



LA CUMBRE PLAZA

SANTA BARBARA, CA

MARKET PROFILE 2025

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

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

PROPERTY TYPE Regional | **TOTAL SQUARE FEET** 325,000 | **BUILT / RENOVATED** 1967 / 2008

FOR MORE INFORMATION 805-642-0605 | Macerich.com



DEMOGRAPHIC SUMMARY

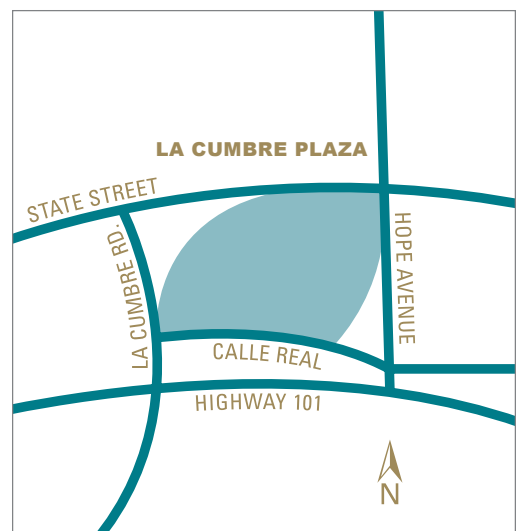
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		SANTA MARIA-SANTA BARBARA, CA [MSA]	
2024 Total Population	174,959		357,550		446,682	
2029 Total Population	173,501		354,561		444,243	
% Population Change 2024 to 2029	-0.8%		-0.8%		-0.5%	
HOUSEHOLDS						
2024 Total Households	64,869		132,663		148,887	
2029 Total Households	65,013		133,073		149,598	
% Household Change 2024 to 2029	0.2%		0.3%		0.5%	
INCOME						
Average Household Income	\$157,535		\$146,178		\$140,092	
Median Household Income	\$108,165		\$100,763		\$97,321	
Per Capita Income	\$59,194		\$54,744		\$47,147	
HOUSEHOLD INCOME RANGES						
Household Income \$50,000 +	47,831	73.7%	97,270	73.3%	108,870	73.1%
Household Income \$75,000 +	40,274	62.1%	80,179	60.4%	88,386	59.4%
Household Income \$100,000 +	34,678	53.5%	66,817	50.4%	73,116	49.1%
Household Income \$150,000 +	24,539	37.8%	45,200	34.1%	47,605	32.0%
AGE						
Median Age	37.4		39.8		36.6	
EDUCATION / OCCUPATION						
Bachelor's Degree +	65,571	55.2%	117,021	46.7%	115,115	39.0%
White Collar	66,555	68.3%	119,930	64.8%	131,991	58.2%
RACE/ETHNICITY						
White	98,784	56.5%	202,521	56.6%	216,962	48.6%
Black	2,331	1.3%	6,516	1.8%	7,060	1.6%
American Indian	2,225	1.3%	5,559	1.6%	9,552	2.1%
Asian	13,295	7.6%	19,585	5.5%	27,082	6.1%
Pacific Islander	183	0.1%	556	0.2%	688	0.2%
Other Race	28,101	16.1%	60,307	16.9%	103,329	23.1%
2 + Races	30,039	17.2%	62,506	17.5%	82,009	18.4%
Hispanic Population	63,501	36.3%	138,332	38.7%	219,043	49.0%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	1,061		4,771		9,177	
Total Employees	10,399		43,410		89,093	
Total Daytime Population	18,406		85,736		159,842	

