

CAPITOLA MALL

CAPITOLA, CA

MARKET PROFILE 2015



PROPERTY TYPE:

Regional

TOTAL SQUARE FEET:

577,000

MAJOR RETAILERS:

Kohl's, Macy's, Sears, Target

RESTAURANTS & ENTERTAINMENT:

Chili's Grill & Bar,
Takara Japanese Restaurant

FOOD COURT:

11 units

BUILT / RENOVATED:

1977 / 1988-1989

FOR INFORMATION:

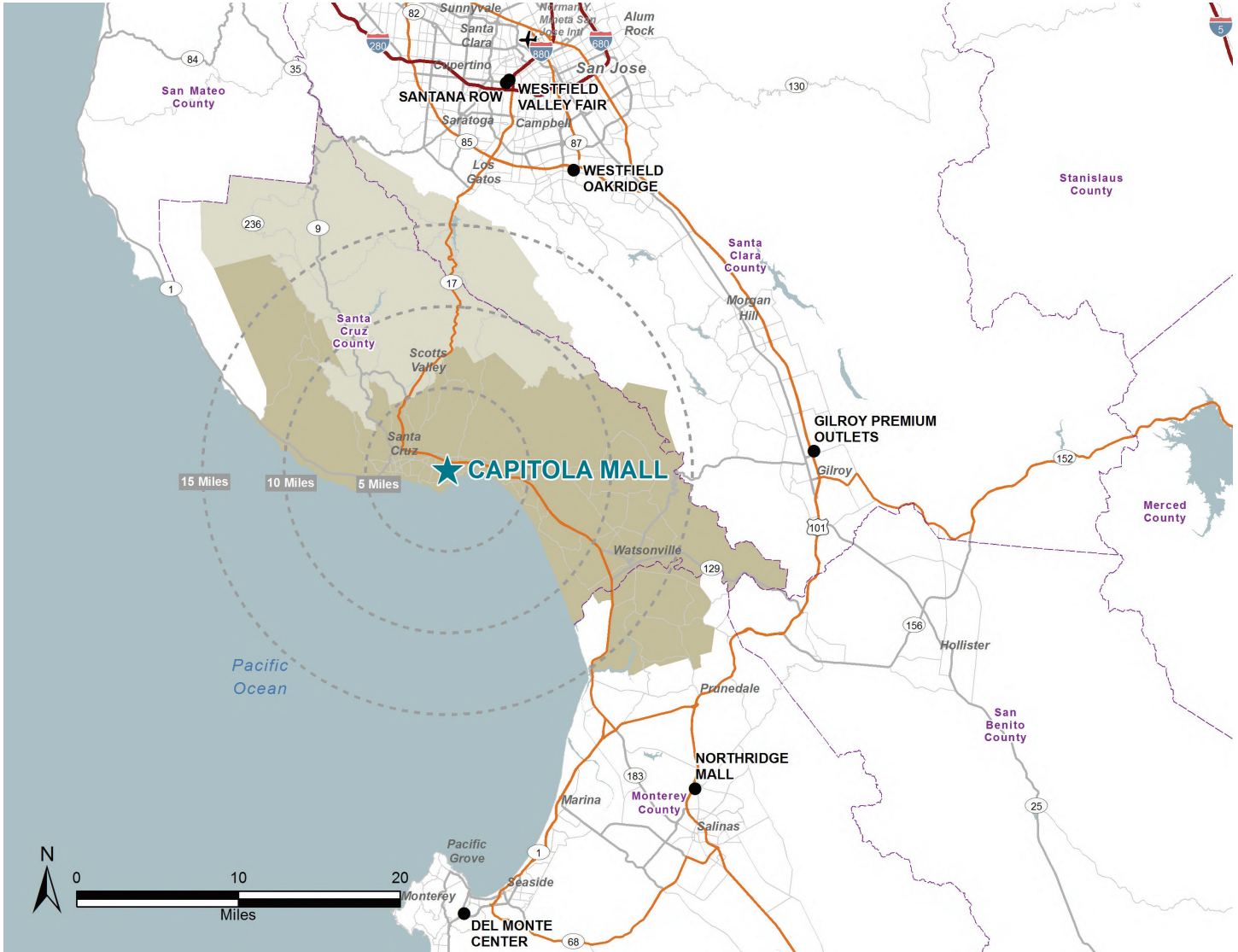
831-476-9616
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DEMOGRAPHIC SUMMARY

