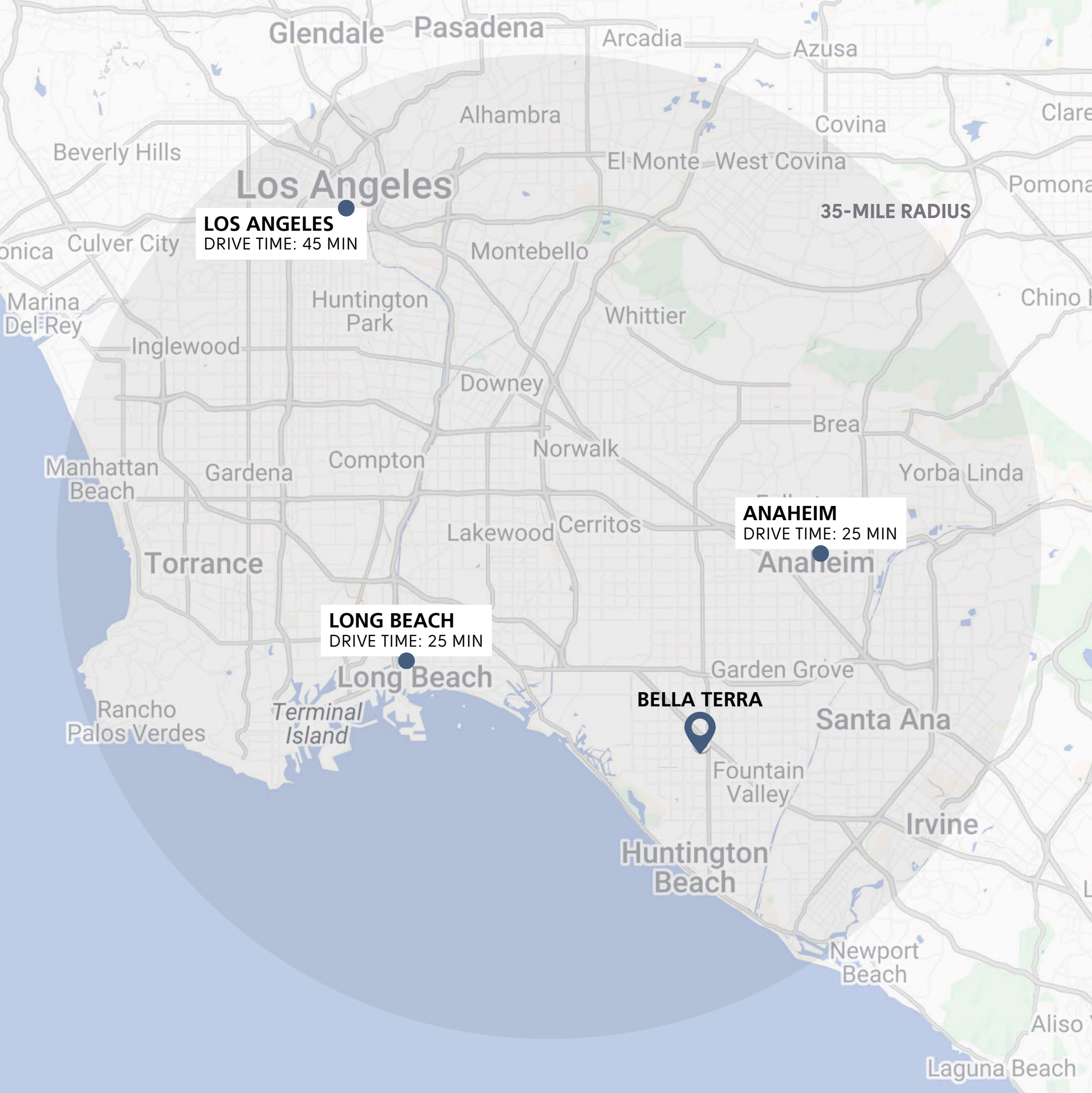


Bella Terra

HUNTINGTON BEACH | CALIFORNIA





ORANGE COUNTY, CALIFORNIA

IN THE HEART OF
ORANGE COUNTY
AMONG 3.1M RESIDENTS



HUNTINGTON BEACH ORANGE COUNTY, CA

The Los Angeles metropolitan area ranks as the **third-largest economic region globally**, generating over **\$1 trillion in GDP** annually.

