



# t h e OAKS

THOUSAND OAKS, CA

## MARKET PROFILE 2021

**MAJOR RETAILERS** Apple, Arhaus, Dick's Sporting Goods, H&M, JCPenney, Macy's Men's & Home, Macy's Women's & Children's, Nordstrom, Zara

**RESTAURANTS & ENTERTAINMENT** Bazille at Nordstrom, The Cheesecake Factory, Chipotle, The Lazy Dog Restaurant & Bar, Olive Garden, OR Authentic Thai Cuisine, Pedals & Pints Brewing Co., Urban Plates, AMC Theatres | **FOOD COURT** 10 units

**PROPERTY TYPE** Super-regional | **TOTAL SQUARE FEET** 1,205,000 | **BUILT / RENOVATED** 1978 / 2009

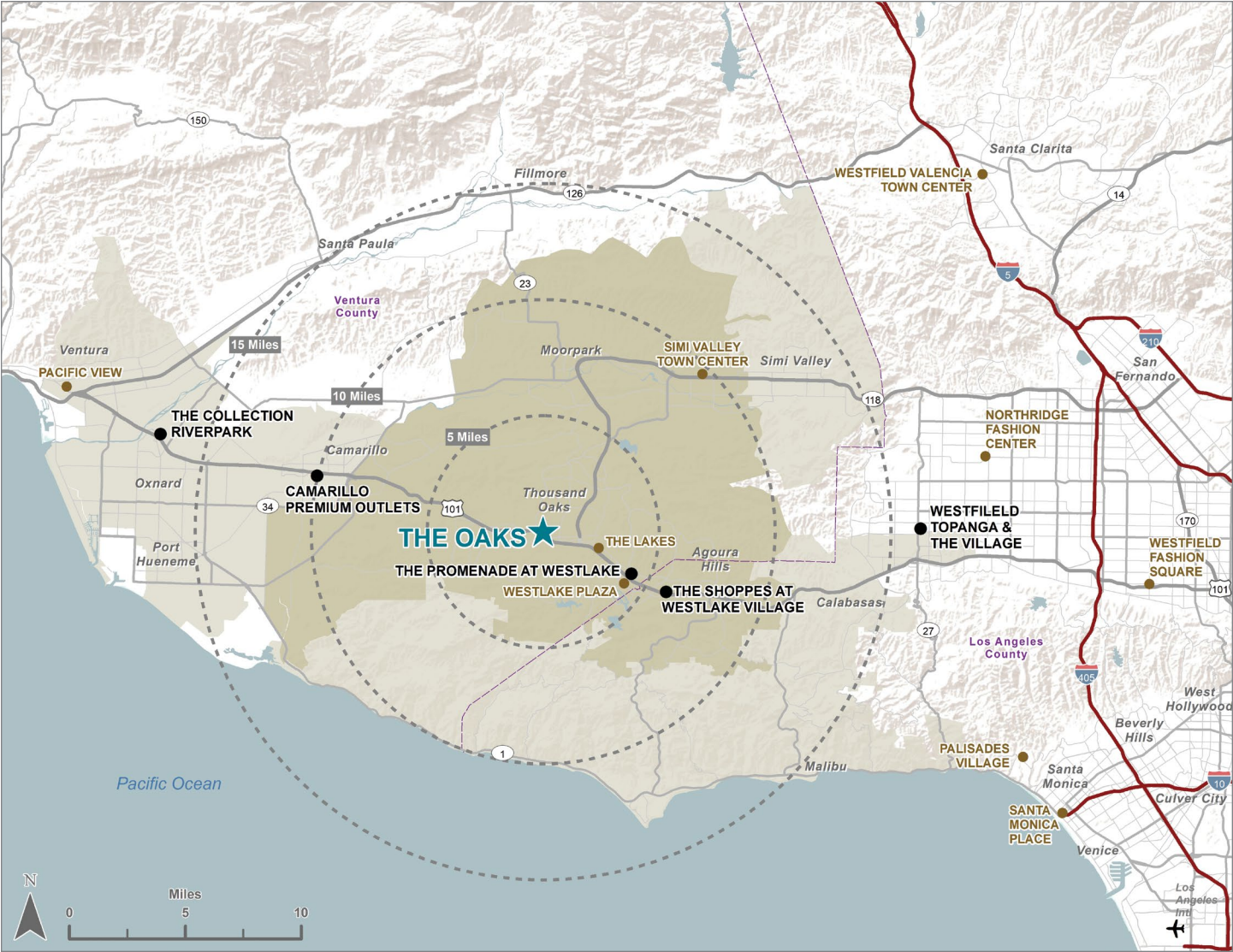
**FOR MORE INFORMATION** 805-495-4628 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		OXNARD-THOUSAND OAKS- VENTURA, CA [MSA]	
2020 Total Population	333,375		832,952		857,801	
2025 Total Population	338,033		847,692		873,718	
2020-2025 Population Growth	1.4%		1.8%		1.9%	
HOUSEHOLDS						
2020 Total Households	115,350		273,179		275,333	
2025 Total Households	116,485		277,311		279,675	
2020-2025 Household Growth	1.0%		1.5%		1.6%	
INCOME						
Average Household Income	\$150,285		\$131,824		\$116,464	
Median Household Income	\$111,430		\$97,024		\$86,984	
Per Capita Income	\$52,063		\$43,268		\$37,431	
HOUSEHOLD INCOME RANGES						
\$50,000 +	92,654	80.3%	205,842	75.4%	197,592	71.8%
\$75,000 +	80,293	69.6%	170,242	62.3%	159,479	57.9%
\$100,000 +	65,150	56.5%	133,105	48.7%	119,879	43.5%
\$150,000 +	41,271	35.8%	78,977	28.9%	66,675	24.2%
AGE						
Median Age	41.8		38.6		37.6	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	114,780	48.9%	228,843	40.1%	202,148	34.8%
White Collar	113,720	75.0%	244,523	66.5%	229,198	61.8%
RACE / ETHNICITY						
White	250,494	75.1%	561,559	67.4%	562,917	65.6%
Black	5,323	1.6%	18,342	2.2%	17,525	2.0%
American Indian	1,667	0.5%	6,981	0.8%	8,611	1.0%
Asian	33,847	10.2%	74,194	8.9%	65,177	7.6%
Pacific Islander	481	0.1%	1,688	0.2%	1,845	0.2%
Other Race	41,563	12.5%	170,189	20.4%	201,726	23.5%
Hispanic or Latino	73,678	22.1%	306,912	36.8%	374,925	43.7%
Not Hispanic or Latino	259,697	77.9%	526,040	63.2%	482,876	56.3%
EMPLOYMENT / DAYTIME POPULATION						
3 MILE						
5 MILE						
7 MILE						
Total Businesses	3,792		8,005		11,432	
Total Employees	39,683		76,805		107,018	
Daytime Population	80,419		152,533		232,942	

