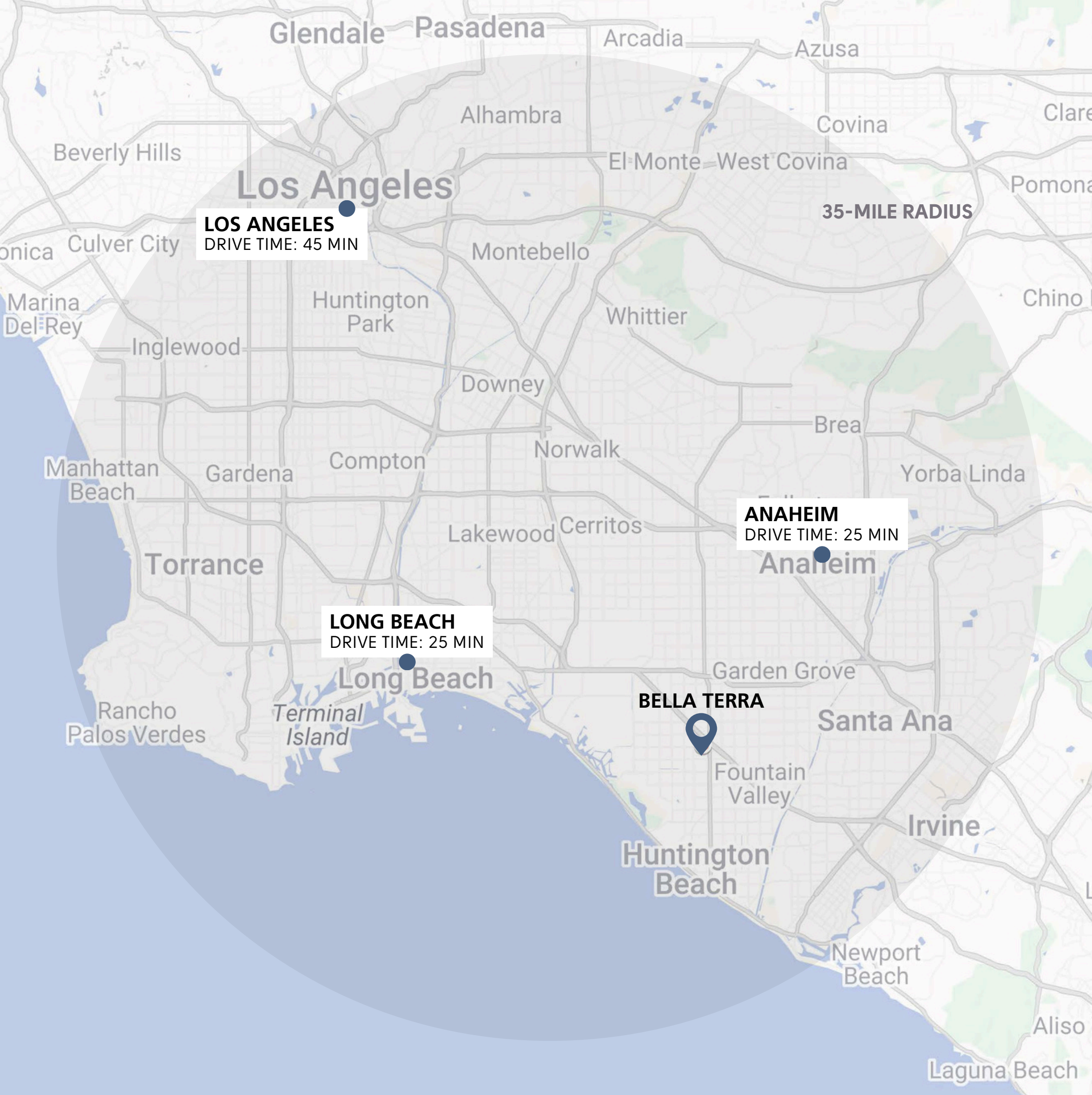


# Bella Terra

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.

