



MARKET PROFILE 2020

MAJOR RETAILERS 24 Hour Fitness, BevMo, Charlotte Russe, Chase Bank, H&M, Hollister, JCPenney, Macy's, Old Navy, Sephora, Target, Trader Joe's, Victoria's Secret

RESTAURANTS & ENTERTAINMENT California Pizza Kitchen, Mimi's Café, Red Robin, Wood Ranch

FOOD COURT 11 units

COMING SOON Ross Dress for Less

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 900,000 | **BUILT / RENOVATED** 1964 / 2000 / 2017

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



DEMOGRAPHIC SUMMARY

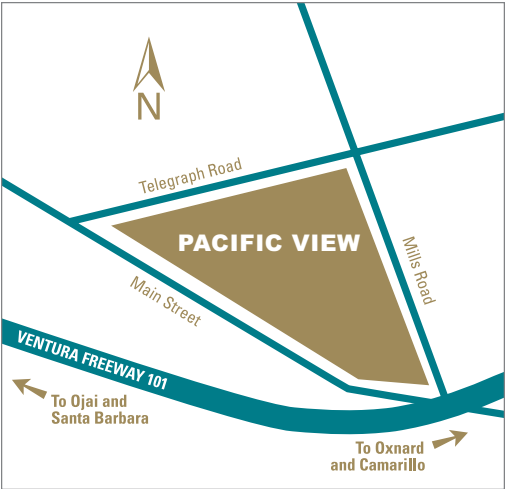
POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		OXNARD-THOUSAND OAKS- VENTURA, CA [MSA]	
2019 Total Population		317,322		553,183		863,269	
2024 Total Population		326,261		567,985		884,189	
2019-2024 Population Growth		2.8%		2.7%		2.4%	
HOUSEHOLDS							
2019 Total Households		91,718		172,080		277,077	
2024 Total Households		94,199		176,266		282,901	
2019-2024 Household Growth		2.7%		2.4%		2.1%	
INCOME							
Average Household Income		\$88,321		\$98,000		\$114,787	
Median Household Income		\$68,556		\$74,651		\$84,551	
Per Capita Income		\$25,566		\$30,546		\$36,886	
HOUSEHOLD INCOME RANGES							
\$50,000 +		59,280	64.6%	115,702	67.2%	199,829	72.1%
\$75,000 +		42,627	46.5%	85,744	49.8%	157,404	56.8%
\$100,000 +		28,084	30.6%	59,693	34.7%	115,864	41.8%
\$150,000 +		12,659	13.8%	29,262	17.0%	63,720	23.0%
AGE							
Median Age		33.8		35.8		37.5	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		48,456	23.8%	103,155	28.2%	200,624	34.4%
White Collar		73,753	49.0%	142,692	53.8%	258,454	60.8%
RACE / ETHNICITY							
White		177,262	55.9%	336,085	60.8%	568,337	65.8%
Black		7,531	2.4%	12,317	2.2%	17,230	2.0%
American Indian		4,613	1.5%	6,961	1.3%	8,567	1.0%
Asian		18,770	5.9%	32,827	5.9%	65,048	7.5%
Pacific Islander		904	0.3%	1,411	0.3%	1,851	0.2%
Other Race		108,243	34.1%	163,582	29.6%	202,236	23.4%
Hispanic or Latino		199,695	62.9%	307,499	55.6%	376,518	43.6%
Not Hispanic or Latino		117,628	37.1%	245,684	44.4%	486,751	56.4%
EMPLOYMENT / DAYTIME POPULATION		3 MILE		5 MILE		7 MILE	
Total Businesses		5,144		6,819		10,041	
Total Employees		53,680		67,452		101,215	
Daytime Population		90,948		147,759		251,524	

TRADE AREA MAP



LEGEND

- ★ PACIFIC VIEW
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

SITE PLAN



MARKET FACT SHEET

2019'S BEST BEACH TOWNS TO LIVE IN

(WALLET HUB)

COASTAL LIVING MAGAZINE NAMED VENTURA **#1** IN ITS **TOP 10 METRO AREAS** BASED ON PLEASANT DAYS PER YEAR

PACIFIC VIEW HAS AN EXTREMELY **LOYAL CUSTOMER**
(81% LOYALISTS)

5-YEAR GROWTH RATE FOR THE PRIMARY TRADE AREA IS 3.3%

ONLY A FEW MILES OFF THE VENTURA COAST, CHANNEL ISLANDS NATIONAL PARK IS CONSIDERED AN **ENVIRONMENTAL TREASURE**

EDUCATION

VENTURA UNIFIED SCHOOL DISTRICT SERVES 17,429 STUDENTS IN 18 ELEMENTARY, 6 MIDDLE AND 5 HIGH SCHOOLS

HIGHER EDUCATION

VENTURA COLLEGE, AN ACCREDITED TWO-YEAR INSTITUTION, HAS BEEN A PART OF THIS SEASIDE COMMUNITY SINCE 1925

OXNARD COLLEGE, AN ACCREDITED TWO-YEAR INSTITUTION, HAS BEEN A PART OF THE VENTURA COUNTY COMMUNITY COLLEGE DISTRICT SINCE 1975

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS' HISTORY REFLECTS THEY WERE DESTINED TO BE A CAMPUS OF INNOVATION. AS THE YOUNGEST OF THE 23 CSU CAMPUSES, IT HAS AN ENERGY AND VIBRANCY FELT EVERYWHERE ON CAMPUS.



ECONOMIC DRIVERS

- HEALTHCARE:
19% OF TOTAL JOBS
- MANUFACTURING:
4,000 JOBS AND \$457 MILLION TO THE LOCAL ECONOMY
- NAVAL BASE VENTURA COUNTY:
19,000 PERSONNEL (MILITARY AND CIVILIAN)
AND CONTRIBUTES \$2 BILLION IN ECONOMIC ACTIVITY

EXPANDING HEALTHCARE

VENTURA COUNTY MEDICAL CENTER IS NOTED FOR ITS RENOWNED FAMILY MEDICINE RESIDENCY PROGRAM AND IS DISTINGUISHED AS THE ONLY VENTURA COUNTY ACADEMIC TEACHING HOSPITAL WITH A RESIDENCY AFFILIATED WITH UCLA SCHOOL OF MEDICINE. IT HAS 180 BEDS, 2,671 EMPLOYEES AND IS LESS THAN 1 MILE FROM THE CENTER

COMMUNITY MEMORIAL HOSPITAL HAS OPENED A NEW **STATE-OF-THE-ART MEDICAL FACILITY** WITH 2,015 EMPLOYEES, 242 BEDS AND IS LESS THAN 1 MILE FROM THE CENTER

OWNED
OTHER



TELEGRAPH ROAD

SOUTH MILLS ROAD

E MAIN STREET

LOWE'S

WOOD RANCH

MIMI'S CAFE

MACY'S

CALIFORNIA PIZZA KITCHEN

RED ROBIN

AVAILABLE

JCPENNEY

TARGET

CHASE BANK

ROSS DRESS
FOR LESS
(COMING SOON)

MASSAGE
ENVY

24 HOUR
FITNESS

BEVMO

TRADER
JOE'S