



LA CUMBRE PLAZA

SANTA BARBARA, CA

MARKET PROFILE 2023

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, Panda Express, Wing Stop

PROPERTY TYPE Regional | **TOTAL SQUARE FEET** 323,000 | **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]	
2022 Total Population	182,102		331,084		449,461	
2027 Total Population	181,847		329,620		448,672	
2022-2027 Population Growth	-0.1%		-0.4%		-0.2%	
HOUSEHOLDS						
2022 Total Households	65,133		115,330		148,717	
2027 Total Households	64,990		114,749		148,338	
2022-2027 Household Growth	-0.2%		-0.5%		-0.3%	
INCOME						
Average Household Income	\$142,769		\$135,183		\$128,163	
Median Household Income	\$94,709		\$87,544		\$84,708	
Per Capita Income	\$51,680		\$47,538		\$42,756	
HOUSEHOLD INCOME RANGES						
\$50,000 +	47,178	72.4%	82,978	72.0%	106,486	71.6%
\$75,000 +	38,493	59.1%	65,491	56.8%	82,885	55.7%
\$100,000 +	31,320	48.1%	51,682	44.8%	64,116	43.1%
\$150,000 +	19,598	30.1%	31,540	27.3%	36,817	24.8%
AGE						
Median Age	35.3		36.8		35.5	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	65,517	57.9%	97,847	46.3%	113,564	40.2%
White Collar	63,368	60.4%	98,013	54.2%	119,751	50.0%
RACE/ETHNICITY						
White	103,151	56.6%	177,656	53.7%	221,196	49.2%
Black/African American	2,478	1.4%	5,738	1.7%	7,310	1.6%
American Indian	2,300	1.3%	5,979	1.8%	9,887	2.2%
Asian	16,631	9.1%	22,029	6.7%	27,553	6.1%
Pacific Islander	192	0.1%	505	0.2%	703	0.2%
Other Race	57,349	31.5%	119,177	36.0%	182,812	40.7%
Hispanic or Latino	61,350	33.7%	134,636	40.7%	212,437	47.3%
Not Hispanic or Latino	120,751	66.3%	196,448	59.3%	237,024	52.7%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	1,031		4,651		9,065	
Total Employees	10,403		44,259		89,198	
Daytime Population	18,556		86,234		159,335	

TRADE AREA MAP

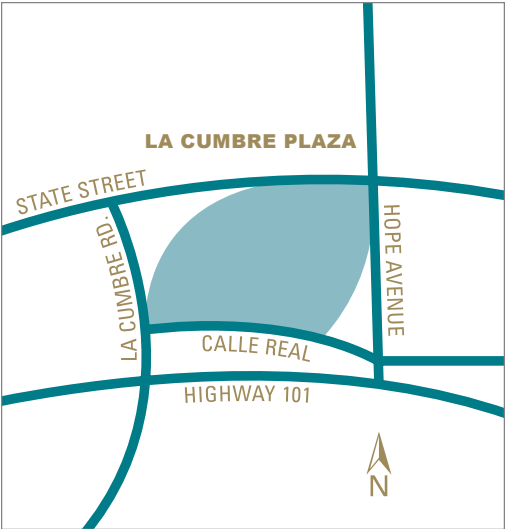


LEGEND

- ★ 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

FORBES TRAVEL GUIDE LISTS
SANTA BARBARA AS SOUTHERN
CALIFORNIA'S TOP DESTINATION FOR
A **GOURMAND GETAWAY** IN 2022

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 \$266,000
AND A MEDIAN HOME
PRICE OF \$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
9 HIGH SCHOOLS,
AVERAGE TUITION \$19,476
12 ELEMENTARY SCHOOLS,
AVERAGE TUITION \$11,377

THE MEDIAN HOME VALUE IN SANTA BARBARA IS \$1.7 MILLION.
HOME APPRECIATION IS 31.1% OVER THE LAST YEAR.

IN 2022, 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



MAJOR RETAILERS INCLUDE:

BRISTOL FARMS	BACKYARD BOWLS	LENSCRAFTERS	PHENIX SALON SUITES	WINGSTOP
MACY'S	CHICO'S	LURE FISH HOUSE	STARBUCKS	YVES DELORME
POTTERY BARN	ISLANDS FINE BURGERS & DRINKS	MASSAGE ENVY	STARCYLE	
WILLIAMS SONOMA	J.JILL	MAYWEATHER BOXING	TALBOTS	

LA CUMBRE PLAZA



HWY 101

HOPE AVE

LA CUMBRE ROAD

WELLS FARGO

macy's

POTTERY BARN

WILLIAMS SONOMA

Bristol Farms

THE HABIT
BURGER GRILL
CHEVRON

FIVE POINTS