# TRADE AREA MAP



## LEGEND

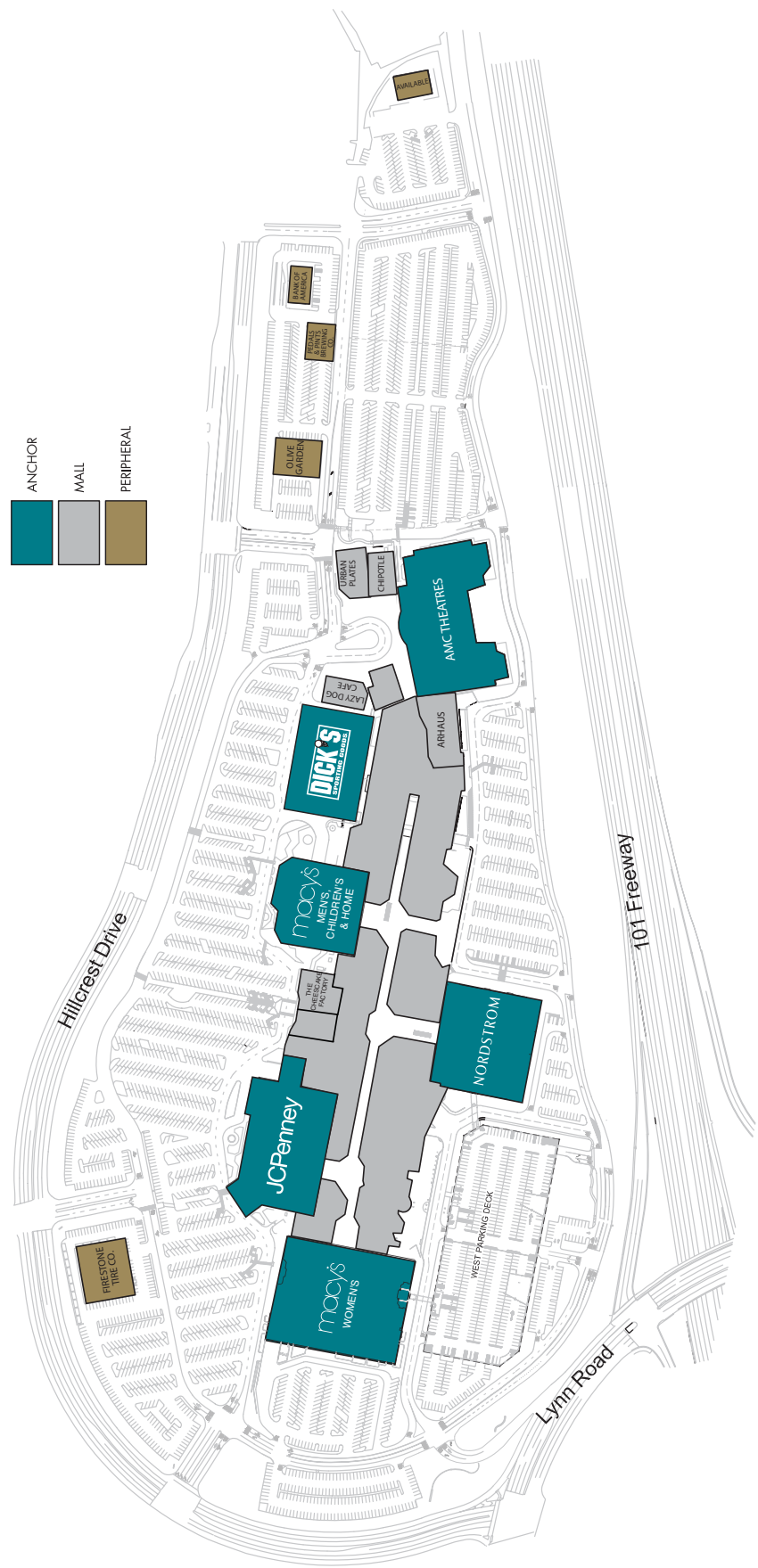
- ★ THE OAKS
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