TRADE AREA MAP



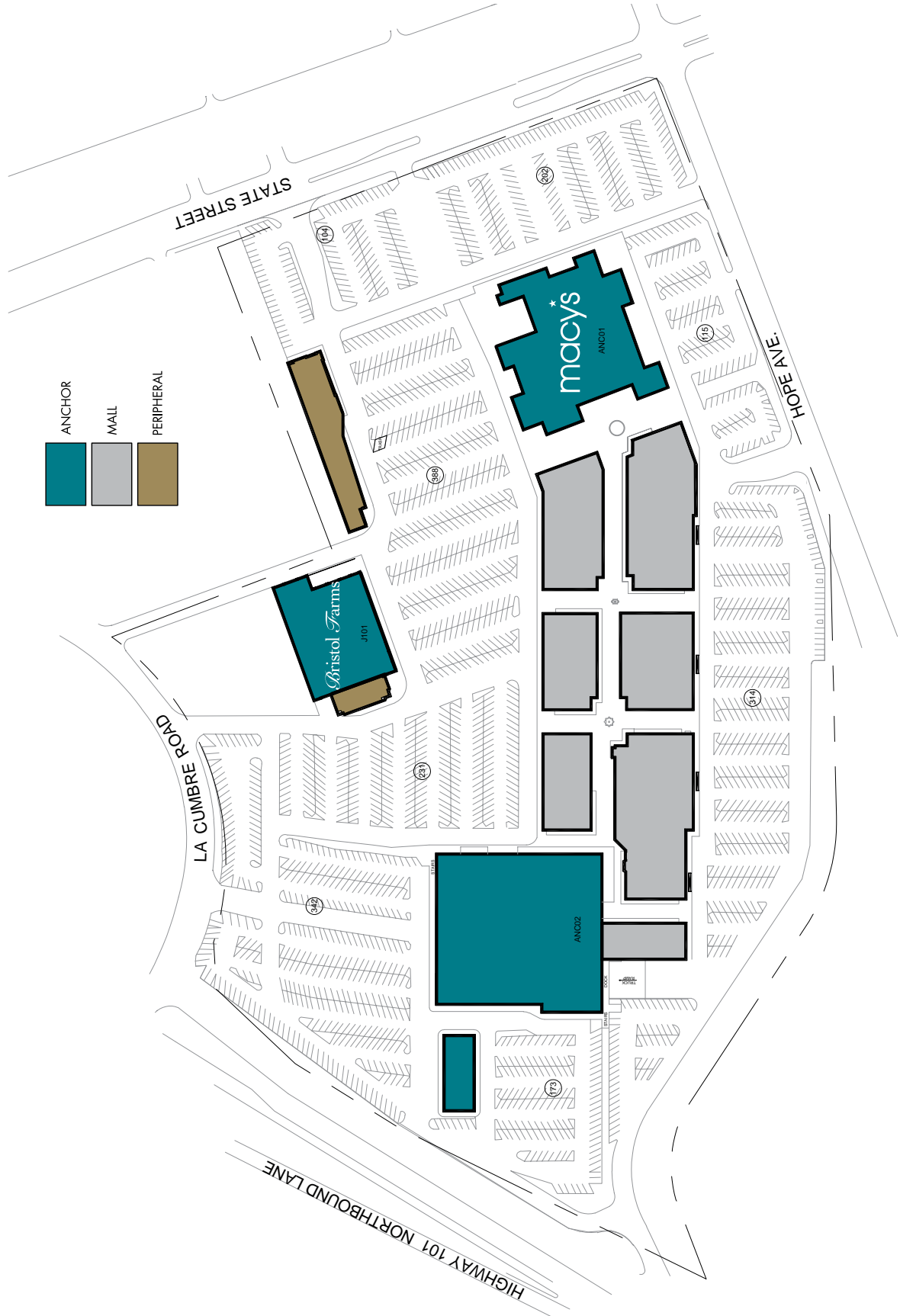
LEGEND

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



10% PCW

SITE PLAN



AT A GLANCE

CENTER INFORMATION

La Cumbre Plaza is an outdoor lifestyle center located in the highly desirable coastal city of Santa Barbara and is the area's premier destination for shopping, dining and entertainment.

AFFLUENT

NEARBY NEIGHBORHOODS HAVE AVERAGE HOUSEHOLD INCOMES EXCEEDING \$259K AND **HOME VALUES AROUND \$3.7M**

AMERICAN RIVIERA

A MEDITERRANEAN OASIS OF WATER, GARDENS AND MOUNTAINS, SANTA BARBARA IS A **TOP TOURIST DESTINATION**

LOCATION

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

MARKET INFORMATION

- The Neighborhood at State & Hope, a development project proposed for 2028 in the current Macy's location, would bring beautiful new spaces to **LIVE, WORK, GATHER AND PLAY**
- Adjacent to busy Highway 101, an average of **139K VEHICLES** pass the center daily

OTHER FACTS

- La Cumbre Plaza has **21 PRIVATE SCHOOLS WITHIN 5 MILES OF THE CENTER** with nearly 4K students, including 9 high schools (\$43K average tuition) and 12 elementary schools (\$32K average tuition)
- Santa Barbara is also known for a large variety of powerful non-profit organizations serving as home to an estimated 4,500 501c3 organizations
- University of California, Santa Barbara, just 7.8 miles from La Cumbre Plaza, is a top research university and liberal arts institution. Forbes ranked it 8th among the **BEST U.S. COLLEGES FOR 2024-25**

ECONOMIC DRIVERS

- The regions agtech industry **GENERATES \$1.9B** through precision farming and sustainability efforts
- Vandenberg Air Force Base supports **16K AEROSPACE AND SPACE INNOVATION JOBS** and contributes \$4.5B to the local economy, projected to grow to \$6B by 2030
- Precision manufacturing supports 6K jobs, while the med-tech Industry employs 4.5K in advanced healthcare technology
- La Cumbre Plaza is just **MINUTES FROM MONTECITO**, where the average household income exceeds \$302K, and homes are around \$7.3M

