



SANTA MONICA
place

SANTA MONICA, CA

MARKET PROFILE 2024

MAJOR RETAILERS Nordstrom, Nike, Tesla

RESTAURANTS & ENTERTAINMENT 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 534,000

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]	
2023 Total Population	463,170		1,198,683		13,179,586	
2028 Total Population	466,815		1,207,178		13,160,773	
2023-2028 Population Growth	0.8%		0.7%		-0.1%	
HOUSEHOLDS						
2023 Total Households	218,934		532,807		4,516,806	
2028 Total Households	222,280		541,374		4,556,217	
2023-2028 Household Growth	1.5%		1.6%		0.9%	
INCOME						
Average Household Income	\$180,255		\$150,934		\$127,734	
Median Household Income	\$115,960		\$94,633		\$86,536	
Per Capita Income	\$85,409		\$67,333		\$43,875	
HOUSEHOLD INCOME RANGES						
\$50,000 +	170,847	78.0%	379,879	71.3%	3,188,568	70.6%
\$75,000 +	148,166	67.7%	314,435	59.0%	2,556,338	56.6%
\$100,000 +	124,951	57.1%	256,126	48.1%	1,992,449	44.1%
\$150,000 +	86,973	39.7%	169,424	31.8%	1,192,331	26.4%
AGE						
Median Age	40.0		38.9		36.9	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	250,320	70.8%	518,027	59.0%	3,516,829	39.0%
White Collar	229,454	85.4%	504,398	77.7%	4,080,289	63.7%
RACE/ETHNICITY						
White	275,015	59.4%	570,694	47.6%	4,434,053	33.6%
Black/African American	23,087	5.0%	152,771	12.7%	841,709	6.4%
American Indian	3,205	0.7%	11,919	1.0%	203,038	1.5%
Asian	65,397	14.1%	142,525	11.9%	2,284,450	17.3%
Pacific Islander	776	0.2%	1,801	0.2%	33,053	0.3%
Other Race	95,690	20.7%	318,973	26.6%	5,383,283	40.8%
Hispanic or Latino	83,767	18.1%	305,974	25.5%	6,026,818	45.7%
Not Hispanic or Latino	379,403	81.9%	892,709	74.5%	7,152,768	54.3%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		2 MILE		3 MILE	
Total Businesses	4,980		9,992		17,505	
Total Employees	42,252		84,916		136,651	
Daytime Population	58,425		138,358		227,961	