# SITE PLAN



# MARKET FACT SHEET

THE OAKS' PRIMARY  
TRADE AREA HAS AN  
AVERAGE HOUSEHOLD  
INCOME OF **\$150,285**  
VS. COUNTY AVERAGE  
OF \$116,464

**80,419**  
**DAYTIME POPULATION**  
WITHIN 3 MILES OF THE OAKS  
  
RANKED 39TH CITY WITH  
**BEST PUBLIC**  
**SCHOOLS IN AMERICA**

THE OAKS IS ADJACENT TO  
VENTURA 101 AND LYNN  
ROAD WHICH HAVE AN  
AVERAGE DAILY TRAFFIC OF  
**176,000 VEHICLES**

LOCATED ALONG THE  
**TECHNOLOGY 101 CORRIDOR**,  
CONEJO VALLEY IS ON THE  
**CUTTING EDGE OF TECHNOLOGY**  
IN THE U.S. WITH VENTURE  
CAPITALISTS BACKING START-UPS  
AND ENTREPRENEURIAL  
ENDEAVORS IN TECHNOLOGY

CONEJO VALLEY SCHOOL  
DISTRICT HAS 4 HIGH,  
4 MIDDLE AND 19  
ELEMENTARY SCHOOLS WITH  
**19,000 STUDENTS**

16 PRIVATE K-8 SCHOOLS IN  
THOUSAND OAKS WITH AN  
**AVERAGE TUITION**  
**OF \$15,000**



CITY OF THOUSAND OAKS HAS BEEN  
RECOGNIZED WITH NUMEROUS  
AWARDS FOR BEING ONE OF THE  
**GREENEST, SAFEST AND**  
**MOST FAMILY AND**  
**BIKE-FRIENDLY CITIES**  
IN THE NATION

THOUSAND OAKS IS #17 OF NICHE'S **HEALTHIEST CITIES IN AMERICA**.  
THE CITY OVERSEES AND MAINTAINS THE CONSERVATION OF MORE  
THAN 15,000 ACRES OF OPEN SPACE WITH 150 MILES OF PUBLIC HIKING,  
BIKING AND EQUESTRIAN TRAILS.

**TOP INDUSTRIES** IN THE MARKET INCLUDE **BIOTECH, EDUCATION,**  
**MEDICAL** AND **RETAIL** REPRESENTING **13,000 EMPLOYEES**

HOME TO THE **TRAINING FACILITY FOR THE LOS ANGELES RAMS**  
SUPPORTING THE TEAM, STAFF AND FAMILIES IN THE CONEJO VALLEY