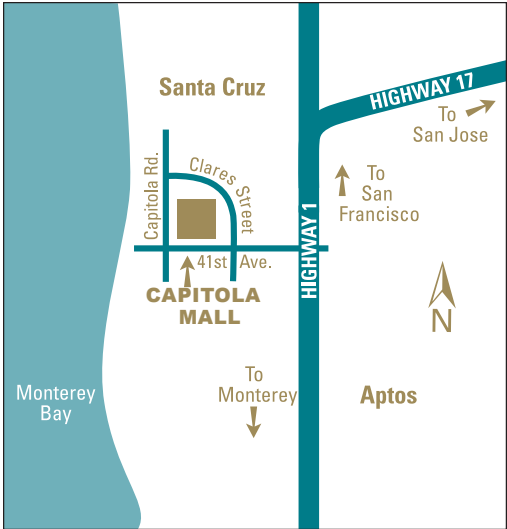
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		SANTA CRUZ-WATSONVILLE, CA [MSA]	
2014 Population	236,538		285,482		267,782	
2019 Population	245,215		295,925		277,585	
2014-2019 Population Growth	3.7%		3.7%		3.7%	
HOUSEHOLDS						
2014 Households	80,980		100,633		95,706	
2019 Households	84,314		104,763		99,657	
2014-2019 Household Growth	4.1%		4.1%		4.1%	
INCOME						
Average Household Income	\$84,869		\$91,679		\$91,166	
Median Household Income	\$59,130		\$64,995		\$64,775	
Per Capita Income	\$30,031		\$33,211		\$33,489	
HOUSEHOLD INCOME RANGES						
\$50,000 +	46,276	57.1%	60,769	60.4%	57,629	60.2%
\$75,000 +	33,504	41.4%	45,390	45.1%	43,072	45.0%
\$100,000 +	23,507	29.0%	33,070	32.9%	31,405	32.8%
\$150,000 +	10,762	13.3%	15,940	15.8%	14,977	15.6%
AGE BY POPULATION						
Median Age	34.9		36.9		37.0	
EDUCATION/OCCUPATION LEVELS						
Bachelor's Degree Plus	53,358	34.7%	69,799	36.9%	66,980	37.6%
White Collar	66,099	57.7%	85,463	60.4%	81,532	61.1%
RACE/ETHNICITY						
White	157,365	66.5%	200,683	70.3%	190,384	71.1%
Black	2,841	1.2%	3,199	1.1%	3,089	1.2%
American Indian	2,418	1.0%	2,721	1.0%	2,375	0.9%
Asian	10,723	4.5%	12,169	4.3%	11,585	4.3%
Pacific Islander	345	0.1%	422	0.1%	373	0.1%
Other Race	62,845	26.6%	66,288	23.2%	59,976	22.4%
Hispanic or Latino	96,384	40.7%	100,899	35.3%	90,062	33.6%
Not Hispanic or Latino	140,153	59.3%	184,583	64.7%	177,720	66.4%
DAYTIME EMPLOYMENT						
Total Businesses	18,864		23,680		22,539	
Total Employees	99,074		114,536		110,239	

TRADE AREA MAP



LEGEND

- ★ CAPITOLA MALL
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS



MARKET INFORMATION

MAJOR EMPLOYERS

	EMPLOYEE COUNT
1 UNIVERSITY OF CALIFORNIA AT SANTA CRUZ	7,536
2 GRANITE CONSTRUCTION	2,300
3 SANTA CRUZ COUNTY GOVERNMENT CENTER	2,299
4 DOMINICAN HOSPITAL	1,900
5 MONTEREY MUSHROOMS	1,100
6 CB NORTH, LLC	1,000
7 WEST MARINE	873
8 PLANTRONICS, INC.	700
9 SANTA CRUZ SEASIDE COMPANY	663

