



SANTA MONICA  
*place*

SANTA MONICA, CA

## MARKET PROFILE 2021

MAJOR RETAILERS Nordstrom, NIKE, Tesla

RESTAURANTS & ENTERTAINMENT The Cheesecake Factory, The Curious Palate, True Food Kitchen,  
ArcLight Cinemas, Cayton Children's Museum, ModellLand

PROPERTY TYPE Open-air Destination, Fashion and Dining | TOTAL SQUARE FEET 527,000

BUILT / RENOVATED 1980 / 2010

FOR MORE INFORMATION 310-260-8300 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		LOS ANGELES-LONG BEACH-ANAHEIM, CA [MSA]	
2020 Total Population		460,164		1,207,577		13,403,861	
2025 Total Population		474,197		1,238,081		13,630,573	
2020-2025 Population Growth		3.0%		2.5%		1.7%	
HOUSEHOLDS							
2020 Total Households		215,855		527,094		4,393,106	
2025 Total Households		221,712		539,316		4,459,206	
2020-2025 Household Growth		2.7%		2.3%		1.5%	
INCOME							
Average Household Income		\$150,553		\$127,934		\$107,748	
Median Household Income		\$101,390		\$81,317		\$75,444	
Per Capita Income		\$70,635		\$55,956		\$35,383	
HOUSEHOLD INCOME RANGES							
\$50,000 +		163,039	75.5%	356,056	67.6%	2,895,915	65.9%
\$75,000 +		134,994	62.5%	281,463	53.4%	2,209,295	50.3%
\$100,000 +		109,589	50.8%	222,720	42.3%	1,665,013	37.9%
\$150,000 +		69,953	32.4%	138,350	26.2%	920,333	20.9%
AGE							
Median Age		39.7		38.5		36.3	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		234,409	66.9%	488,481	55.4%	3,240,373	35.6%
White Collar		204,978	84.2%	455,651	76.5%	3,694,630	63.1%
RACE / ETHNICITY							
White		306,475	66.6%	673,806	55.8%	6,744,090	50.3%
Black		24,434	5.3%	172,832	14.3%	893,730	6.7%
American Indian		2,116	0.5%	5,944	0.5%	89,656	0.7%
Asian		66,860	14.5%	141,340	11.7%	2,226,668	16.6%
Pacific Islander		823	0.2%	1,752	0.1%	36,307	0.3%
Other Race		59,454	12.9%	211,903	17.5%	3,413,410	25.5%
Hispanic or Latino		84,582	18.4%	311,387	25.8%	6,089,729	45.4%
Not Hispanic or Latino		375,582	81.6%	896,191	74.2%	7,314,132	54.6%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		2 MILE		3 MILE	
Total Businesses		4,856		9,788		16,990	
Total Employees		39,083		78,317		127,275	
Daytime Population		50,434		125,984		214,602	