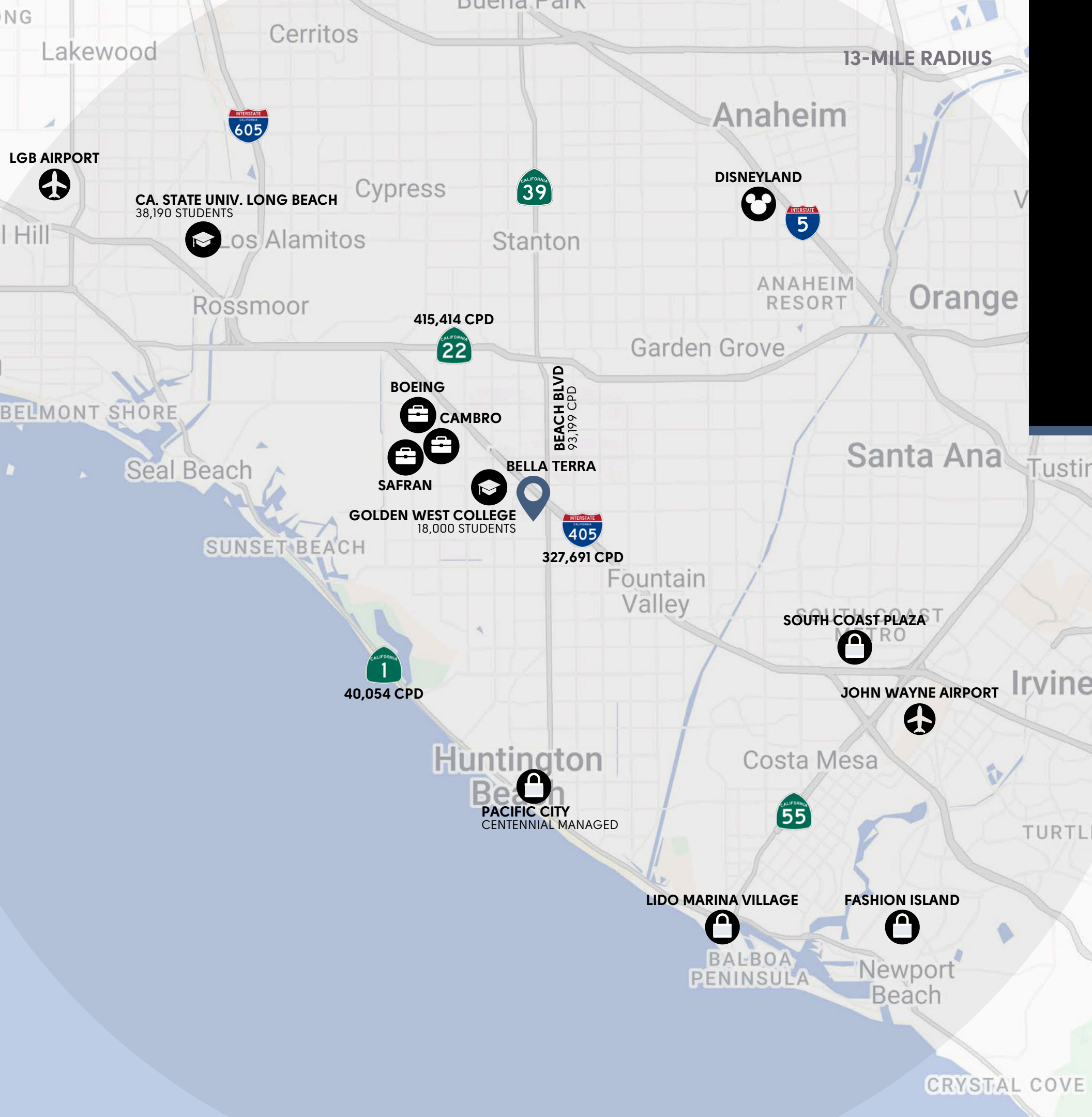
Huntington Beach is a **major manufacturing hub** housing employers such as Boeing and Cambro.

