



## MARKET PROFILE 2025

**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** 884,000 | **BUILT / RENOVATED** 1964 / 2000 / 2017

**FOR MORE INFORMATION** 805-642-0605 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

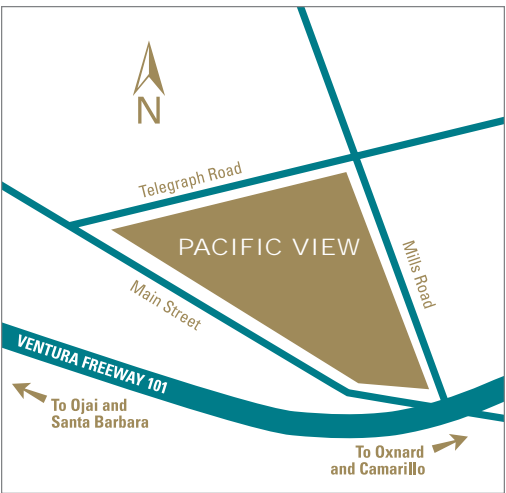
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		OXNARD-THOUSAND OAKS-VENTURA, CA [MSA]	
2024 Total Population	336,802		690,995		837,213	
2029 Total Population	336,082		686,898		831,558	
% Population Change 2024 to 2029	-0.2%		-0.6%		-0.7%	
HOUSEHOLDS						
2024 Total Households	102,346		226,434		280,153	
2029 Total Households	103,554		228,115		281,953	
% Household Change 2024 to 2029	1.2%		0.7%		0.6%	
INCOME						
Average Household Income	\$119,880		\$140,868		\$148,301	
Median Household Income	\$91,974		\$104,363		\$108,314	
Per Capita Income	\$36,509		\$46,223		\$49,683	
HOUSEHOLD INCOME RANGES						
Household Income \$50,000 +	75,894	74.2%	176,156	77.8%	220,229	78.6%
Household Income \$75,000 +	61,663	60.3%	148,066	65.4%	187,444	66.9%
Household Income \$100,000 +	47,405	46.3%	119,066	52.6%	152,986	54.6%
Household Income \$150,000 +	25,974	25.4%	73,802	32.6%	97,782	34.9%
AGE						
Median Age	37.1		39.6		40.4	
EDUCATION / OCCUPATION						
Bachelor's Degree +	63,233	27.9%	170,306	35.5%	221,294	37.8%
White Collar	82,402	50.7%	199,440	59.2%	252,303	61.7%
RACE/ETHNICITY						
White	118,581	35.2%	313,498	45.4%	408,067	48.7%
Black	6,418	1.9%	12,860	1.9%	15,352	1.8%
American Indian	9,038	2.7%	13,690	2.0%	14,752	1.8%
Asian	18,999	5.6%	49,998	7.2%	67,656	8.1%
Pacific Islander	753	0.2%	1,452	0.2%	1,684	0.2%
Other Race	111,766	33.2%	169,180	24.5%	180,227	21.5%
2 + Races	71,248	21.2%	130,317	18.9%	149,475	17.9%
Hispanic Population	219,856	65.3%	348,198	50.4%	377,169	45.1%
EMPLOYMENT / DAYTIME POPULATION						
	3 MILE		5 MILE		7 MILE	
Total Businesses	5,229		7,081		10,566	
Total Employees	58,912		73,139		109,992	
Total Daytime Population	87,057		144,353		239,997	

# TRADE AREA MAP



## LEGEND

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



10% PCW

# SITE PLAN



- ANCHOR
- MALL
- PERIPHERAL
- PARKING STRUCTURE
- DEVELOPMENT OPPORTUNITY

# AT A GLANCE

## CENTER INFORMATION

Aptly named for its sweeping views of the Pacific Ocean, Pacific View features some of the most popular shopping and dining attractions in the Gold Coast area such as Target, Macy's, JCPenney, Sephora, 24 Hour Fitness, Ross and Victoria's Secret.

### LOYAL

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

### DIVERSE

VENTURA COUNTY OFFERS A  
**DIVERSE CULTURAL SCENE**,  
FROM HISTORICAL LANDMARKS  
AND BEACHES TO ACTIVE EVENTS  
LIKE THE DALLAS COWBOYS  
TRAINING CAMP

### RELAXED

SHOPPERS VISIT PACIFIC VIEW  
BECAUSE OF ITS **CONVENIENT**  
LOCATION, **RELAXED**  
ENVIRONMENT AND **FREE PARKING**

## MARKET INFORMATION

- Pacific View is located at the convergence of Highway 101 and Highway 126 which have an **AVERAGE DAILY TRAFFIC OF 466K VEHICLES**
- Ventura is a seller's market with **AVERAGE HOME VALUES OF \$868K**, up 3.5% in the past year, and homes sell in 21 days or less, on average

## OTHER FACTS

- Ventura has been home to people for over 10K years, with influences from the Chumash, Spaniards, Europeans and Chinese shaping its culture
- Ventura ranked among the **BEST U.S. CITIES FOR OUTDOOR ACTIVITIES** and healthy living (Niche, 2025)
- Creativity fuels Ventura's economy, with industries like film, design and media generating \$3B
- **TOURISM** drives \$1.9B in spending and supports 15K+ jobs

## ECONOMIC DRIVERS

- **HEALTHCARE** employs 10K+ people, making up 17% of jobs, with 4 major hospitals employing 5,600 – 2X the national average
- **AGRICULTURE** and food processing generate \$3.3B annually, with top per-acre production
- **NAVAL BASE** Ventura County adds \$2B to the economy, employing 24K+ with a \$700M payroll
- Port of Hueneme, 11 miles from Pacific View, handles **\$15B IN TRADE** annually and supports nearly 25K jobs

**MAJOR RETAILERS INCLUDE:**

24 HOUR FITNESS

BEVMO!

JCPENNEY

MACY'S

ROSS DRESS FOR LESS

TARGET

TRADER JOE'S

AÉROPOSTALE

AMERICAN EAGLE

CALIFORNIA PIZZA KITCHEN

CHARLOTTE RUSSE

HOLLISTER

KAY JEWELERS

OLD NAVY

RED ROBIN

SEPHORA

SHOE PALACE

VANS OFF THE WALL

VICTORIA'S SECRET

WOOD RANCH

NORTH