Orange County is the **sixth wealthiest county** in southern California and one of the **best places to raise a family** in the state.

Orange County is the **third-most populated county** in the state and Huntington Beach is one of the **largest populations in Orange County** with nearly 200K residents.

Within the L.A. MSA, Huntington Beach is considered one of the **top places to live** due to its high quality of life.

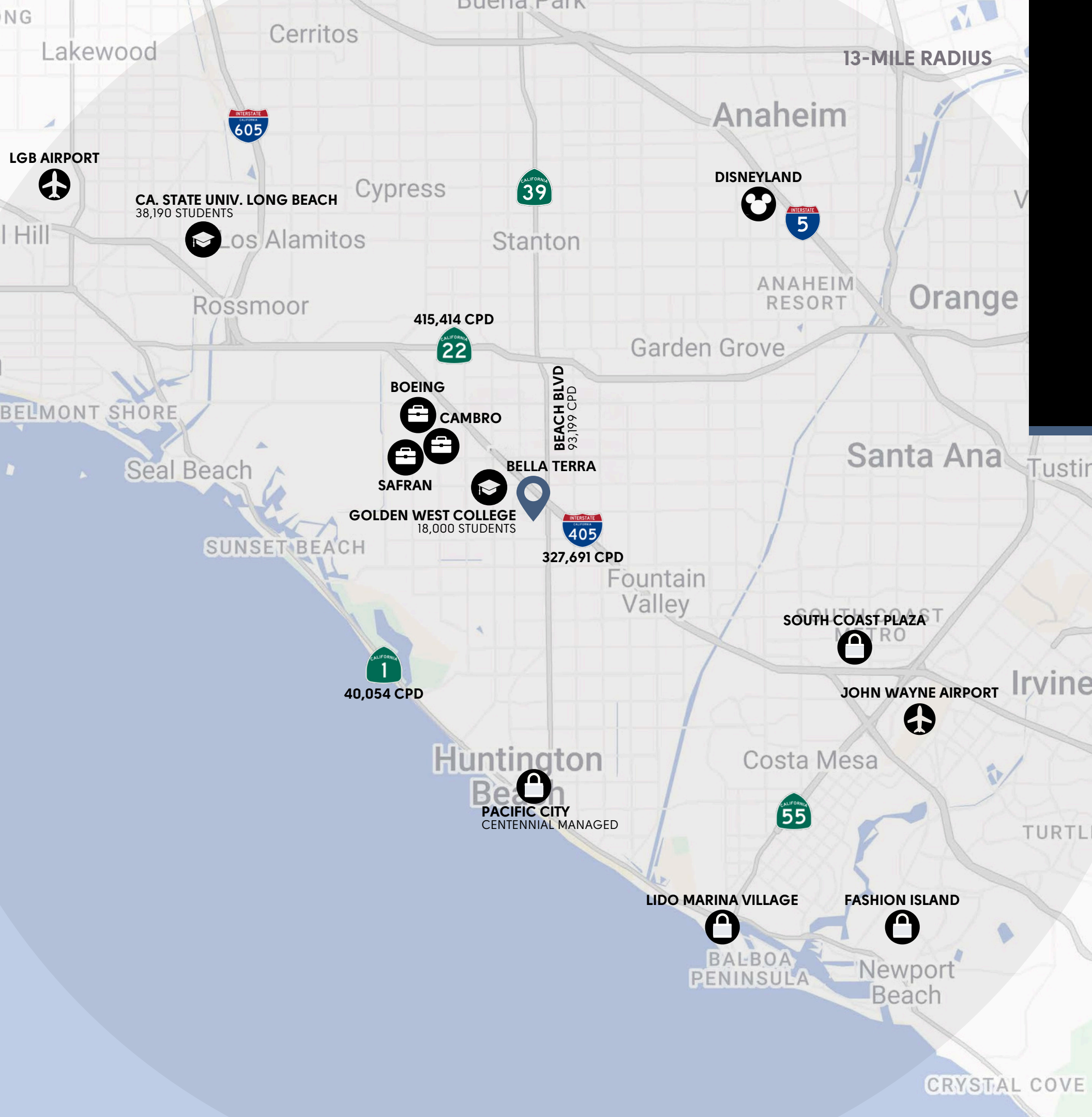
Huntington Beach is a **major manufacturing hub** housing employers such as Boeing and Cambro.

