



# LA CUMBRE PLAZA

SANTA BARBARA, CA

## MARKET PROFILE 2020

**MAJOR RETAILERS** Chico's, J.Jill, Macy's, Pottery Barn, Talbots, Williams-Sonoma

**RESTAURANTS & ENTERTAINMENT** Chipotle Mexican Grill, Islands Fine Burgers & Drinks,  
Lure Fish House, Panera Bread, Plaza Deli

**COMING SOON** Bristol Farms

**PROPERTY TYPE** Regional | **TOTAL SQUARE FEET** 492,000 | **BUILT / RENOVATED** 1967 / 2008

**FOR MORE INFORMATION** 805-642-0605 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

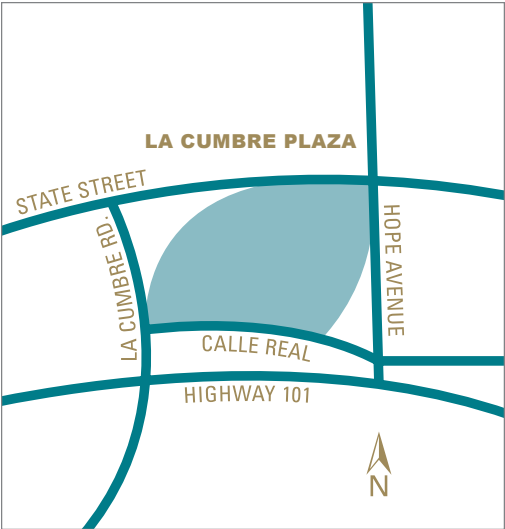
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		SANTA MARIA-SANTA BARBARA, CA [MSA]	
2019 Total Population	182,191		332,843		450,084	
2024 Total Population	186,184		341,290		463,543	
2019-2024 Population Growth	2.2%		2.5%		3.0%	
HOUSEHOLDS						
2019 Total Households	65,484		117,007		149,662	
2024 Total Households	66,908		119,853		153,904	
2019-2024 Household Growth	2.2%		2.4%		2.8%	
INCOME						
Average Household Income	\$117,114		\$112,549		\$106,510	
Median Household Income	\$81,285		\$77,130		\$73,602	
Per Capita Income	\$42,464		\$39,863		\$35,645	
HOUSEHOLD INCOME RANGES						
\$50,000 +	44,997	68.7%	79,199	67.7%	99,598	66.6%
\$75,000 +	34,964	53.4%	59,939	51.2%	73,788	49.3%
\$100,000 +	27,620	42.2%	46,655	39.9%	56,386	37.7%
\$150,000 +	16,488	25.2%	27,043	23.1%	31,115	20.8%
AGE						
Median Age	34.8		36.5		35.1	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	59,126	50.0%	89,485	40.5%	103,179	35.2%
White Collar	65,245	65.2%	103,334	60.2%	125,409	55.5%
RACE / ETHNICITY						
White	128,326	70.4%	230,172	69.2%	300,635	66.8%
Black	3,203	1.8%	7,344	2.2%	9,472	2.1%
American Indian	1,544	0.8%	3,682	1.1%	5,588	1.2%
Asian	13,415	7.4%	19,355	5.8%	25,553	5.7%
Pacific Islander	252	0.1%	638	0.2%	809	0.2%
Other Race	35,451	19.5%	71,652	21.5%	108,027	24.0%
Hispanic or Latino	65,326	35.9%	135,640	40.8%	208,927	46.4%
Not Hispanic or Latino	116,865	64.1%	197,203	59.2%	241,157	53.6%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	1,011		4,574		8,872	
Total Employees	10,315		44,405		92,935	
Daytime Population	17,998		84,889		161,942	

