The Shops at
LOLA

965 & 985 Carlsbad Village Dr.
Carlsbad, CA 92008

The Dinerstein Companies

CONCEPTUAL RENDERING

Spaces available at the new mixed-use development

A *NEW*, MIXED-USE DEVELOPMENT

The Shops at Lola, part of Lola at Carlsbad Village, will bring together a curated collection of distinctive retailers and restaurants, thoughtfully set within beautifully landscaped gathering spaces. The result is an elevated destination offering connection to the people, places, and coastal lifestyle that make Carlsbad so coveted.

~31K
Vehicles Per Day on Carlsbad Village Drive*

4:1,000 SF
At-Grade, Separate Parking for Retail Tenants

~212K
Annual Average Daily Traffic on I-5*

–The Shops at Lola offers flexible demising from 1,065 to 7,475 SF, with The Butchery confirmed as a signature tenant

–Street-front retail in stand-alone buildings, with its own dedicated parking



*SOURCE: SANDAG

CONCEPTUAL RENDERING

LOLA AT CARLSBAD VILLAGE

sits at the southwest quadrant of Carlsbad Village Drive and the I-5 — the front door to coastal North County San Diego, with immediate freeway access north and south and a straight shot to the 78, just forty minutes up the coast from Downtown. Over the past decade, downtown Carlsbad Village has come alive: a wave of new development, boutique hotels, award-winning restaurants, and mixed-use projects has transformed a quiet beach town into one of the most sought-after coastal destinations in the region. Demand has far outpaced supply. Hemmed in by the ocean, the lagoons, and a fully built-out village core, Carlsbad Village offers virtually no new retail square footage — **making a storefront here one of the rarest opportunities in coastal North County.**

2
Michelin-Starred Restaurants: **Lilo & Jeune et Jolie***

7
Miles of Carlsbad Coastline

100+
Unique Shops & Boutiques



Coastal by nature, downtown by design.

The Village by the Sea.







