



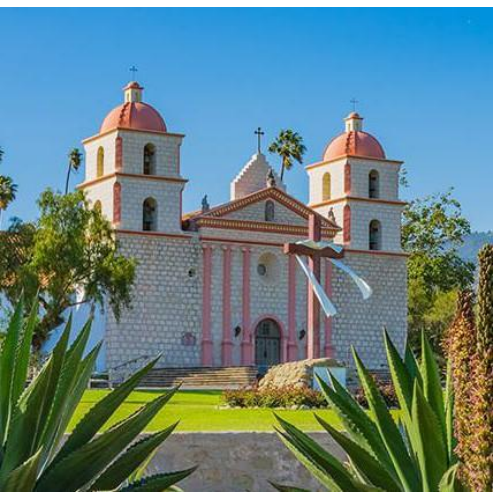
LA CUMBRE PLAZA

LAID-BACK LUXURY

Just an hour and a half north of Los Angeles, Santa Barbara is popular with people who want a quieter way of life on one of the most beautiful stretches of coastline the state has to offer, and with visitors who are looking to experience a more laid-back version of California's wine country.

The proximity to fresh produce and abundance of outdoor activities creates the perfect destination for a health-conscious and active community.

And La Cumbre Plaza provides the perfect location to meet these needs.



THE CENTRAL COAST

Santa Barbara is geographically diverse, culinarily astute, and gorgeous in all directions. The landscape provides some of the best hotels, dining and wineries on California's Central Coast.

150

Organic farms
in the region

77

Hotels including
six 5-star resorts

200+

Wineries in the
county representing 6
American Viticultural
Areas (AVAs)

400+

Restaurants with 15
featured in the
Michelin Dining Guide

26K

Students enrolled at
University of California –
Santa Barbara (UCSB)

\$300M

Spent on retail by
tourists each year

PERFECTLY POSITIONED

An hour and a half north of Los Angeles and nestled in the luscious landscape of the Central Coast

Easily accessible from US-101 and US-154

Large student population to the West and highly affluent Montecito and downtown Santa Barbara to the East



SANTA YNEZ
VALLEY ~25 MI

DECKERS
— BRANDS —
(FORTUNE 1000)



SBA Municipal Airport

GOLETA

LA CUMBRE PLAZA

HOPE RANCH

OLD MISSION SANTA BARBARA

EL ENCANTO

SANTA BARBARA BOWL

LOS AGAVES

SAN YSIDRO RANCH

THE STONEHOUSE

VALLEY CLUB OF MONTECITO

MONTECITO

MONTECITO CLUB

BETTINA

ROSEWOOD MIRAMAR BEACH

SUSHI BAR

THE BILTMORE SANTA BARBARA

THE LARK

LOQUITA

BLACKBIRD

HOTEL CALIFORNIAN

SAMA SAMA KITCHEN

BARBAREÑO

YOICHI'S

BIBI JI

SANTA BARBARA
DOWNTOWN

CORAZON COCINA

MESA VERDE



FITNESS

5 STAR HOTEL

MICHELIN GUIDE DINING



SECLUDED & SPECIAL

WITHIN 5 MILES

134K population

52K households

\$128K average household income

159K daytime population

39% higher than U.S. average apparel
expenditures per household (\$2,961)

19% Gen Z population and **27%**
Millennial population

LIFESTYLE SEGMENTS



TRENDSETTERS 76% *home renters*

Educated young college students who spend much of their income on upscale living, are attentive to health and nutrition, and pay a premium for products that support their values



EX-URBANITES 85% *homeowners*

Mature and established homeowners, often married with families, who are invested in natural ingredients, home improvement, and personal care with a priority towards physical fitness

One of most expensive homes for sale in California is a \$160M cliffside oceanfront compound in Carpinteria



SANTA YNEZ

Average Home Value: \$140,773



GOLETA

Average HH Income: \$118,026



SANTA BARBARA

Average HH Income: \$120,720



MONTECITO

Average HH Income: \$215,630



CARPINTERIA

Average HH Income: \$116,300

AN ESTABLISHED ENCLAVE FOR A-LISTERS

Santa Barbara and its surrounding cities have become a well-known retreat for celebrities and business moguls, creating a huge collection of wealth and net worth in this sophisticated coastal region.



A MUST-TASTE DESTINATION

Santa Barbara is making a new kind of headline right now: for its culinary offerings, which recently caught the attention of the Michelin Guide for 15 of its restaurants in and around the city. The Mediterranean coastal climate creates an ideal growing climate for 150 organic farms in the region, leading the way for farm-to-table cuisine.

Not only is the city a famed dining destination, but Forbes has also named Santa Barbara as “The Most Exciting Wine Destination in the U.S.”. The 275+ wineries in the region produce 1 million cases of wine annually, with a specialty in Pinot Noirs, now rivaling Northern California’s Napa and Sonoma regions for wine production.

THE GAUCHO WAY

With 10 national centers and institutes, and more than 100 research units, UC Santa Barbara offers unparalleled learning opportunities for its students.



