



SANTA MONICA  
*place*

SANTA MONICA, CA

## MARKET PROFILE 2022

MAJOR RETAILERS Nordstrom, NIKE, Tesla

RESTAURANTS & ENTERTAINMENT The Cheesecake Factory, The Curious Palate, True Food Kitchen,  
LouLou, Cayton Children's Museum, ModelLand

PROPERTY TYPE Open-air Destination | TOTAL SQUARE FEET 479,000

BUILT / RENOVATED 1980 / 2010

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



# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		LOS ANGELES-LONG BEACH-ANAHEIM, CA [MSA]	
2021 Total Population	458,513		1,202,433		13,303,870	
2026 Total Population	470,221		1,231,228		13,505,465	
2021-2026 Population Growth	2.6%		2.4%		1.5%	
HOUSEHOLDS						
2021 Total Households	215,632		526,535		4,376,140	
2026 Total Households	220,538		538,066		4,439,661	
2021-2026 Household Growth	2.3%		2.2%		1.5%	
INCOME						
Average Household Income	\$156,320		\$131,924		\$111,121	
Median Household Income	\$106,092		\$86,310		\$78,908	
Per Capita Income	\$73,504		\$57,886		\$36,615	
HOUSEHOLD INCOME RANGES						
\$50,000 +	166,047	77.0%	366,630	69.6%	2,966,011	67.8%
\$75,000 +	140,465	65.1%	294,449	55.9%	2,295,005	52.4%
\$100,000 +	114,675	53.2%	234,108	44.5%	1,751,267	40.0%
\$150,000 +	75,134	34.8%	146,212	27.8%	972,998	22.2%
AGE						
Median Age	39.9		38.8		36.6	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	239,424	68.3%	499,948	56.7%	3,319,882	36.5%
White Collar	213,764	86.1%	481,007	78.4%	3,965,792	64.7%
RACE / ETHNICITY						
White	305,014	66.5%	669,980	55.7%	6,675,881	50.2%
Black	24,275	5.3%	171,833	14.3%	887,167	6.7%
American Indian	2,099	0.5%	5,912	0.5%	88,551	0.7%
Asian	66,750	14.6%	141,366	11.8%	2,226,229	16.7%
Pacific Islander	823	0.2%	1,745	0.1%	35,915	0.3%
Other Race	59,553	13.0%	211,596	17.6%	3,390,127	25.5%
Hispanic or Latino	84,239	18.4%	309,891	25.8%	6,038,973	45.4%
Not Hispanic or Latino	374,274	81.6%	892,542	74.2%	7,264,897	54.6%
EMPLOYMENT / DAYTIME POPULATION						
Total Businesses	4,804		9,645		16,863	
Total Employees	41,832		82,316		132,474	
Daytime Population	51,588		126,792		216,219	