With 11M+ visitors each year, Huntington Beach is known as “Surf City USA” hosting **50+ surf contests annually**, including the legendary **U.S. Open of Surfing**.



#1
CALIFORNIA BEACH CITY
BY USA TODAY

\$ 88%
HIGHER AVERAGE HHI OF **\$151,196**
VS. THE NATIONAL AVERAGE



THE COASTAL HUB

10-MILE RADIUS EMPLOYEES
885,797

10-MILE RADIUS HIGHER ED. STUDENTS
331,076

Huntington Beach is more than just iconic beaches and world-class surfing—it's a **booming hub** of **innovation, dining, and retail**.

With a thriving market, a dynamic economy, and a vibrant community, it's a prime destination where business meets leisure and opportunity thrives. And, **Bella Terra sits at the center of it all**.

IT'S ALL IN THE DETAILS

MORE THAN
852,460 SF

RETAILERS
36

RESTAURANTS
23

Nestled in the vibrant coastal community of Huntington Beach conveniently off the 405, Bella Terra is a **dynamic lifestyle destination** where **shopping, dining, and entertainment** meet in perfect harmony.

Inspired by Tuscan charm, Bella Terra's open-air design invites guests to explore an array of **top-tier brands** from grocers to fitness and everything in between. The Garden and gathering green space provide a serene escape to enjoy the atmosphere and stay awhile with **year-round events**.

Bella Terra has it all, serving as a **community hub** that embodies the best of Orange County living.



