



View From The Shores

SUMMER 2012

Sales Activity At The Shores

What a difference a few months make. Since my last *View*, the sales activity has picked up with the pent-up demand for properties on the beach. It seems the sales activity always comes with the heat of the summer. Offers and counter offers are flying back and forth. Felicia Bell, one of our sales associates, had the listing on a very special property. This unit is truly the “Ultimate Beach House” a one of a kind. In all the 1476 units, this is the only one that truly fits this description. Terrace level, corner on the ocean, 2 bedroom 2 bath and den, La Sierra 104 is the one. Step through the patio door onto an oversize terrace with the ocean almost at your feet. This unique property was on the market for nine days before offers started coming in. It hasn’t closed escrow yet, but you will see it in the Fall 2012 *View*.

ONE BEDROOMS

Cabrillo	0607	\$770,000	May
Las Palmas	0907	\$1,200,000	June

TWO BEDROOMS

El Encanto	1207	\$1,200,000	May
La Sierra	0305	\$1,350,000	June
Las Flores	0906	\$1,050,000	June
El Mirador	0603	\$1,300,000	July

TWO BEDROOMS + DEN & THREE BEDROOMS

El Encanto	0605	\$1,250,000	June
Las Flores	0903	\$1,899,000	June

(Sales prices reported are from the MLS and the County Records offices)

Where Would You Rather Be?

The Hotel Del Coronado is always high on my radar. There are two Beach Front Cottages in the Hotel Del’s Exclusive Beach Village that are listed for re-sale. This is the first standing structure on the beach that is two stories in the Beach Village. The top and bottom units are listed for \$6,200,000 each or it is a bargain if you want to buy the complete building at \$11,900,000. Each unit is three bedroom and three bath furnished with over 2,000 square feet. For each unit the monthly fees are \$2,103 and you have limited use. Remember these are hotel condos. You can use each property for 90 days per year and 25 days in any 50 consecutive days. And don’t forget the taxes that the present owner is paying of \$49,895 would be part of the privilege of ownership. What a deal! I shouldn’t be so sarcastic, but their neighbor to the south, the Coronado Shores complex is such a better value to invest in and always has been. Complete ownership with the use of 365 days a year, if you so choose. We know it isn’t the Hotel del Coronado and we don’t have the amenities that are provided to the owners of the cottages, but at what cost for these amenities? However, it is the crown jewel in a portfolio and to own a piece of the Hotel del Coronado is very special.

What’s In A Name

Several years ago I heard someone say “the girls are on the north side and the boys are on the south side”. Boys and Girls, what is that about? Well, La Sierra, La Playa, La Perla, La Princesa, Las Flores and Las Palmas have a feminine article in front of their name; El Encanto, El Mirador and El Camino are masculine in the Spanish language. I wonder if Jerry Snyder, the developer, planned the names to separate the complex in this way or was it just a coincidence? Interestingly enough the first tower is a proper name, Cabrillo, that is why there is no article in front of the name. The first Tower was named for the Portuguese sea captain noted for his exploration of North



CORONADO SHORES COMPANY

America on behalf of Spain. The Cabrillo Tower is surrounded by his beautiful feminine discoveries, The Peaks, The Beach, The Pearl, The Princess, The Flowers and The Palms. You can almost see the Conquistador Juan Rodriguez Cabrillo discovering the beauty of Coronado back in the mid sixteenth century. Furthest north, closest to where the sun sets, is Avenida del Sol, named correctly as the Avenue of the Sun. The Spanish language sets the stage for Avenida del Mundo, connecting international residents of The Shores, Avenue of the World. This enchanted property with sands dividing the gentleman from the ladies, Avenida de las Arenas, the main entrance, that separates the southernmost towers with the masculine names. The three towers named The Charm or The Enchanted, The View Point, and The Way or The Path are separate by the Avenue of the Sands. The most southern road that anchors the 10 elements is properly named Avenida Lunar or Moon Way or Lunar Avenue. From the Sun set in the West to the light of the moon rising in the East, The Shores glow morning until evening. This is a much more romantic story than I would have ever guessed and it definitely was not a coincidence.

What's New In Town

Coronado's main street, Orange Avenue, the block between 9th and 10th street is having a renaissance of new businesses. There are three new women's upscale contemporary clothing stores that recently opened. A second bicycle store opened in the same block as Holland's Bicycles which has been there for generations. The candy store closed that was next to Taste of Oils and has recreated itself into a fashion jewelry store. The Coronado Pharmacy that once served Coronado since the 40's closed two years ago, has had major restoration to the building. Shorelines Gallery is open showing off its beautiful works of art in many types of mediums. Apparently, Coronado won out over La Jolla for the second location for this Gallery whose owners have their first Gallery in downtown San Diego. The old PetCo store that once housed the Bank of America is now undergoing a transformation to a Walgreens due to open by this December. Starbucks is in this block, wanted their Coronado store to be one of the first to serve beer and wine in San Diego. The City Council was for it at first, but others in town didn't think it was a good idea. No beer or wine will be served with your latte in Coronado. At the other end of town, Starbucks wanted to open another store front at First & Orange that also got voted down. Boney's Bayside Market in this same location is planning on enlarging their store. That explains the purchase of the vacant lot for additional parking, more will be needed with the expansion. I hope I didn't miss any new business openings.

What Happens When You Have The Best Beach?

In May this year "Dr. Beach" professor Stephen Leatherman of Florida International University, in his annual ranking of best U.S. beaches named Coronado Beach number one out of his top five picks. He has never before included a California coastal local as No. 1. We beat out Kahnamoku Beach in Waikiki; Main Beach, East Hampton, NY; St George Island State Park, Florida and Hamoa Beach, Maui, Hawaii. Coronado's beaches were talked about on the national morning TV shows and the story was covered in numerous periodicals and newspapers. The Coronado locals always knew they had a great beach with the best sand that is so barefoot friendly. Well guess what, now everyone knows the Coronado beach is the best place to be. Our small town has been overrun with day trippers and cars. More families are taking "stay vacations" and guess where they are going? I am not complaining, it has been a major influx of people that all the merchants are thankful for. The leasing division of our company has not seen this much demand for summer rental units in many years. It is a very robust summer in more ways than one.

Welcome Tara

A new sales associate has just been added to our sales team. Tara Brown has been in the real estate business in Coronado for over 15 years. Tara brings her expertise of the sales market in the village, the Cays and the Hotel Del Coronado Beach Village. She was on the Beach Village original selling team. She is very familiar with The Shores after living there this past year. Tara comes to us from the local Sotheby's office. Tara enjoys working in a friendly atmosphere of cooperation. She brings a feature listing to our division, The Shores Group. This custom 4 bedroom 3 bath home on the double wide water channel with over 50 feet frontage which can accommodate two boats is located at 23 Blue Anchor Cays Road in the Cays. The home is listed at \$2,350,000. Come by our office and meet Tara.

Enjoy Your Summer!!!

We built them. We sell them.

We lease them.

Yvonne
Yvonne Barnum
President



Broker CA Dre Lic. #00658736