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  
**90**

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**



BEACH BLVD 93,199 CPD

405 ENTRANCE/EXIT

405 327,691 CPD

CENTER AVE 22,082 CPD



BARNES & NOBLE



Burlington



OLD NAVY



THE RESIDENCES AT BELLA TERRA  
467 APARTMENTS

GOTHARD ST 20,117 CPD

EDINGER AVE 46,408 CPD

Edinger Ave

Edinger Ave



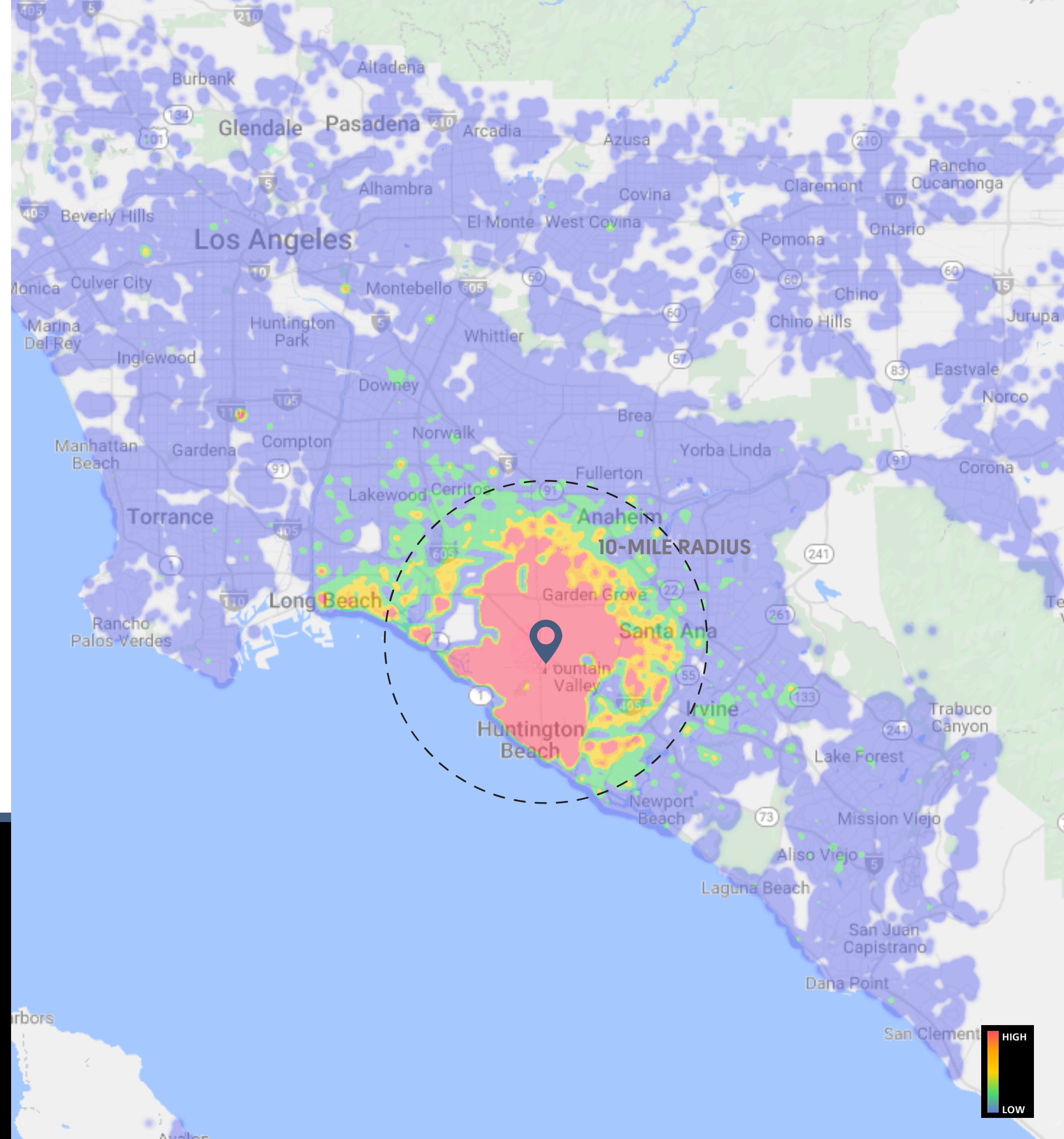
# TRAFFIC DATA

Annual Visits	12.1M
YOY Visit Increase	3%
Annual Avg. Visit Frequency	6.4
Avg. Dwell Time	59 MINS

## TRUE TRADE AREA DEMOGRAPHICS

Population	<b>530,119</b>	Average HHI	<b>\$138,000</b>
Households	<b>182,269</b>	HHI \$150K-\$200K	<b>12%</b>
Family Households	<b>127,428</b>	HHI \$200K+	<b>19%</b>
Millennials	<b>20%</b>	College Degree+	<b>64%</b>
Gen X	<b>20%</b>		
Baby Boomers	<b>25%</b>		

WITHIN A 5 MILE RADIUS OF BELLA TERRA  
**MORE THAN 5,800 HOUSEHOLDS**  
 EARN \$500K OR MORE IN ANNUAL HHI





# CORE CUSTOMER INSIGHTS

## SPENDING PATTERNS

Household Income \$500K+	3%	+
Avg. Discretionary Income	\$68,065	+
Discretionary Income \$150K+	7%	+

ABOVE  
U.S. AVERAGE

## PSYCHOGRAPHICS

Near-Urban Diverse Families 31%  
Middle-class diverse families living in urban or near-urban areas.

Wealthy Suburban Families 17%  
Wealthy and diverse suburban families living children-driven lifestyles.

Young Professionals 15%  
Well-educated young professionals starting their careers in white-collar or technical jobs.



11.2M OF OUR CUSTOMER VISITS ARE LOYAL MAKING BELLA TERRA THEIR GO-TO SHOPPING DESTINATION.







## AN ELEVATED EXPERIENCE

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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 28** statewide with **1.6M+ annual visits**.

Kohl's ranks within the **top 2% of stores** statewide based on visits.

Lenscrafters ranks **#2 of 52** statewide based on visits.





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