PROPERTY AERIAL

MORE THAN
509,497 CPD



CENTER AVE 22,082 CPD

405 327,691 CPD

BEACH BLVD 93,199 CPD

405 ENTRANCE/EXIT



BARNES & NOBLE



Burlington

REI CO-OP
KOHL'S
COST PLUS
WORLD MARKET

COSTCO
WHOLESALE

OLD NAVY

THE RESIDENCES AT BELLA TERRA
467 APARTMENTS

GOTHARD ST 20,117 CPD

EDINGER AVE 46,408 CPD

Edinger Ave

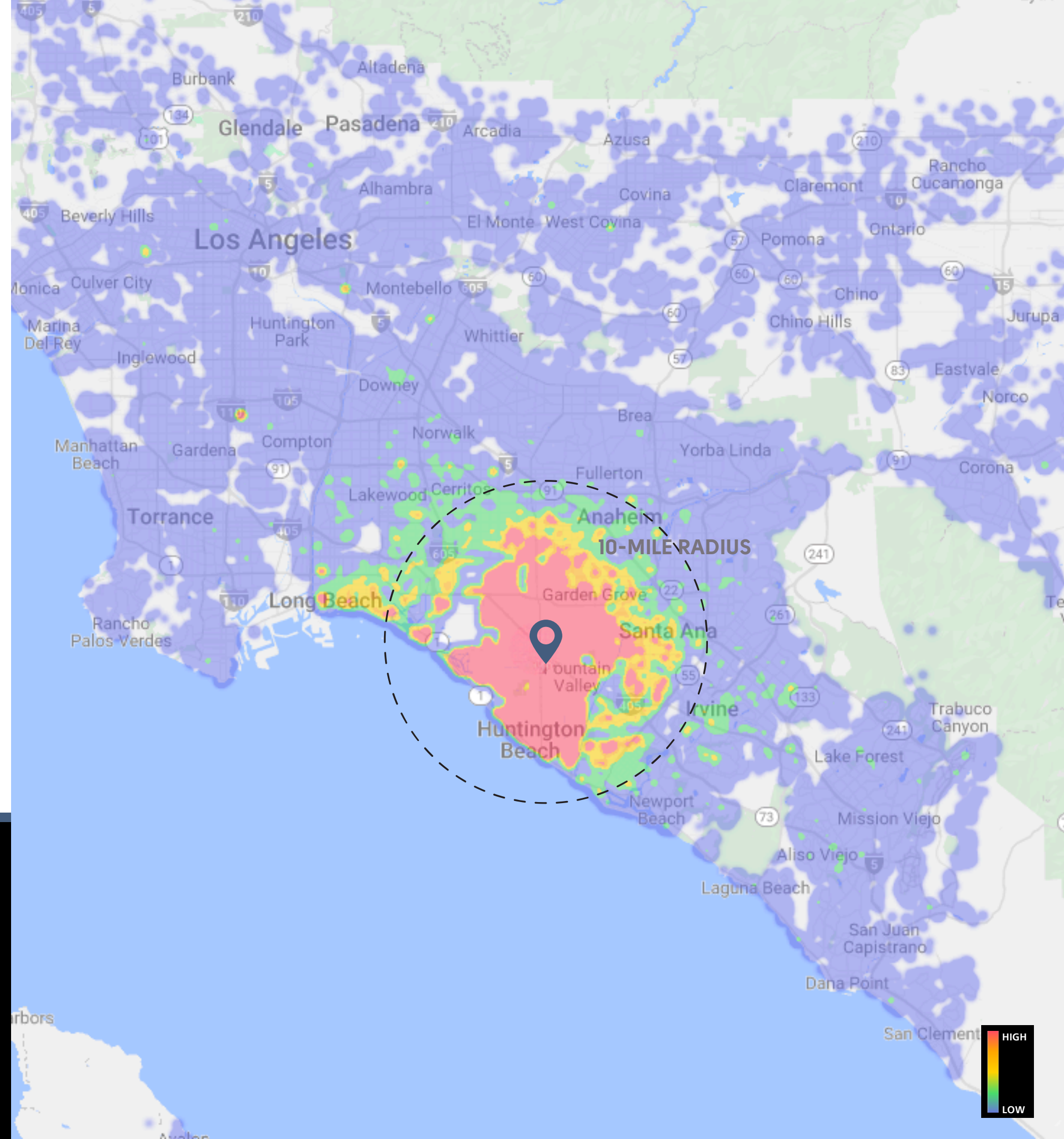
TRAFFIC DATA

Annual Visits	12.2M
YOY Visit Increase	6%
Annual Avg. Visit Frequency	6.2
Avg. Dwell Time	60 MINS

TRUE TRADE AREA DEMOGRAPHICS

Population	516,434	Average HHI	\$135,000
Households	174,507	HHI \$150K-\$200K	12%
Family Households	122,369	HHI \$200K+	18%
Millennials	20%	College Degree+	63%
Gen X	20%		
Baby Boomers	24%		

WITHIN A 5 MILE RADIUS OF BELLA TERRA
MORE THAN 5,400 HOUSEHOLDS
EARN \$500K OR MORE IN ANNUAL HHI



CORE CUSTOMER INSIGHTS

SPENDING PATTERNS

Household Income \$500K+	3%	+	ABOVE U.S. AVERAGE
Avg. Discretionary Income	\$63,887	+	
Discretionary Income \$125K+	12%	+	

PSYCHOGRAPHICS

Near-Urban Diverse Families Middle-class diverse families living in urban or near-urban areas.	31%
Wealthy Suburban Families Wealthy and diverse suburban families living children-driven lifestyles.	17%
Young Professionals Well-educated young professionals starting their careers in white-collar or technical jobs.	15%



11.3M OF OUR CUSTOMER VISITS ARE LOYAL MAKING BELLA TERRA THEIR **GO-TO SHOPPING DESTINATION.**





AN ELEVATED EXPERIENCE

Bella Terra offers an elevated experience for its guests, boasting a variety of top-tier brands, with even more to come.

SEE Candies ranks **#1 of 122** statewide based on visits.

Cinemark Century Huntington Beach ranks **#2 of 29** statewide with **1.1M+ annual visits**.

Kohl's ranks within the **top 5% of stores** statewide based on visits.

Lenscrafters ranks **#2 of 53** statewide based on visits.



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