TRADE AREA MAP

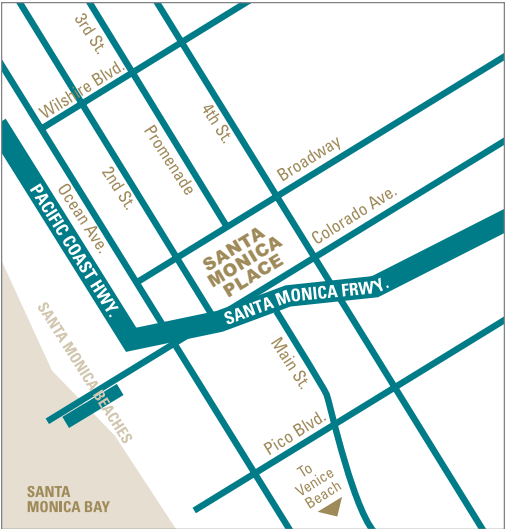


LEGEND

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



10% PCW

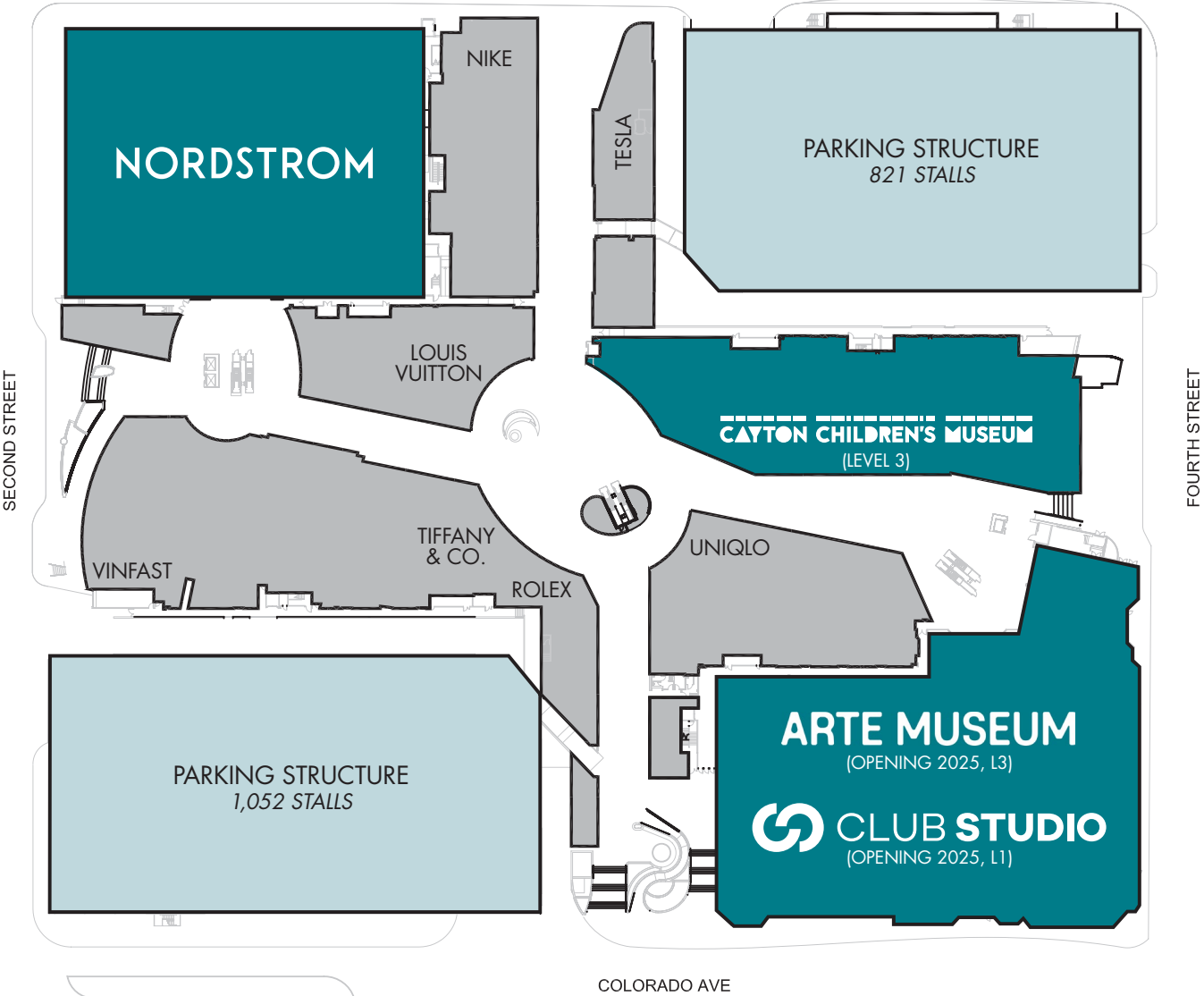


SITE PLAN

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

THE 2028 OLYMPIC GAMES ARE COMING TO LOS ANGELES AND BEACH VOLLEYBALL WILL BE HOSTED IN SANTA MONICA

ANNUAL TOURIST SPENDING IN SANTA MONICA IS

\$2.2 BILLION

(62% 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 AMAZON, SNAP, INC., GOOGLE, FACEBOOK, YAHOO, YOUTUBE, HULU, ORACLE AND ACTIVISION BLIZZARD

137K EMPLOYEES WORK WITHIN A 3-MILE RADIUS

68% 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 SERVICES

APPROXIMATELY **2.54 MILLION** RIDERS
(2022)



72,300 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 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

SANTA MONICA
Freeway I-10

SANTA MONICA
place

HAMPTON INN & SUITES

COURTYARD BY MARRIOTT

TARGET

WEST ELM

POTTERY BARN

APPLE STORE
ZARA
LULULEMON
ANTHROPOLOGIE
SEPHORA
URBAN OUTFITTERS

THIRD STREET PROMENADE

SONDER THE BEACON

GEORGIAN HOTEL

HOTEL CARMEL

SHORE HOTEL

THE PIERCE HOTEL

TONGVA PARK

THE VILLAGE AT SANTA MONICA

EXPO LIGHT RAIL STATION

REGENT
SANTA MONICA
BEACH

VENICE BEACH 2.9 MILES

SANTA MONICA PIER

MALIBU 4.4 MILES

MAJOR RETAILERS INCLUDE:

NORDSTROM
ALLSAINTS
BRILLIANT EARTH
CAYTON CHILDREN'S MUSEUM

CLUB STUDIO (COMING SOON)
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

SANTA MONICA
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