



LA CUMBRE PLAZA

SANTA BARBARA, CA

MARKET PROFILE 2024

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]	
2023 Total Population	180,995		330,590		449,629	
2028 Total Population	179,717		327,604		448,649	
2023-2028 Population Growth	-0.7%		-0.9%		-0.2%	
HOUSEHOLDS						
2023 Total Households	65,232		115,720		149,407	
2028 Total Households	65,285		115,577		150,182	
2023-2028 Household Growth	0.1%		-0.1%		0.5%	
INCOME						
Average Household Income	\$146,633		\$138,544		\$131,787	
Median Household Income	\$98,567		\$91,059		\$88,745	
Per Capita Income	\$53,823		\$49,179		\$44,303	
HOUSEHOLD INCOME RANGES						
\$50,000 +	47,633	73.0%	83,876	72.5%	108,461	72.6%
\$75,000 +	39,804	61.0%	68,343	59.1%	87,377	58.5%
\$100,000 +	32,273	49.5%	53,387	46.1%	66,832	44.7%
\$150,000 +	21,687	33.2%	34,896	30.2%	41,221	27.6%
AGE						
Median Age	35.5		37.0		35.8	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	64,845	55.0%	96,774	43.8%	112,589	38.2%
White Collar	68,325	68.7%	107,166	62.9%	132,425	58.5%
RACE/ETHNICITY						
White	100,637	55.6%	173,982	52.6%	217,590	48.4%
Black/African American	2,528	1.4%	5,883	1.8%	7,478	1.7%
American Indian	2,292	1.3%	5,977	1.8%	9,824	2.2%
Asian	16,836	9.3%	22,322	6.8%	27,852	6.2%
Pacific Islander	192	0.1%	505	0.2%	704	0.2%
Other Race	58,511	32.3%	121,921	36.9%	186,181	41.4%
Hispanic or Latino	63,505	35.1%	139,699	42.3%	218,994	48.7%
Not Hispanic or Latino	117,490	64.9%	190,891	57.7%	230,635	51.3%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	1,045		4,606		8,858	
Total Employees	10,378		43,721		89,001	
Daytime Population	18,541		85,067		160,247	

TRADE AREA MAP

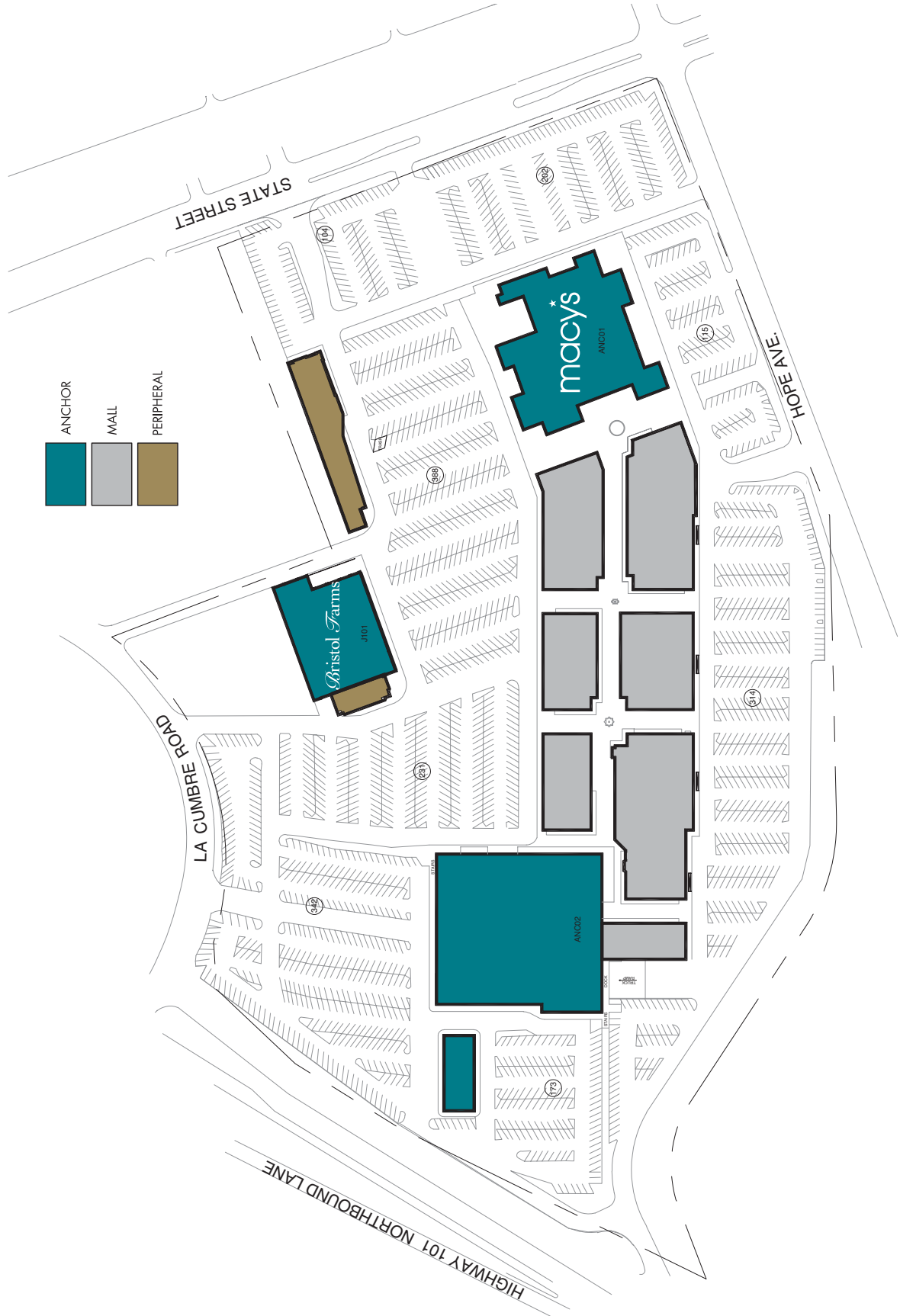


LEGEND

- ★ 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
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 \$302,000
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
– 3,888 STUDENTS
– 9 HIGH SCHOOLS,
AVERAGE TUITION \$42,904
– 12 ELEMENTARY SCHOOLS,
AVERAGE TUITION \$32,043

THE MEDIAN HOME VALUE IN SANTA BARBARA IS \$1.7 MILLION.
HOME APPRECIATION IS 31% OVER THE LAST YEAR.

IN 2022, THE AVERAGE COST OF A **WEDDING IN SANTA BARBARA**
WAS \$50,400

LIVABILITY NAMED SANTA BARBARA A **BEST PLACE TO LIVE IN 2023**

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

PANDA EXPRESS
PHENIX SALON SUITES
STARBUCKS
STARCICLE

TALBOTS
WINGSTOP