*2026 MICHELIN GUIDE

Site Plan

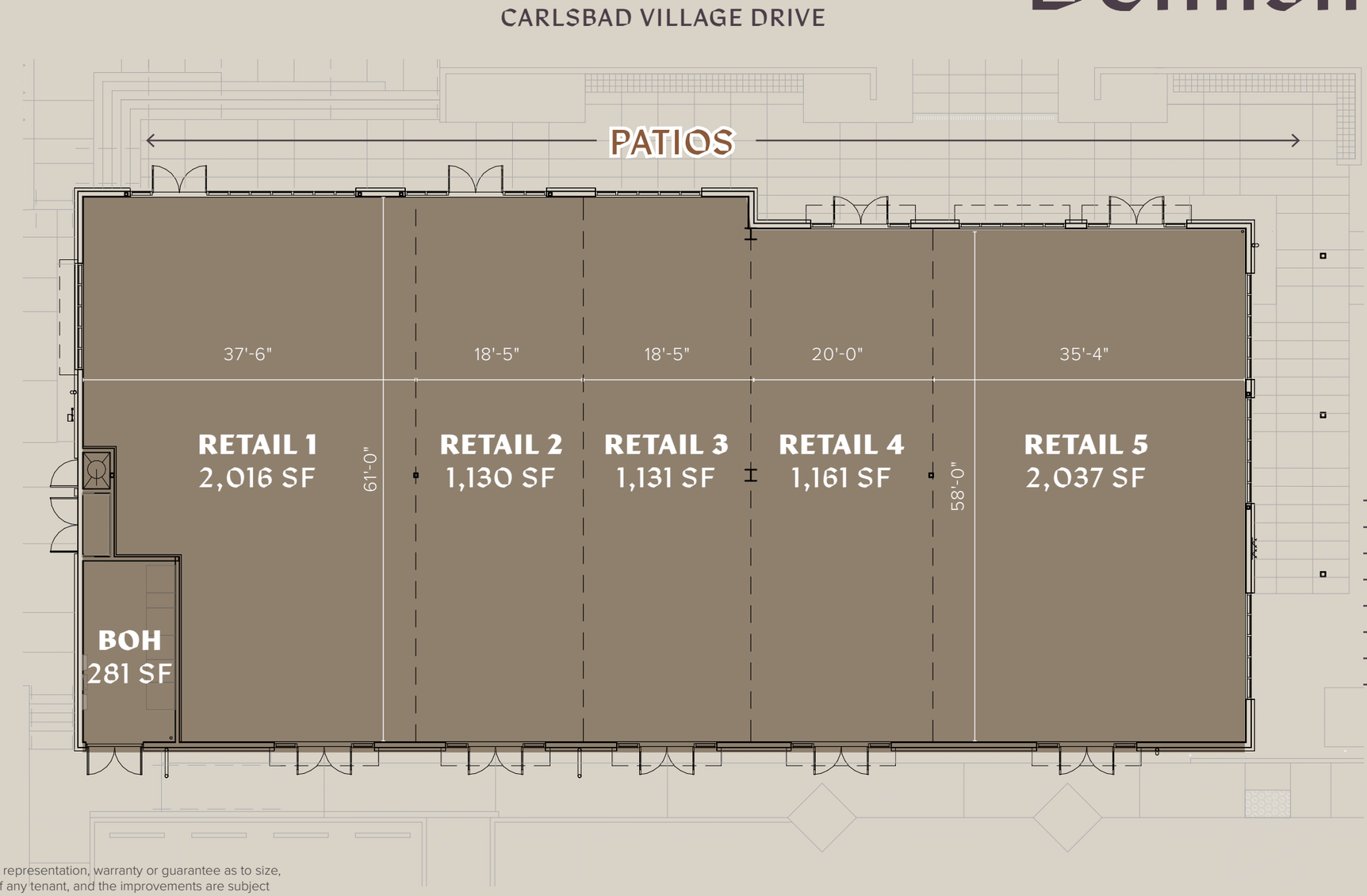


5

This site plan is not a representation, warranty or guarantee as to size, location, or identity of any tenant, and the improvements are subject to such changes, additions, and deletions as the architect, landlord, or any governmental agency may direct.