UNIVERSITY OF CALIFORNIA - SANTA BARBARA
26K STUDENTS

6.7 miles from center

#5 Public University (*U.S. News & World Report, 2022*)

29% acceptance rate makes it one of the most highly-selective schools in the state

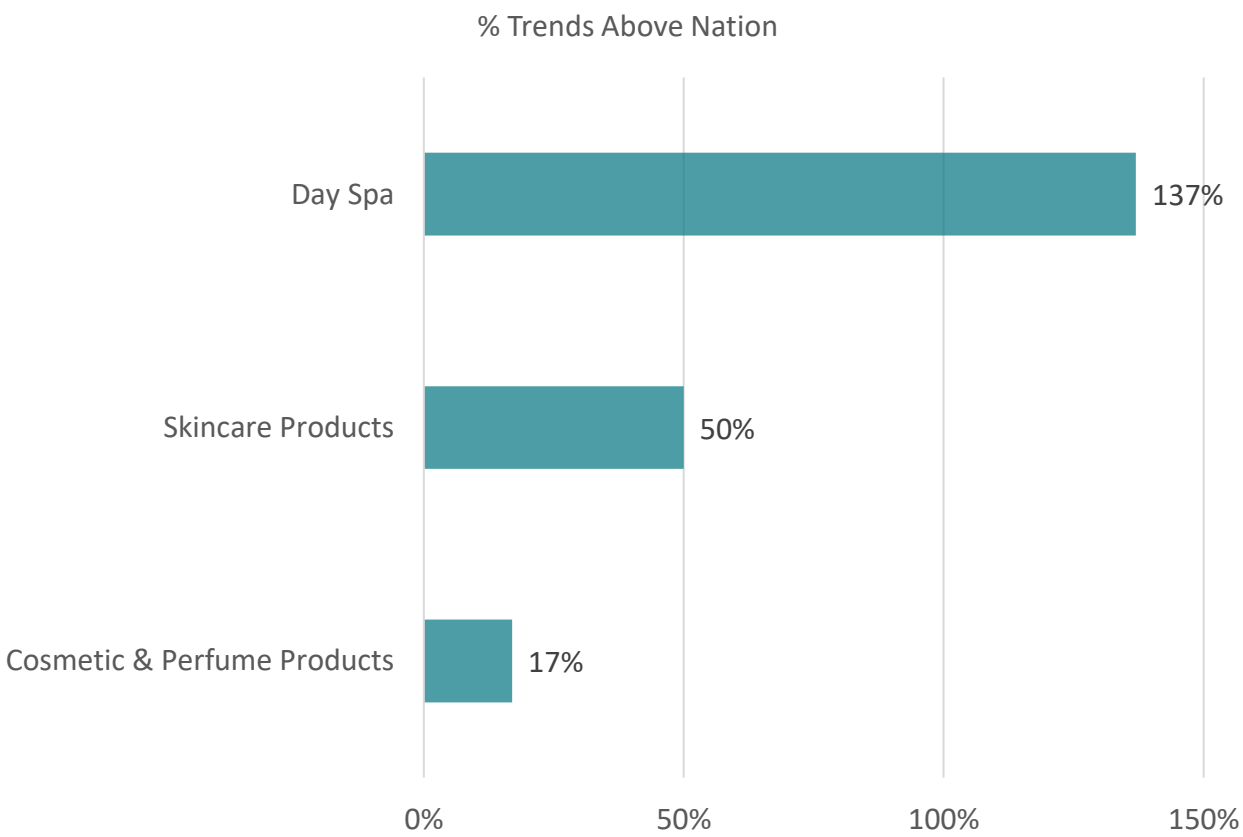
Division I Athletics program with top-ranked Men's Soccer, Women's Basketball and Men's Baseball teams





WELLNESS-INCLINED SHOPPERS

For La Cumbre Plaza shoppers, self-care is a top priority. Our shoppers tend to spend well over the national average when it comes to beauty and wellness expenditures.





TRADE AREA MAP

- ★ La Cumbre Plaza
- Primary Trade Area
- Secondary Trade Area
- Competitive Centers
- Other Centers

California



DEMOGRAPHIC SNAPSHOT

	PRIMARY TRADE AREA	TOTAL TRADE AREA	MSA (SANTA MARIA – SANTA BARBARA, CA)
2022 Population	182,102	331,084	449,461
2022 Households	65,133	115,330	148,717
Average Household Income	\$142,769	\$135,183	\$128,163
Average Net Worth	\$1,832,183	\$1,782,048	\$1,432,628
Median Age	35.3	36.8	35.5
White Collar	60.4%	54.2%	50.0%
Bachelor Degree +	57.9%	46.3%	40.2%
	1 MILE	3 MILE	5 MILE
Daytime Population	18,556	86,234	159,335

IN GOOD COMPANY

La Cumbre Plaza's store selection offers a wide range of lifestyle shops threaded together by the center's unparalleled outdoor shopping environment.

Bristol Farms

Phenix
SALON SUITES®

Lure
FISH HOUSE

WILLIAMS-SONOMA



backyard bowls

★ macy's

MAYWEATHER
BOXING + FITNESS

TALBOTS



POTTERY
BARN

STARCYCLE





ALIGNED WITH TARGETED RETAIL

The outdoor setting, free ample parking and close-to-everything location makes La Cumbre Plaza an ideal destination for future health, beauty and fitness brands.

Shopper average household income is **over \$98K** (10% above the nation)

21% of shoppers have an average household income above \$150K

38% of shoppers lead active lifestyles

14% of shoppers attended a group fitness class

56% of shoppers buy organic & locally grown food

58% of shoppers engage in eco-friendly behaviors on a regular basis

TARGETED RETAIL



Aēsop®

VUORI

SEPHORA

LA CUMBRE PLAZA SITE PLAN

The most on-site parking in Santa Barbara
with ~**1,900** total parking spaces





MACERICH (NYSE: MAC)

ONE OF THE NATION'S LEADING OWNERS, OPERATORS & DEVELOPERS OF MAJOR RETAIL PROPERTIES IN ATTRACTIVE U.S. MARKETS,
INCLUDING CALIFORNIA, THE PACIFIC NORTHWEST, ARIZONA, AND THE METRO NEW YORK TO WASHINGTON, D.C. CORRIDOR