



SANTA MONICA
place

SANTA MONICA, CA

MARKET PROFILE 2023

MAJOR RETAILERS Nordstrom, NIKE, Tesla

RESTAURANTS & ENTERTAINMENT Bazille, The Cheesecake Factory, The Curious Palate, LouLou Rooftop Restaurant & Lounge, Din Tai Fung (Coming Soon), True Food Kitchen, The Gourmandise School of Sweet and Savories, Cayton Children's Museum, Arte Museum (Coming Soon)

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

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]	
2022 Total Population		463,311		1,198,512		13,196,147	
2027 Total Population		459,539		1,188,129		13,002,581	
2022-2027 Population Growth		-0.8%		-0.9%		-1.5%	
HOUSEHOLDS							
2022 Total Households		218,536		531,472		4,507,965	
2027 Total Households		217,335		528,889		4,463,145	
2022-2027 Household Growth		-0.5%		-0.5%		-1.0%	
INCOME							
Average Household Income		\$177,838		\$150,464		\$126,301	
Median Household Income		\$116,304		\$96,846		\$86,850	
Per Capita Income		\$84,118		\$66,986		\$43,240	
HOUSEHOLD INCOME RANGES							
\$50,000 +		175,380	80.3%	388,826	73.2%	3,228,302	71.6%
\$75,000 +		151,577	69.4%	319,373	60.1%	2,557,616	56.7%
\$100,000 +		126,458	57.9%	259,677	48.9%	1,996,110	44.3%
\$150,000 +		85,424	39.1%	167,319	31.5%	1,152,994	25.6%
AGE							
Median Age		39.9		38.7		36.7	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		249,653	72.9%	517,867	61.0%	3,513,536	40.1%
White Collar		219,998	77.8%	491,732	70.6%	4,032,302	59.1%
RACE/ETHNICITY							
White		282,373	60.9%	585,372	48.8%	4,533,651	34.4%
Black/African American		22,186	4.8%	150,392	12.5%	837,843	6.3%
American Indian		3,153	0.7%	12,009	1.0%	208,323	1.6%
Asian		62,978	13.6%	138,230	11.5%	2,268,988	17.2%
Pacific Islander		777	0.2%	1,803	0.2%	33,342	0.3%
Other Race		91,844	19.8%	310,704	25.9%	5,314,000	40.3%
Hispanic or Latino		78,172	16.9%	292,837	24.4%	5,885,479	44.6%
Not Hispanic or Latino		385,139	83.1%	905,675	75.6%	7,310,668	55.4%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		2 MILE		3 MILE	
Total Businesses		5,081		10,231		17,956	
Total Employees		41,522		82,899		133,933	
Daytime Population		55,533		131,597		221,005	

