



PACIFIC VIEW
VENTURA

VENTURA, CA

MARKET PROFILE 2023

MAJOR RETAILERS 24 Hour Fitness, Aéropostale, BevMo, Charlotte Russe, Chase Bank, Hollister, JCPenney, Macy's, Old Navy, Ross Dress for Less, Sephora, Target, Trader Joe's, Victoria's Secret

RESTAURANTS & ENTERTAINMENT California Pizza Kitchen, Red Robin, Wood Ranch

FOOD COURT 11 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 886,000 | **BUILT / RENOVATED** 1964 / 2000 / 2017

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



DEMOGRAPHIC SUMMARY

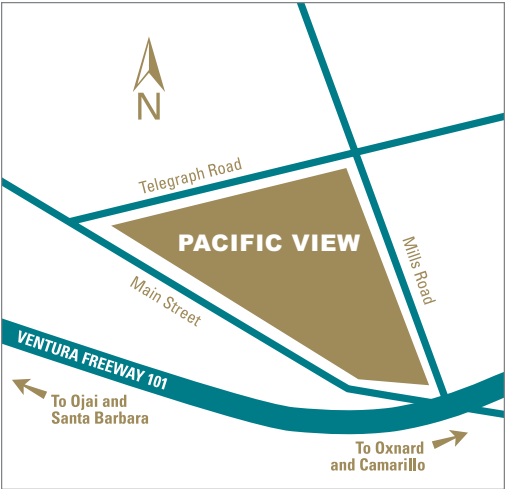
POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		OXNARD-THOUSAND OAKS- VENTURA, CA [MSA]	
2022 Total Population		309,949		543,753		843,077	
2027 Total Population		309,774		542,841		839,781	
2022-2027 Population Growth		-0.1%		-0.2%		-0.4%	
HOUSEHOLDS							
2022 Total Households		94,052		175,117		279,975	
2027 Total Households		94,413		175,361		279,665	
2022-2027 Household Growth		0.4%		0.1%		-0.1%	
INCOME							
Average Household Income		\$109,335		\$120,462		\$137,463	
Median Household Income		\$85,026		\$89,957		\$101,779	
Per Capita Income		\$33,276		\$38,880		\$45,702	
HOUSEHOLD INCOME RANGES							
\$50,000 +		69,025	73.4%	131,638	75.2%	220,630	78.8%
\$75,000 +		54,484	57.9%	105,597	60.3%	184,784	66.0%
\$100,000 +		38,875	41.3%	78,511	44.8%	143,325	51.2%
\$150,000 +		18,755	19.9%	41,577	23.7%	83,366	29.8%
AGE							
Median Age		34.6		36.5		38.0	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		55,940	28.4%	116,026	32.9%	218,359	39.2%
White Collar		73,381	47.5%	138,332	50.6%	246,536	56.7%
RACE/ETHNICITY							
White		114,626	37.0%	232,836	42.8%	420,671	49.9%
Black/African American		6,298	2.0%	10,570	1.9%	15,276	1.8%
American Indian		8,537	2.8%	12,536	2.3%	14,945	1.8%
Asian		18,953	6.1%	33,530	6.2%	66,922	7.9%
Pacific Islander		761	0.2%	1,285	0.2%	1,726	0.2%
Other Race		160,773	51.9%	252,995	46.5%	323,537	38.4%
Hispanic or Latino		190,632	61.5%	296,799	54.6%	366,833	43.5%
Not Hispanic or Latino		119,318	38.5%	246,955	45.4%	476,244	56.5%
EMPLOYMENT / DAYTIME POPULATION		3 MILE		5 MILE		7 MILE	
Total Businesses		5,318		7,115		10,641	
Total Employees		58,941		72,708		107,477	
Daytime Population		86,918		147,043		247,733	

TRADE AREA MAP



LEGEND

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



10% PCW

SITE PLAN



MARKET FACT SHEET

PACIFIC VIEW IS LOCATED AT THE CONVERGENCE OF HIGHWAY 101 AND HIGHWAY 126 WHICH HAVE AN **AVERAGE DAILY TRAFFIC OF 466,000 VEHICLES**

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

BEST AFFORDABLE BEACH TOWNS TO LIVE IN
(WALLET HUB, 2021)

VENTURA #18 OUT OF 30 IN **CALIFORNIA'S MOST STUNNING SMALL CITIES AND TOWNS**

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

EDUCATION

VENTURA UNIFIED SCHOOL DISTRICT SERVES 16,236 STUDENTS IN 18 ELEMENTARY, 7 MIDDLE AND 5 HIGH SCHOOLS

JUST OVER **1 MILE AWAY** IS VENTURA COLLEGE WITH **14,500 STUDENTS**

AGRICULTURE AND FOOD PROCESSING IN VENTURA **PRODUCES \$3.3 BILLION** ANNUALLY WITH SOME OF THE HIGHEST PER-ACRE AG PRODUCTION VALUES

NEARBY NAVAL BASE VENTURA COUNTY CONTRIBUTES **\$2 BILLION ECONOMIC IMPACT** AND EMPLOYS ABOUT 20,000 MILITARY/CIVILIAN PERSONNEL WITH A TOTAL PAYROLL OF \$711 MILLION



THE DISCOVER BLOG NAMED VENTURA IN THEIR 10 OF THE BEST CITIES TO VISIT WITHOUT AN ITINERARY – **ONLY U.S. CITY NAMED**

HEALTHCARE IS A PROMINENT INDUSTRY IN VENTURA

- **10,000+ EMPLOYEES** ACCOUNTING FOR 16.6% OF TOTAL EMPLOYMENT
- 4 MAJOR HOSPITALS EMPLOY 5,600 PEOPLE: VENTURA COUNTY MEDICAL CENTER, COMMUNITY MEMORIAL HOSPITAL, KAISER PERMANENTE AND VISTA DEL MAR
- **EXTRAORDINARILY HIGH HOSPITAL EMPLOYMENT:** TWICE AS PREVALENT IN VENTURA VS THE COUNTRY

MAJOR RETAILERS INCLUDE:

24 HOUR FITNESS	ROSS DRESS FOR LESS	AMERICAN EAGLE OUTFITTERS	KAY JEWELERS	SHOE PALACE
BEVMO!	TARGET	CALIFORNIA PIZZA KITCHEN	OLD NAVY	VANS OFF THE WALL
JCPENNEY	TRADER JOE'S	CHARLOTTE RUSSE	RED ROBIN	VICTORIA'S SECRET
MACY'S	AÉROPOSTALE	HOLLISTER	SEPHORA	WOOD RANCH



NORTH