YEARLY SALES

MONTH	SALES %
JAN	7.5%
FEB	6.9%
MAR	8.3%
APR	7.2%
MAY	7.2%
JUN	8.6%
JUL	7.7%
AUG	8.8%
SEP	7.8%
OCT	7.6%
NOV	8.1%
DEC	14.3%

HOUSING

	AVERAGE SELLING PRICE 2013	NEW HOUSING PERMITS - SINGLE & MULTI FAMILY 2013
APTOS	\$628,100	SANTA CRUZ COUNTY - 275
CAPITOLA	\$557,000	
FELTON	\$375,000	
SANTA CRUZ	\$636,400	
SCOTTS VALLEY	\$491,765	
SOQUEL	\$500,000	
WATSONVILLE	\$373,000	

VEHICLE TRAFFIC COUNTS

MAJOR HIGHWAYS NEAR CENTER	2012 AVG DAILY	2012 AVG YEARLY	ROADS NEAR CENTER ENTRANCES	2011 AVG DAILY	2011 AVG YEARLY
HIGHWAY 1	89,000	32,485,000	CAPITOLA ROAD	14,703	5,366,595
			41ST AVENUE	43,957	16,044,305
			CLARES STREET	12,194	4,450,810

SCHOOLS

	NUMBER OF SCHOOLS	NUMBER OF STUDENTS
SANTA CRUZ COUNTY PRIVATE SCHOOLS	32	5,379
SANTA CRUZ COUNTY PUBLIC SCHOOLS	79	37,858

COLLEGE/UNIVERSITY	LOCATION	STUDENT POPULATION
UNIVERSITY OF CALIFORNIA AT SANTA CRUZ	SANTA CRUZ	16,753
CABRILLO COLLEGE	APTOS	14,535

TOURISM

MAJOR HOTELS	NUMBER OF ROOMS
SEASCAPE RESORT	285
HOTEL PARADOX	200
HILTON SANTA CRUZ/SCOTTS VALLEY	174
DREAM INN	165
CHAMINADE RESORT & SPA	156
BEST WESTERN SEACLIFF INN	149
FAIRFIELD INN & SUITES	84

SITE PLAN



- The only enclosed shopping center in picturesque Santa Cruz County with the nearest major competing centers over 30 miles away, Capitola Mall serves area residents and tourists with more than 80 specialty stores and restaurants and a solid anchor mix led by Kohl's, Macy's, Sears and Target. Retailers include stores such as Gymboree, Bath & Body Works, Express, ULTA, Victoria's Secret and Vans.
- Located on the most trafficked road in the county, Capitola Mall attracts both local and visiting shoppers.
- The mall's total trade area is comprised of 285,482 residents and 100,633 households extending both north and south along the coast 15 to 20 miles in each direction.
- Boasting an average household income of \$91,679, while 45% of the trade area households earn over \$75,000. Vibrant technology, agriculture and tourism drive this county's thriving economy.
- With a location that's less than one mile from the ocean in a municipality that has been likened to villages on the Mediterranean Coast, Capitola Mall is also easily accessible to area visitors. More than 4 million tourists are drawn to the county each year, lured by its miles of beaches (voted among the best on the California coast by *Sunset Magazine*), breathtaking views of Monterey Bay and a variety of popular festivals, making Capitola a world-class destination and locale in which to reside.



OWNED
OTHER

CAPITOLA MALL



TRADER JOE'S

BED BATH & BEYOND

CLARES STREET

PIER 1 IMPORTS

MACY'S

TARGET

KOHL'S

ULTA

CHILI'S GRILL & BAR

TAKARA JAPANESE RESTAURANT

SEARS

CAPITOLA ROAD

ROSS

CHIPOTLE

CITIBANK

ORCHARD SUPPLY HARDWARE

BANK OF AMERICA

CVS

BEVMO

WHOLE FOODS

WEST AVENUE