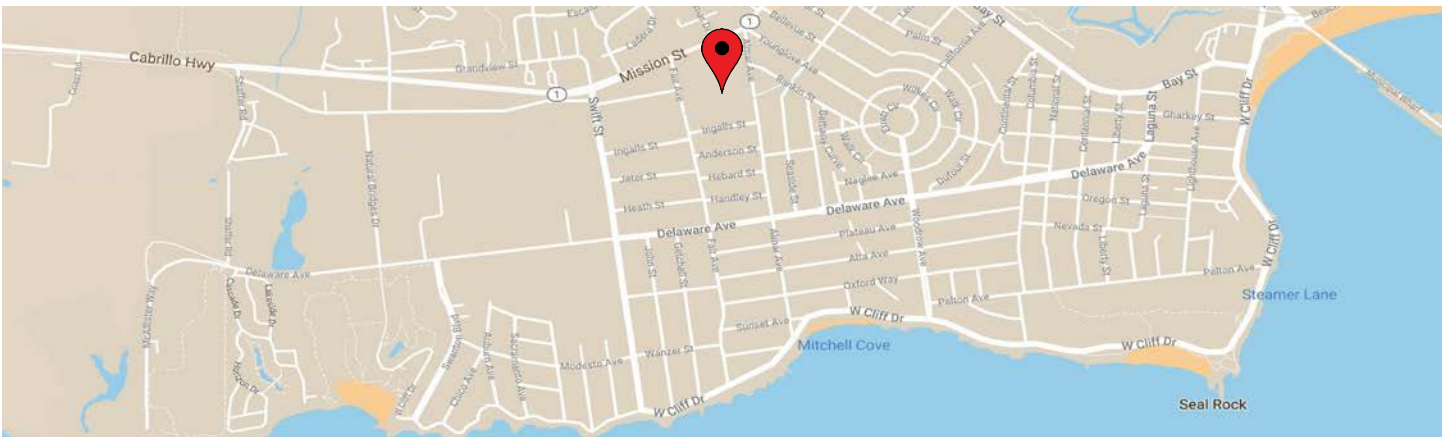
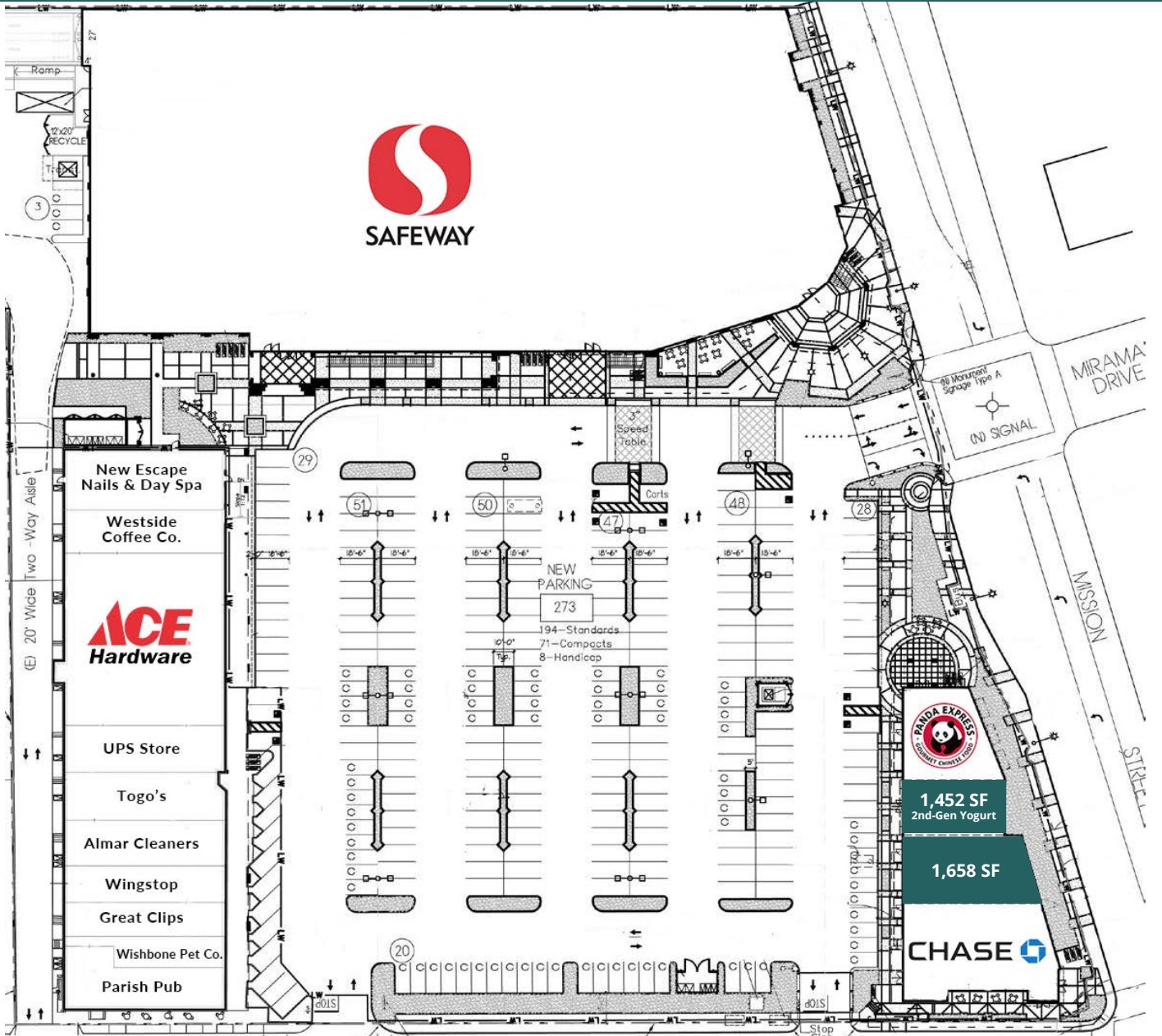
Prime Commercial, Inc. has obtained the information contained herein from sources we deem reliable. However, we have not verified its accuracy and make no guarantee, warranty or representation about it. It is subject to errors, modification, omission, change of price and/or terms, prior lease sale or financing, or withdraw without notice. It may include projections, opinions, or assumptions or estimated for example only, and they may represent current or future performance of the property. You and your tax and legal advisors should conduct your own of the property and transaction. The information provided in this brochure are estimates only, not representations, and are not intended to be relied upon for any purpose. All demographic information contained in this brochure is obtained from esri.