# TRADE AREA MAP



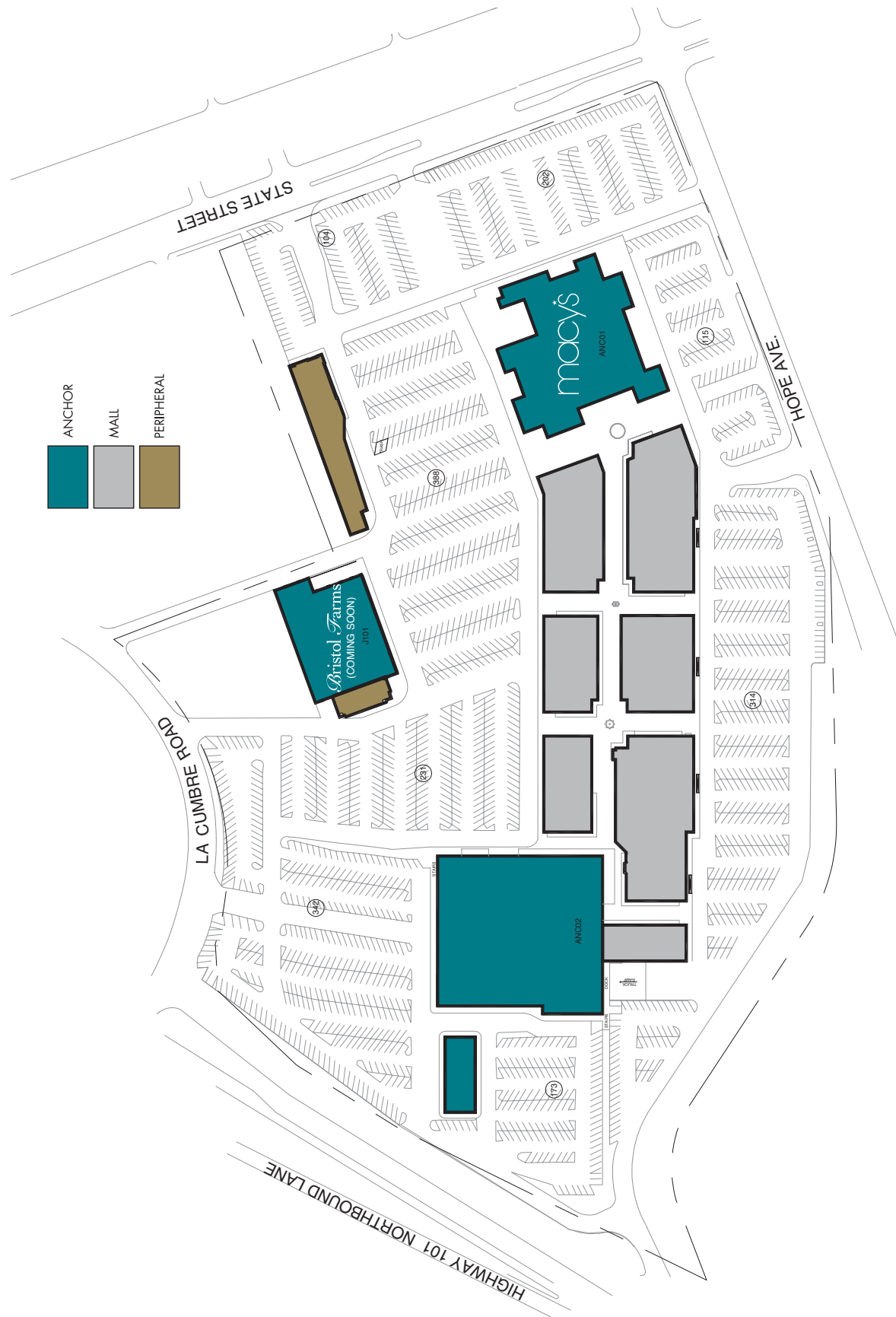
## LEGEND

- ★ LA CUMBRE PLAZA
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS





# SITE PLAN



# MARKET FACT SHEET

ADJACENT TO BUSY  
HIGHWAY 101,  
AN AVERAGE OF  
**132,000 VEHICLES**  
PASS THE CENTER DAILY

CONDÉ NAST TRAVELER READERS'  
CHOICE AWARDS 2019,  
IN WHICH READERS OF THE  
TRAVEL PUBLICATION RANKED  
SANTA BARBARA ONE OF THE  
**10 BEST SMALL CITIES**  
IN THE U.S.

LA CUMBRE PLAZA IS SITUATED  
IN THE HEART OF 2 AFFLUENT  
NEIGHBORHOODS, SAN ROQUE  
AND HOPE RANCH, WHERE THE  
**AVERAGE ANNUAL INCOME**  
**EXCEEDS \$112,000 AND**  
**HOMES ARE VALUED IN**  
**EXCESS OF \$1.3 MILLION**

LA CUMBRE PLAZA IS  
**MINUTES FROM THE**  
**EXCEPTIONALLY AFFLUENT**  
**CITY OF MONTECITO**  
WHICH HAS AN AVERAGE  
HOUSEHOLD INCOME IN  
EXCESS OF \$2.76 MILLION  
AND A MEDIAN HOME  
PRICE OF \$4.2 MILLION

SHOPPERS VISIT  
LA CUMBRE PLAZA  
BECAUSE OF ITS  
CONVENIENT  
LOCATION, PLEASANT  
ATMOSPHERE AND  
FREE PARKING



**PRIVATE SCHOOLS** WITHIN  
5 MILES OF LA CUMBRE  
4,691 STUDENTS  
7 HIGH SCHOOLS,  
AVERAGE TUITION \$19,626  
13 ELEMENTARY SCHOOLS,  
AVERAGE TUITION \$11,376

**THE MEDIAN HOME VALUE IN SANTA BARBARA IS \$1,059,912**  
HOME APPRECIATION IS 6.3% OVER THE LAST YEAR

IN 2018, THE AVERAGE COST OF A **WEDDING IN SANTA BARBARA**  
WAS \$32,706

*TRAVEL + LEISURE* NAMED MONTECITO ONE OF  
**THE 50 BEST PLACES TO TRAVEL IN 2019**  
(ONLY CITY IN CALIFORNIA FEATURED)



# LA CUMBRE PLAZA

OWNED

OTHER

