



Baja Fresh Site Criteria

- Ideal Space:**
- 2,200-2,500 sq.ft. in high-density market
 - 2,500-3,000 sq.ft. in suburban markets
 - Minimum seating capacity 50-60 seats
 - Patio with seating for 30 or more
 - Minimum of 50 dedicated spaces plus additional shared parking
- Lease Terms:**
- 5-year minimum with (4) five-year options (fixed rates preferred)
- Access:**
- Easy access, signaled entry & intersection
 - 2 to 3 curb cuts to center
 - Entry from 2 streets in both directions
 - Left turn unobstructed
- Visibility:**
- Site and signage must be highly visible from street and traffic generators
 - Ideal visibility is 500' from two directions
- Traffic Generators:**
- office buildings, health clubs, hospitals
 - high-end / high-frequency specialty retail
 - high-density - white-collar/industrial R&D
 - retail entertainment centers
 - amusement/attraction/museum
 - high-density residential
 - University
 - “mega” bookstore

Demographics	1 mile	2 mile	3 mile
Households	5,000+	15,000+	40,000+
Population	varies	40,000+	100,000+
Average HH Income	\$60K+	\$60K+	\$50K+
Daytime Employment	5,000+	20,000+	50,000+
Median Age	32-40	32-40	32-40



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