# ALMAR SHOPPING CENTER

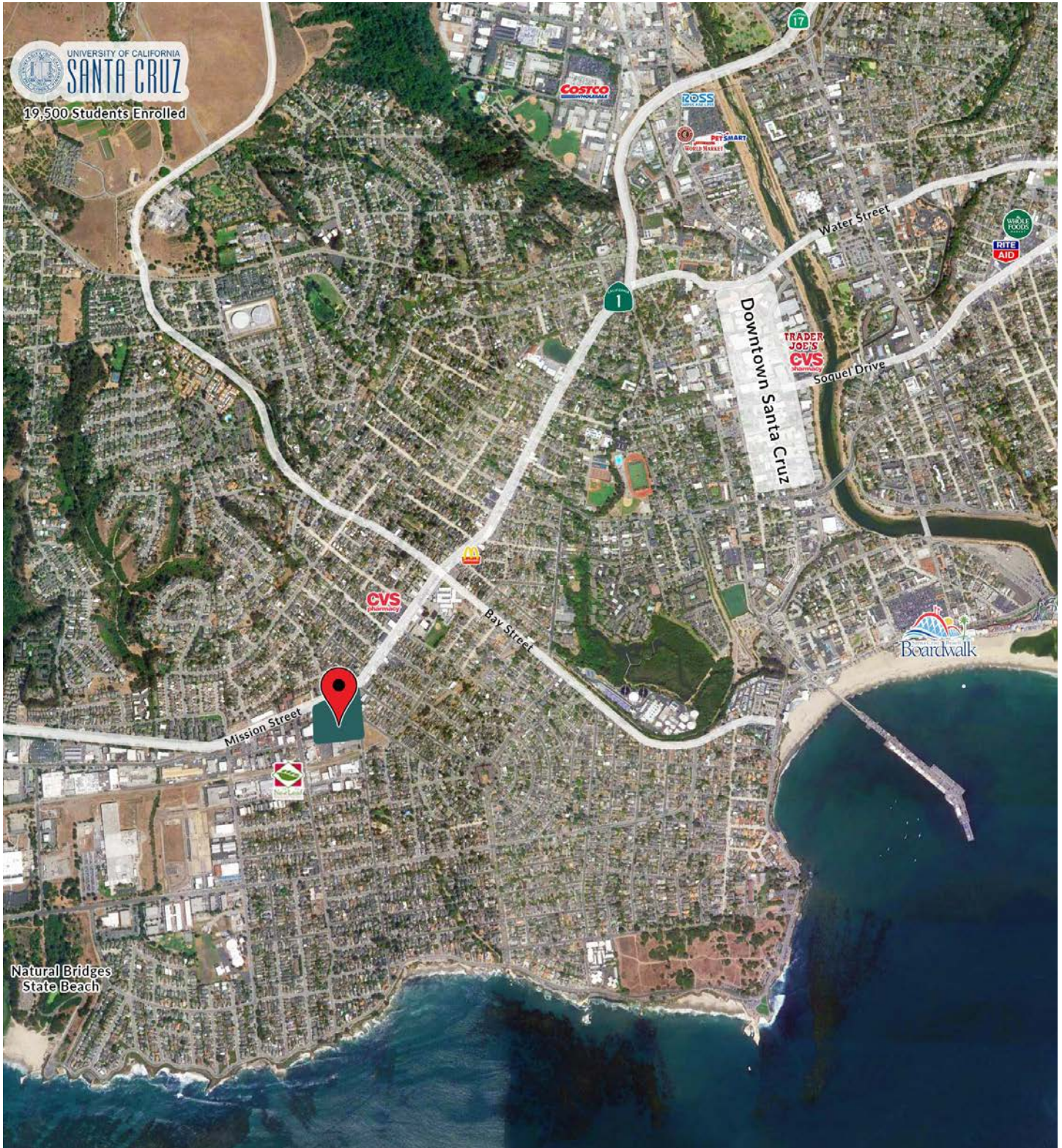
841 ALMAR AVENUE  
SANTA CRUZ, CALIFORNIA





# ALMAR SHOPPING CENTER

841 ALMAR AVENUE  
SANTA CRUZ, CALIFORNIA







# Executive Summary

853-947 Almar Ave, Santa Cruz, California, 95060  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 36.96192  
Longitude: -122.04372

	1 mile	3 miles	5 miles
<b>Population</b>			
2000 Population	18,855	56,652	94,748
2010 Population	20,159	61,869	99,788
2018 Population	21,069	66,965	106,756
2023 Population	21,647	68,854	109,722
2000-2010 Annual Rate	0.67%	0.88%	0.52%
2010-2018 Annual Rate	0.54%	0.96%	0.82%
2018-2023 Annual Rate	0.54%	0.56%	0.55%
2018 Male Population	49.5%	50.3%	49.9%
2018 Female Population	50.5%	49.7%	50.1%
2018 Median Age	34.6	31.6	34.9

In the identified area, the current year population is 106,756. In 2010, the Census count in the area was 99,788. The rate of change since 2010 was 0.82% annually. The five-year projection for the population in the area is 109,722 representing a change of 0.55% annually from 2018 to 2023. Currently, the population is 49.9% male and 50.1% female.