# TRADE AREA MAP

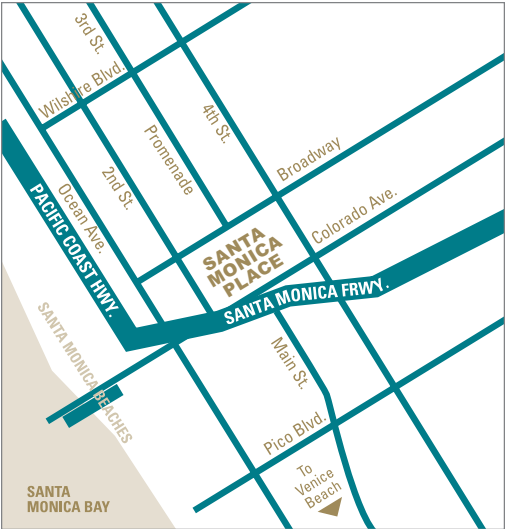


## LEGEND

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



10% PCW

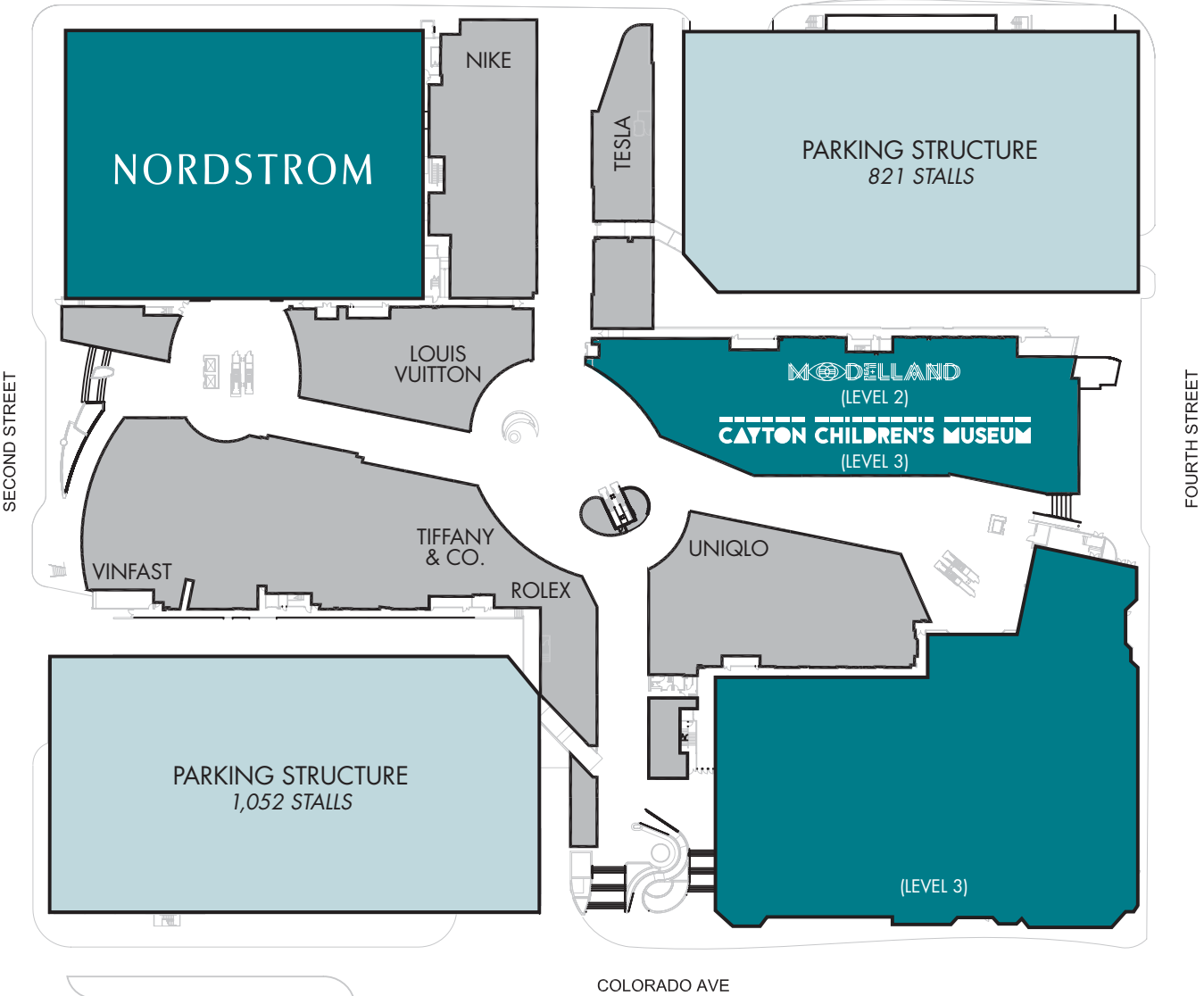


# SITE PLAN

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, INC., GOOGLE, FACEBOOK, YAHOO, YOUTUBE, HULU, DOLLAR SHAVE CLUB AND ACTIVISION BLIZZARD

**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**  
60+ ICONIC BRANDS, INCLUDING LOUIS VUITTON, NORDSTROM, ROLEX, TIFFANY & CO., NIKE, ALLSAINTS, TORY BURCH, HUGO BOSS AND TESLA

**AL FRESCO DINING, STEPS FROM THE OCEAN**  
OUTDOOR DINING AT RESTAURANTS INCLUDING TRUE FOOD KITCHEN, THE CHEESECAKE FACTORY, LOULOU, 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  
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HAMPTON INN & SUITES

COURTYARD BY MARRIOTT

TARGET

WEST ELM

POTTERY BARN

REI

APPLE STORE  
ZARA  
LULULEMON  
ANTHROPOLOGIE  
SEPHORA  
URBAN OUTFITTERS

THIRD STREET PROMENADE

HUNTLEY HOTEL

FAIRMONT MIRAMAR

HOTEL SHANGRI-LA

GEORGIAN HOTEL

HOTEL CARMEL

SHORE HOTEL

TONGVA PARK

THE VILLAGE AT SANTA MONICA

LOEWS SANTA MONICA

VENICE BEACH 2.9 MILES

MALIBU 4.4 MILES

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MAJOR RETAILERS INCLUDE:

NORDSTROM  
ALLSAINTS  
COACH  
HUGO BOSS  
LOUIS VUITTON  
LOULOU  
MODELLAND  
NIKE

PELOTON  
ROLEX  
TESLA  
THE CAYTON CHILDREN'S MUSEUM

THE CHEESECAKE FACTORY  
THERABODY  
TIFFANY & CO.  
TONAL

TRUE FOOD KITCHEN  
UNIQLO  
VINFAST