TRADE AREA MAP

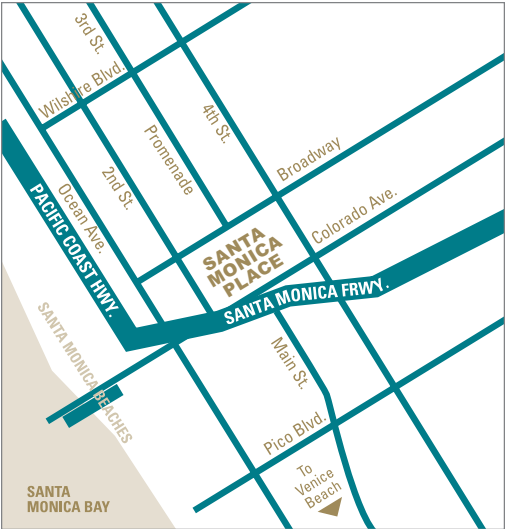


LEGEND

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



10% PCW

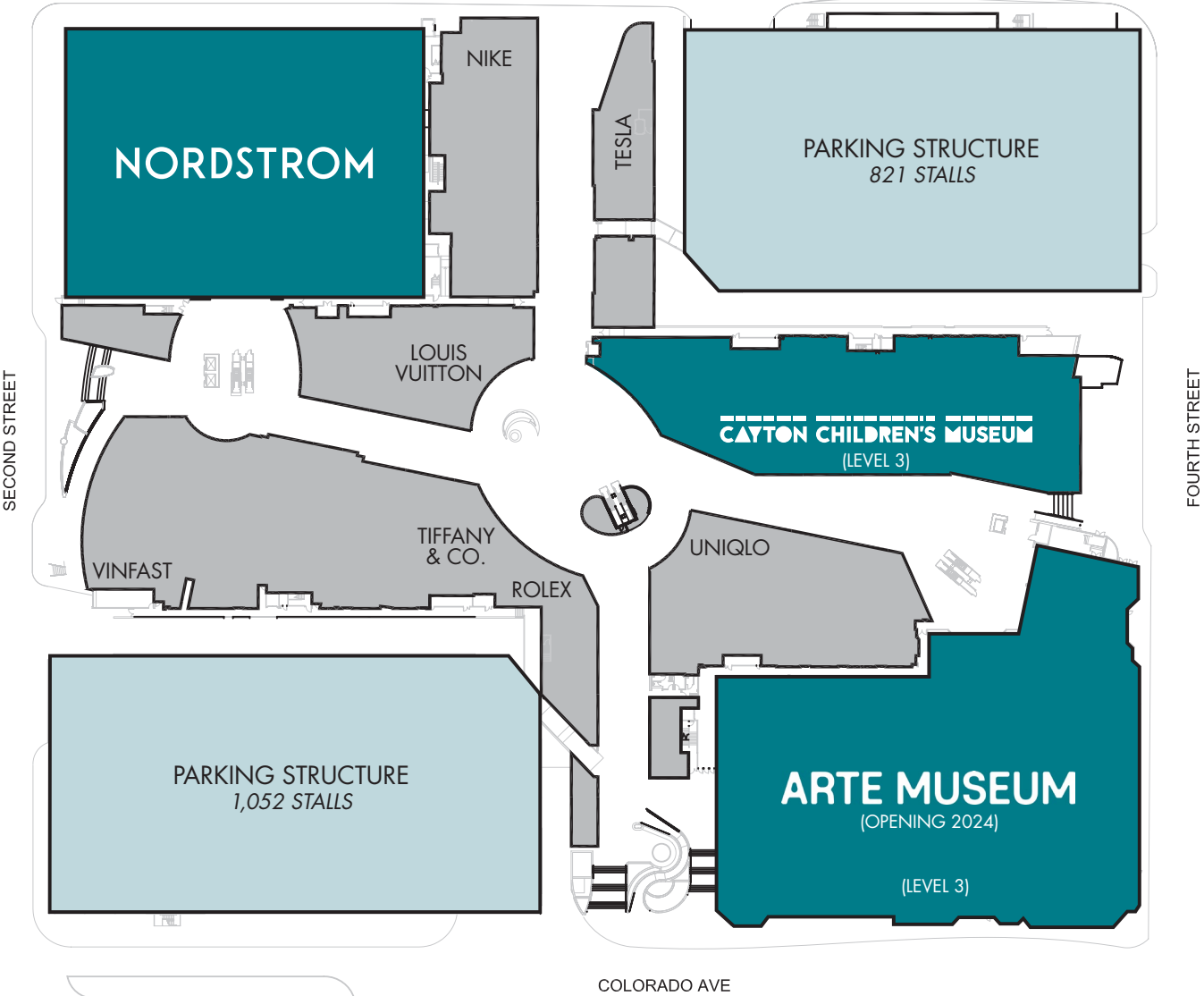


SITE PLAN

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)
(2019)

52% OF TOURISTS TO THE CITY OF SANTA MONICA ARE FROM
INTERNATIONAL MARKETS
(2019)

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

83,045 EMPLOYEES
WORK WITHIN
A 3-MILE RADIUS

73% OF SANTA MONICA RESIDENTS AGE 25 AND OVER HOLD A
BACHELOR’S DEGREE
OR HIGHER (COMPARED TO THE U.S. AVERAGE OF 40%)

THE DOWNTOWN SANTA MONICA METRO STATION SERVICED APPROXIMATELY
2.4 MILLION
RIDERS IN 2022



89,000 COLLEGE STUDENT POPULATION
WITHIN A 5-MILE RADIUS
(UCLA AND SANTA MONICA COLLEGE)