### Median Age

The median age in this area is 34.6, compared to U.S. median age of 38.3.

### Race and Ethnicity

2018 White Alone	76.5%	71.8%	73.2%
2018 Black Alone	1.9%	2.0%	1.7%
2018 American Indian/Alaska Native Alone	0.7%	0.8%	0.8%
2018 Asian Alone	7.8%	8.1%	6.7%
2018 Pacific Islander Alone	0.3%	0.2%	0.2%
2018 Other Race	6.8%	10.7%	11.3%
2018 Two or More Races	6.1%	6.4%	6.1%
2018 Hispanic Origin (Any Race)	16.8%	21.8%	23.1%

Persons of Hispanic origin represent 23.1% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 65.2 in the identified area, compared to 64.3 for the U.S. as a whole.

### Households

2000 Households	7,461	21,562	36,791
2010 Households	7,887	22,767	38,122
2018 Total Households	8,150	23,853	39,726
2023 Total Households	8,334	24,559	40,791
2000-2010 Annual Rate	0.56%	0.55%	0.36%
2010-2018 Annual Rate	0.40%	0.57%	0.50%
2018-2023 Annual Rate	0.45%	0.59%	0.53%
2018 Average Household Size	2.55	2.37	2.40

The household count in this area has changed from 38,122 in 2010 to 39,726 in the current year, a change of 0.50% annually. The five-year projection of households is 40,791, a change of 0.53% annually from the current year total. Average household size is currently 2.40, compared to 2.38 in the year 2010. The number of families in the current year is 19,921 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.



# Executive Summary

853-947 Almar Ave, Santa Cruz, California, 95060  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 36.96192  
Longitude: -122.04372

	1 mile	3 miles	5 miles
<b>Median Household Income</b>			
2018 Median Household Income	\$79,629	\$67,990	\$70,137
2023 Median Household Income	\$93,381	\$80,734	\$83,810
2018-2023 Annual Rate	3.24%	3.50%	3.63%
<b>Average Household Income</b>			
2018 Average Household Income	\$113,768	\$102,833	\$105,476
2023 Average Household Income	\$135,387	\$122,696	\$127,040
2018-2023 Annual Rate	3.54%	3.60%	3.79%
<b>Per Capita Income</b>			
2018 Per Capita Income	\$44,437	\$39,900	\$41,598
2023 Per Capita Income	\$52,567	\$47,072	\$49,583
2018-2023 Annual Rate	3.42%	3.36%	3.57%

Current median household income is \$70,137 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$83,810 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$105,476 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$127,040 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$41,598 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$49,583 in five years, compared to \$36,530 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	7,826	22,932	39,236
2000 Owner Occupied Housing Units	4,118	9,794	18,609
2000 Renter Occupied Housing Units	3,342	11,768	18,182
2000 Vacant Housing Units	366	1,370	2,445
2010 Total Housing Units	8,477	24,859	41,732
2010 Owner Occupied Housing Units	3,997	9,670	18,437
2010 Renter Occupied Housing Units	3,890	13,097	19,685
2010 Vacant Housing Units	590	2,092	3,610
2018 Total Housing Units	8,760	25,882	43,193
2018 Owner Occupied Housing Units	4,073	9,939	18,916
2018 Renter Occupied Housing Units	4,078	13,914	20,810
2018 Vacant Housing Units	610	2,029	3,467
2023 Total Housing Units	8,954	26,602	44,252
2023 Owner Occupied Housing Units	4,409	10,863	20,520
2023 Renter Occupied Housing Units	3,924	13,696	20,270
2023 Vacant Housing Units	620	2,043	3,461

Currently, 43.8% of the 43,193 housing units in the area are owner occupied; 48.2%, renter occupied; and 8.0% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 41,732 housing units in the area - 44.2% owner occupied, 47.2% renter occupied, and 8.7% vacant. The annual rate of change in housing units since 2010 is 1.54%. Median home value in the area is \$792,582, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 1.19% annually to \$841,067.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.