



LA CUMBRE PLAZA

SANTA BARBARA, CA

MARKET PROFILE 2022

MAJOR RETAILERS Bristol Farms, Chico's, J.Jill, Macy's, Phenix Salon Suites,
Pottery Barn, Talbots, Williams-Sonoma

RESTAURANTS & ENTERTAINMENT Chipotle Mexican Grill, Islands Fine Burgers & Drinks,
Lure Fish House, Plaza Deli, Wing Stop

PROPERTY TYPE Regional | **TOTAL SQUARE FEET** 473,000 | **BUILT / RENOVATED** 1967 / 2008

FOR MORE INFORMATION 805-642-0605 | [Macerich.com](https://www.macerich.com)



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		SANTA MARIA-SANTA BARBARA, CA [MSA]	
2021 Total Population	180,060		327,320		442,872	
2026 Total Population	182,830		334,049		452,745	
2021-2026 Population Growth	1.5%		2.1%		2.2%	
HOUSEHOLDS						
2021 Total Households	64,800		115,413		147,748	
2026 Total Households	65,880		117,757		151,014	
2021-2026 Household Growth	1.7%		2.0%		2.2%	
INCOME						
Average Household Income	\$119,814		\$114,572		\$108,937	
Median Household Income	\$80,020		\$76,331		\$74,505	
Per Capita Income	\$43,605		\$40,780		\$36,636	
HOUSEHOLD INCOME RANGES						
\$50,000 +	44,073	68.0%	78,206	67.8%	99,414	67.3%
\$75,000 +	34,208	52.8%	58,668	50.8%	73,502	49.8%
\$100,000 +	26,859	41.5%	44,669	38.7%	54,809	37.1%
\$150,000 +	15,829	24.4%	25,826	22.4%	29,781	20.2%
AGE						
Median Age	35.1		36.8		35.5	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	60,785	51.9%	91,309	41.8%	105,161	36.3%
White Collar	67,110	69.9%	106,465	64.7%	129,650	59.8%
RACE / ETHNICITY						
White	126,164	70.1%	225,431	68.9%	294,801	66.6%
Black	3,224	1.8%	7,197	2.2%	9,306	2.1%
American Indian	1,502	0.8%	3,575	1.1%	5,422	1.2%
Asian	13,400	7.4%	19,162	5.9%	25,217	5.7%
Pacific Islander	270	0.1%	677	0.2%	870	0.2%
Other Race	35,500	19.7%	71,278	21.8%	107,256	24.2%
Hispanic or Latino	65,172	36.2%	134,649	41.1%	207,065	46.8%
Not Hispanic or Latino	114,888	63.8%	192,671	58.9%	235,807	53.2%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	988		4,520		8,772	
Total Employees	10,149		43,368		89,087	
Daytime Population	17,064		86,018		154,433	

TRADE AREA MAP

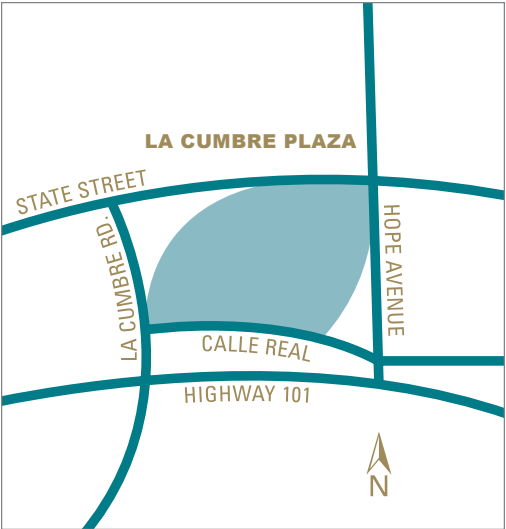


LEGEND

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



10% PCW



SITE PLAN



MARKET FACT SHEET

ADJACENT TO BUSY
HIGHWAY 101,
AN AVERAGE OF
139,000 VEHICLES
PASS THE CENTER DAILY

CONDÉ NAST TRAVELER IN ITS
“WHERE TO TRAVEL NEXT: 2021
HOT LIST,” PLACES THE AMERICAN
RIVIERA® AMONG THE
TOP 9 DESTINATIONS

LA CUMBRE PLAZA IS SITUATED
IN THE HEART OF 2 AFFLUENT
NEIGHBORHOODS, SAN ROQUE
AND HOPE RANCH, WHERE THE
**AVERAGE ANNUAL INCOME
EXCEEDS \$259,000 AND
HOMES ARE VALUED IN
EXCESS OF \$3.7 MILLION**

LA CUMBRE PLAZA IS
**MINUTES FROM THE
EXCEPTIONALLY AFFLUENT
CITY OF MONTECITO**
WHICH HAS AN AVERAGE
HOUSEHOLD INCOME IN
EXCESS OF \$283,000
AND A MEDIAN HOME
PRICE OF \$4+ 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
9 HIGH SCHOOLS,
AVERAGE TUITION \$19,476
12 ELEMENTARY SCHOOLS,
AVERAGE TUITION \$11,377

THE MEDIAN HOME VALUE IN SANTA BARBARA IS \$1.8 MILLION
HOME APPRECIATION IS 28.7% OVER THE LAST YEAR

IN 2021, THE AVERAGE COST OF A **WEDDING IN SANTA BARBARA**
WAS \$50,400

WALLET HUB NAMED SANTA BARBARA ONE OF THE
BEST BEACH CITIES TO LIVE IN 2020

LA CUMBRE PLAZA

MAJOR RETAILERS INCLUDE:

- BRISTOL FARMS
- MACY'S
- POTTERY BARN
- WILLIAMS SONOMA
- BACKYARD BOWLS
- CHICO'S
- ISLANDS FINE BURGERS & DRINKS
- J. JILL

- LENSCRAFTERS
- LURE FISH HOUSE
- MASSAGE ENVY
- MAYWEATHER BOXING

- PHENIX SALON SUITES
- STARBUCKS
- STARCYLE
- TALBOTS

- WINGSTOP
- YVES DELORME