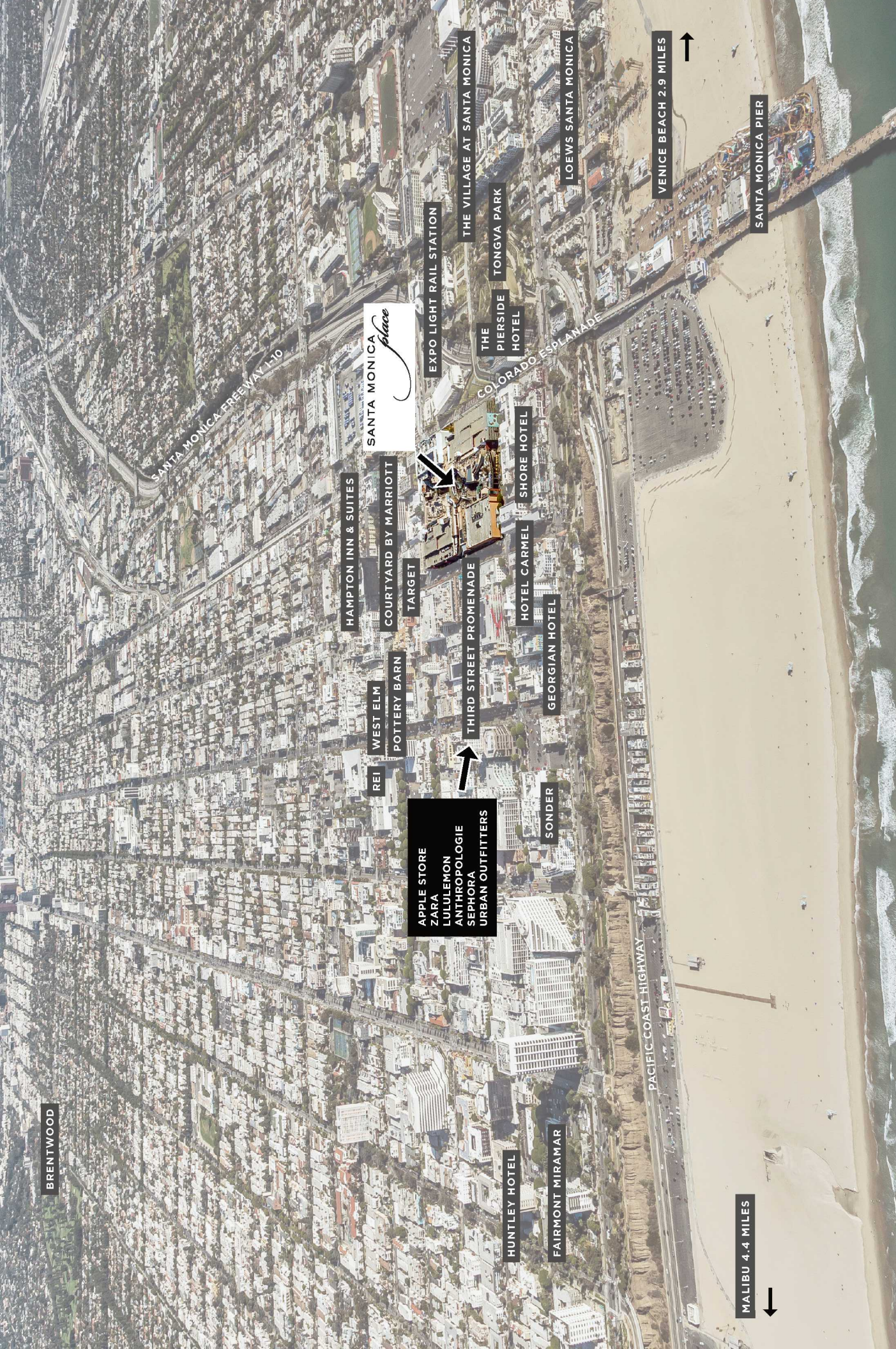
SANTA MONICA PLACE IS ADJACENT TO THE 3RD STREET PROMENADE AND STEPS AWAY FROM THE FAMED
SANTA MONICA PIER

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 ROOFTOP RESTAURANT & LOUNGE, BAZILLE AND THE CURIOUS PALATE

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

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



BRENTWOOD

HAMPTON INN & SUITES

COURTYARD BY MARRIOTT

TARGET

REI

WEST ELM

POTTERY BARN

APPLE STORE
ZARA
LULULEMON
ANTHROPOLOGIE
SEPHORA
URBAN OUTFITTERS

THIRD STREET PROMENADE

HUNTLEY HOTEL

FAIRMONT MIRAMAR

SONDER

GEORGIAN HOTEL

HOTEL CARMEL

SHORE HOTEL

THE PIER-SIDE
HOTEL

TONGVA PARK

THE VILLAGE AT SANTA MONICA

LOEWS SANTA MONICA

EXPO LIGHT RAIL STATION

SANTA MONICA
place

PACIFIC COAST HIGHWAY

COLORADO ESPLANADE

VENICE BEACH 2.9 MILES

MALIBU 4.4 MILES

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MAJOR RETAILERS INCLUDE:

NORDSTROM
ALLSAINTS
BRILLIANT EARTH
CAYTON CHILDREN'S MUSEUM

COACH
DIN TAI FUNG (COMING SOON)
HUGO BOSS
LOUIS VUITTON

LOULOU RESTAURANT
NIKE
PELTON
ROLEX

TESLA
THE CHEESECAKE FACTORY
THERABODY
TIFFANY & CO.

TRUE FOOD KITCHEN
UNIQLO
VINFAST