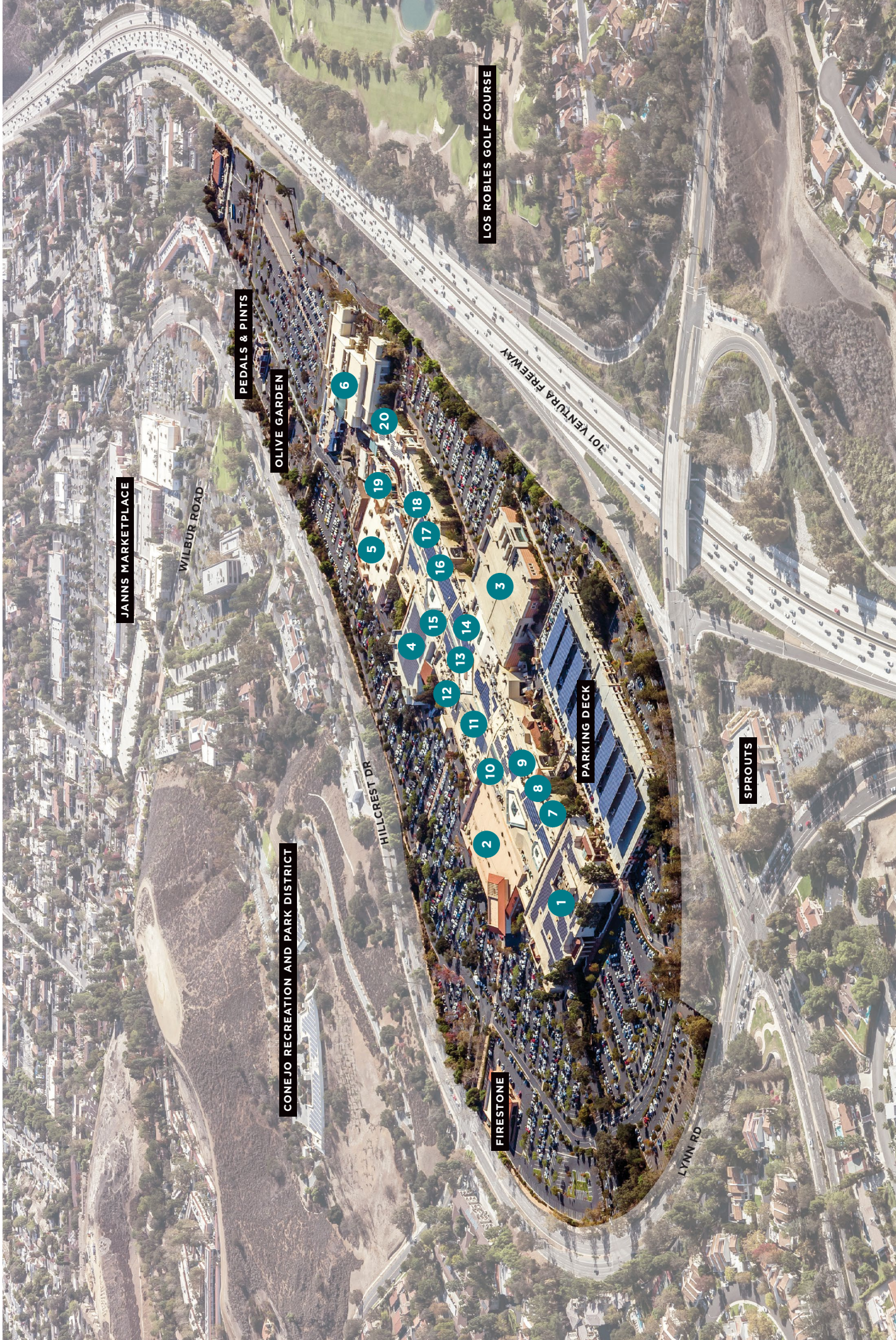
# t h e OAKS

1 MACY'S WOMEN'S STORE  
2 JCPENNEY  
3 NORDSTROM  
4 MACY'S MEN'S AND HOME STORE  
5 DICK'S SPORTING GOODS

6 AMC THEATRES  
7 DISNEY STORE  
8 POTTERY BARN  
9 WILLIAMS-SONOMA  
10 J.CREW

11 ZARA  
12 CHEESECAKE FACTORY  
13 COTTON ON / COTTON ON KIDS  
14 MICHAEL KORS  
15 APPLE

16 URBAN OUTFITTERS  
17 ANTHROPOLOGIE  
18 H&M  
19 SALON REPUBLIC  
20 ARHAUS



JANNS MARKETPLACE

WILBUR ROAD

PEDALS & PINTS

OLIVE GARDEN

CONEJO RECREATION AND PARK DISTRICT

HILLCREST DR

FIRESTONE

PARKING DECK

LOS ROBLES GOLF COURSE

SPROUTS

LYNN RD

301 VENTURA FREEWAY