# TRADE AREA MAP

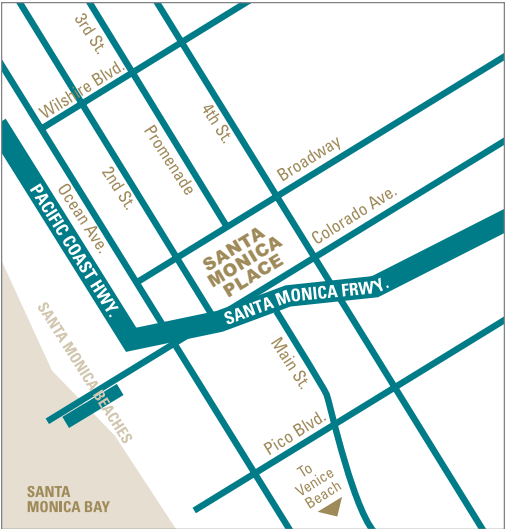


## LEGEND

- ★ SANTA MONICA PLACE
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

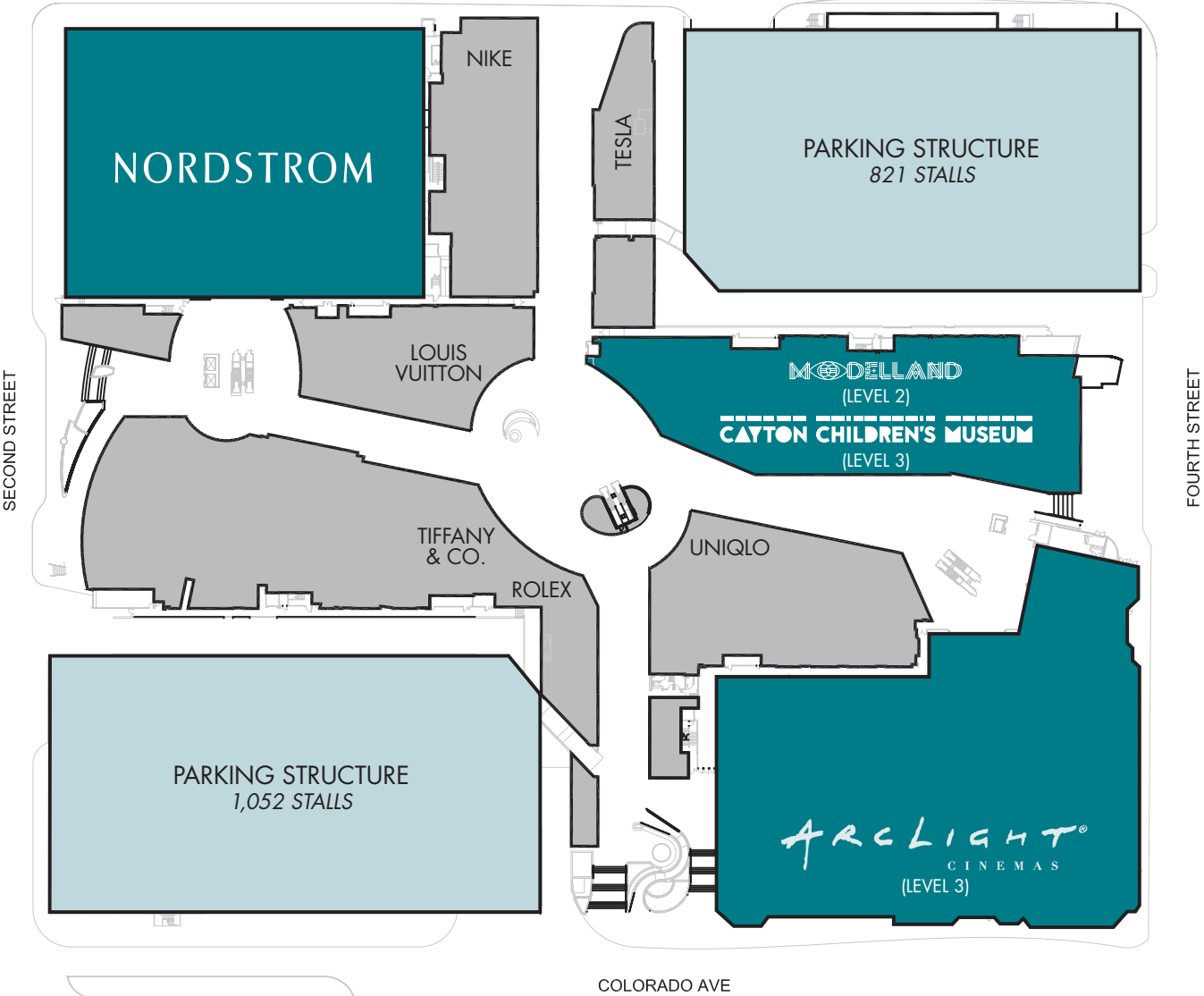


# SITE PLAN

THIRD STREET  
PROMENADE

- ANCHOR
- MALL
- PARKING STRUCTURE

BROADWAY



# MARKET FACT SHEET

SANTA MONICA IS RANKED AS ONE OF THE “TOP 10 BEACH CITIES IN THE WORLD” BY NATIONAL GEOGRAPHIC

ANNUAL TOURIST SPENDING IN SANTA MONICA IS  
**\$2.2 BILLION**

(61.6% OF TOTAL FROM SHOPPING AND DINING)

52% OF TOURISTS TO THE CITY OF SANTA MONICA ARE FROM  
**INTERNATIONAL MARKETS**

## SILICON BEACH

THIRD MOST PROMINENT TECH HUB IN THE U.S. HOME TO SNAP (SNAPCHAT), GOOGLE, FACEBOOK, YAHOO, YOUTUBE, HULU, DOLLAR SHAVE CLUB AND SALESFORCE

**127,275 EMPLOYEES** WORK WITHIN A 3-MILE RADIUS

66% OF SANTA MONICA RESIDENTS AGE 25 AND OVER HOLD A  
**BACHELOR’S DEGREE**  
(COMPARED TO THE U.S. AVERAGE OF 33%)

THE DOWNTOWN SANTA MONICA METRO STATION SERVICES APPROXIMATELY  
**5 MILLION** RIDERS ANNUALLY



**75,000 COLLEGE STUDENT POPULATION**

WITHIN A 5-MILE RADIUS  
(UCLA & SANTA MONICA COLLEGE)

SANTA MONICA PLACE IS ADJACENT TO THE 3RD STREET PROMENADE AND STEPS AWAY FROM THE FAMED  
**SANTA MONICA PIER**

## HIGH STREET RETAIL

70+ ICONIC BRANDS, INCLUDING LOUIS VUITTON, NORDSTROM, ROLEX, TIFFANY & CO., NIKE, ALLSAINTS, TORY BURCH AND TESLA

## AL FRESCO DINING, STEPS FROM THE OCEAN

OUTDOOR DINING AT RESTAURANTS INCLUDING TRUE FOOD KITCHEN, THE CHEESECAKE FACTORY, BAZILLE AND THE CURIOUS PALATE

SANTA MONICA PLACE IS HOME TO THE ONLY DEDICATED CHILDREN’S MUSEUM IN LOS ANGELES, **THE CAYTON CHILDREN’S MUSEUM**

**3,000 HOTEL ROOMS** ARE LOCATED **WITHIN A 1-MILE RADIUS** OF SANTA MONICA PLACE





BRENTWOOD

SANTA MONICA  
Freeway I-10

HAMPTON INN & SUITES

COURTYARD BY MARRIOTT

TARGET

REI

POTTERY BARN

APPLE STORE  
ZARA  
LULULEMON  
ANTHROPOLOGIE  
SEPHORA  
URBAN OUTFITTERS

THIRD STREET PROMENADE

EXPO LIGHT RAIL STATION

THE VILLAGE AT SANTA MONICA

HUNTLEY HOTEL

FAIRMONT MIRAMAR

HOTEL SHANGRI-LA

GEORGIAN HOTEL

HOTEL CARMEL

SHORE HOTEL

TONGVA PARK

LOEWS SANTA MONICA

PACIFIC COAST HIGHWAY

MALIBU 4.4 MILES

VENICE BEACH 2.9 MILES

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NORDSTROM  
LOUIS VUITTON  
TIFFANY & CO.  
ROLEX  
THE CAYTON CHILDREN'S MUSEUM

MODELLAND  
TRUE FOOD KITCHEN  
THE CHEESECAKE FACTORY  
NIKE  
TESLA

ALLSAINTS  
HUGO BOSS  
PELOTON