BUILDING 1

Proposed Demising Plan



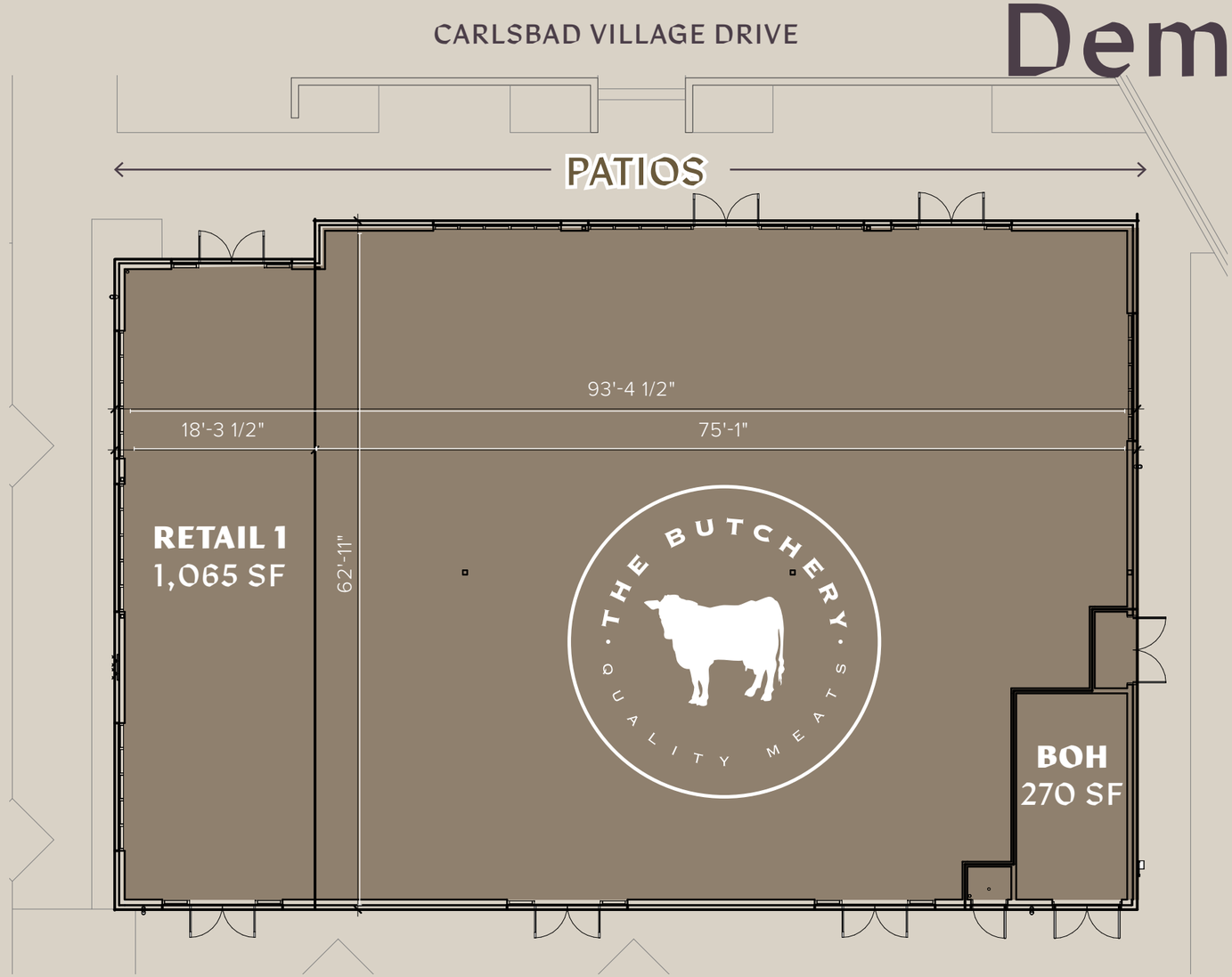
RETAIL BUILDING 1

Name	Area
Retail 1	2,016 SF
Retail 2	1,130 SF
Retail 3	1,131 SF
Retail 4	1,161 SF
Retail 5	2,037 SF
Bldg-1 B.O.H.	281 SF
Total	**7,756 SF**