LA CUMBRE PLAZA

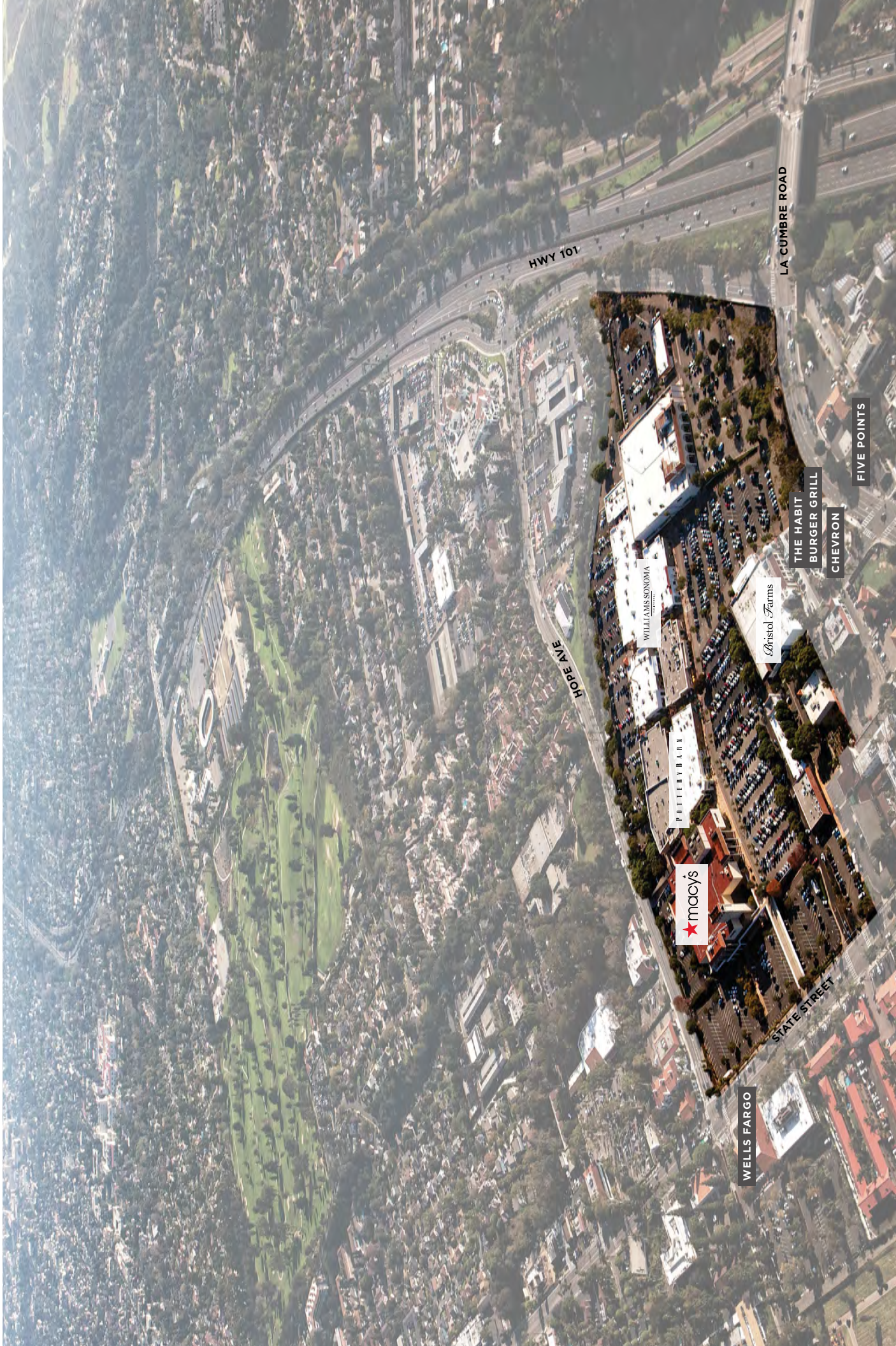
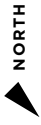
MAJOR RETAILERS INCLUDE:

BRISTOL FARMS
MACY'S
POTTERY BARN
WILLIAMS SONOMA

BACKYARD BOWLS
ISLANDS FINE BURGERS & DRINKS
J-JILL
LENSCRAFTERS

LURE FISH HOUSE
MASSAGE ENVY
PANDA EXPRESS
PHENIX SALON SUITES

STARBUCKS
STARCYCLE
WINGSTOP



HWY 101

HOPE AVE

STATE STREET

LA CUMBRE ROAD

Wells Fargo

macy's

POTTERY BARN

WILLIAMS SONOMA

Bristol Farms

THE HABIT
BURGER GRILL

CHEVRON

FIVE POINTS