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BUILDING 2

Proposed Demising Plan

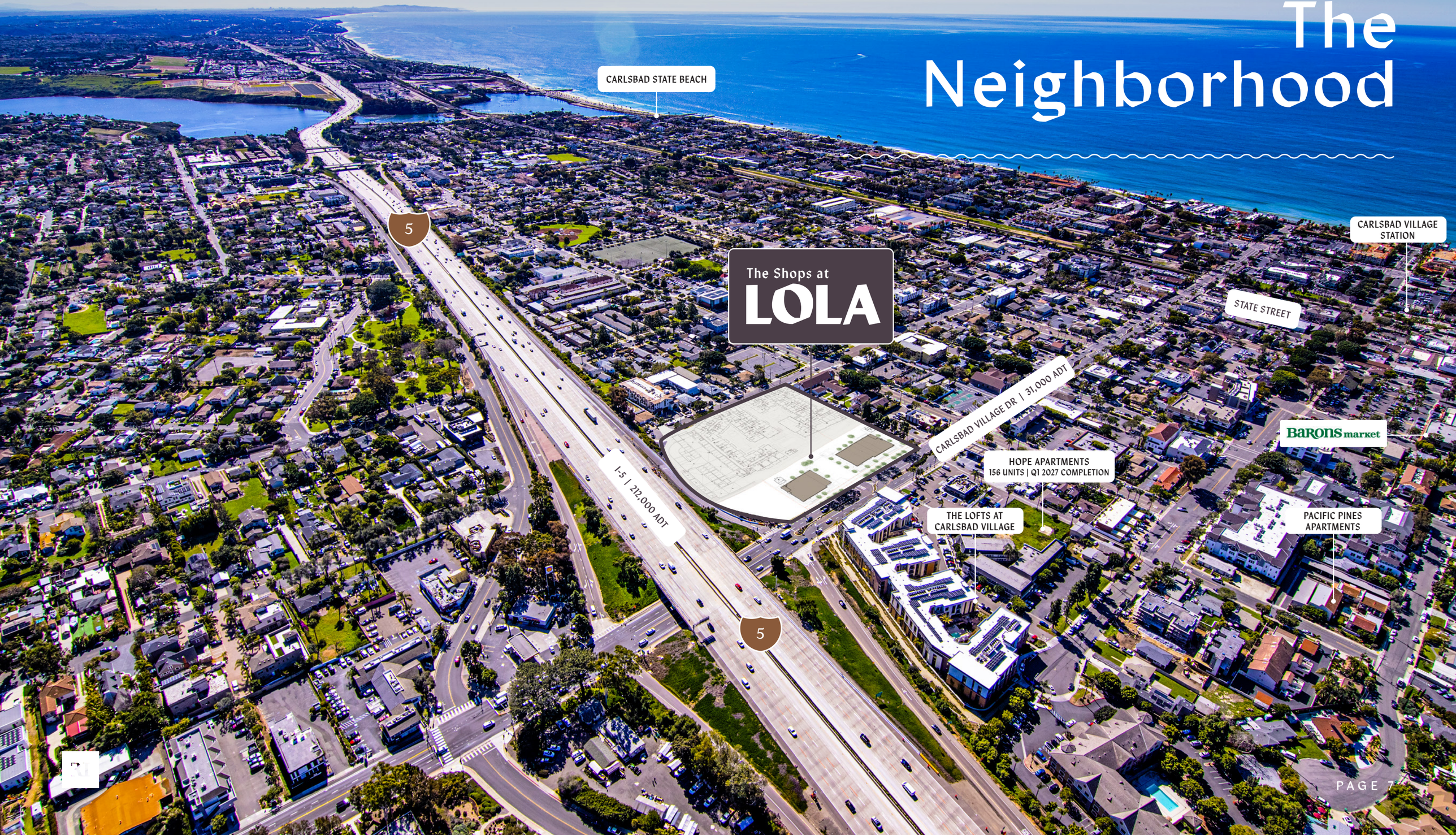


RETAIL BUILDING 2

Name	Area
Retail 1	1,065 SF
The Butchery	4,500 SF
Bldg-2 B.O.H.	270 SF
Total	**5,835 SF**

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The Neighborhood



The Neighborhood




THE SHOPS AT LOLA
CARLSBAD | CALIFORNIA
FREEWAY ACCESS
5
OCEANSIDE
VISTA
78
FREEWAY ACCESS
The Shops at
LOLA
SAN MARCOS
ESCONDIDO
CARLSBAD
15
RAMONA
ENCINITAS
RANCHO SANTA FE
POWAY
SCRIPPS RANCH
DEL MAR
56
MIRA MESA
5
15



Historic village character

Independent by design





Five minutes to the sand

A downtown that gathers



	POPULATION	DAYTIME EMPLOYEE POPULATION	HOUSEHOLDS	AVERAGE HH INCOME	MEDIAN HH INCOME
1 MILE	15,592	7,866	7,074	$143,373	$112,635
3 MILES	78,991	35,725	33,524	$152,606	$115,183
5 MILES	178,559	106,461	70,887	$150,175	$117,797

Source: Regis Online, 2026. Demographics produced using private and government sources deemed to be reliable. The information herein is provided without representation or warranty. Additional information available upon request.

Demographics

Booming with Confidence

21.7%

Prosperous, established couples in their peak earning years living in suburban homes

$125K-$149K

Estimated Household Income

51-65

Head of Household Age

KEY FEATURES

Highly educated, affluent, upscale housing, savvy investors, tech apprentices, environmental philanthropists

Singles & Starters

13.6%

Young singles starting out and some starter families living a city lifestyle

$50K-$74K

Estimated Household Income

25-30

Head of Household Age

KEY FEATURES

Rental housing, single adults, engage via radio, foodies, digitally savvy

Significant Singles

9.7%

Diversely aged singles earning mid-scale incomes supporting active city styles of living

$50K-$74K

Estimated Household Income

36-45

Head of Household Age

KEY FEATURES

Renters, multi-family properties, quality matters, small households, cultural interests

Source: PlacerAI and Experian. Demographics produced using private and government sources deemed to be reliable. The information herein is provided without representation or warranty. Additional information available upon request.

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