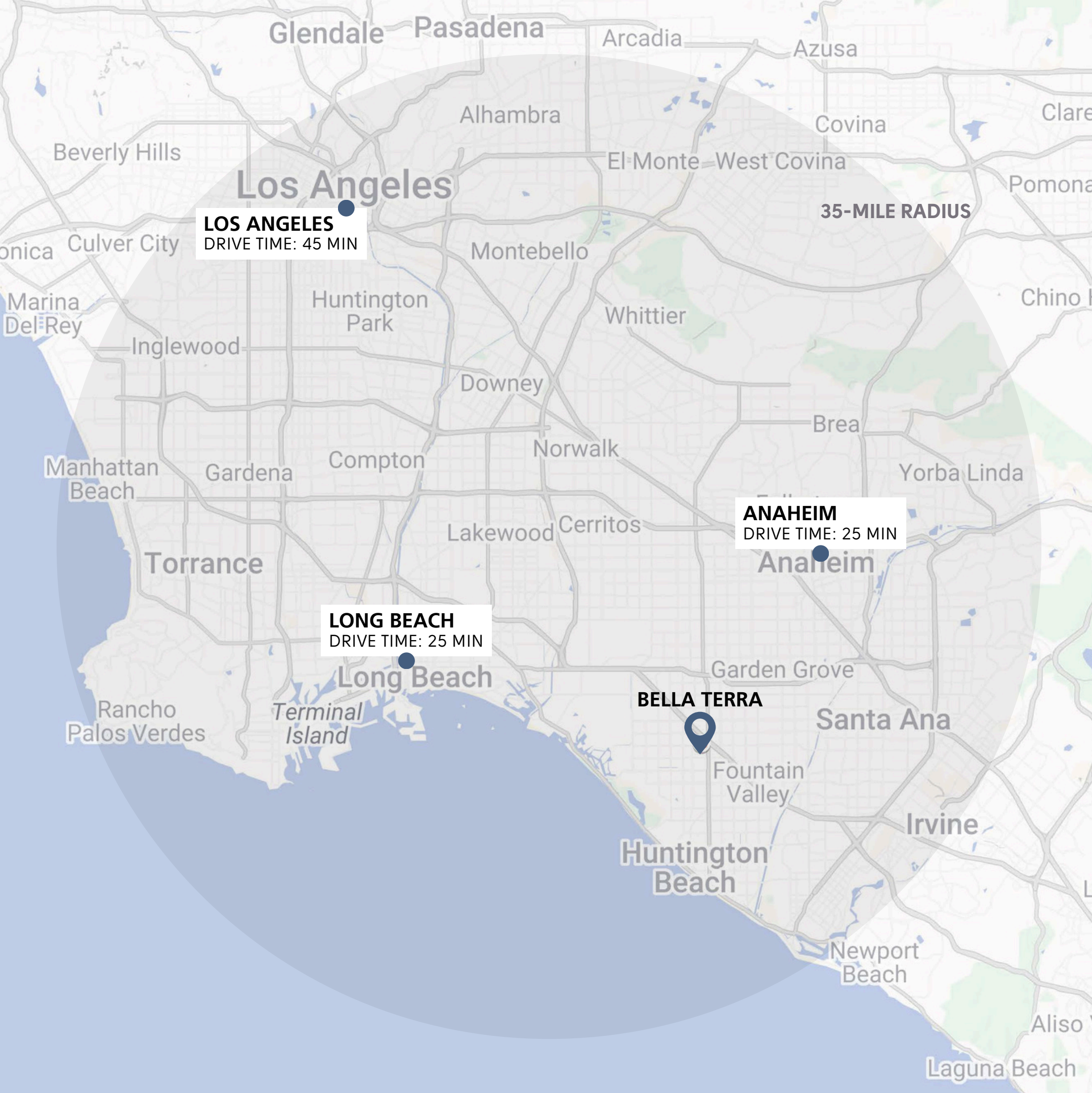


Bella Terra

HUNTINGTON BEACH | CALIFORNIA

 Centennial
Powered by Lincoln





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.

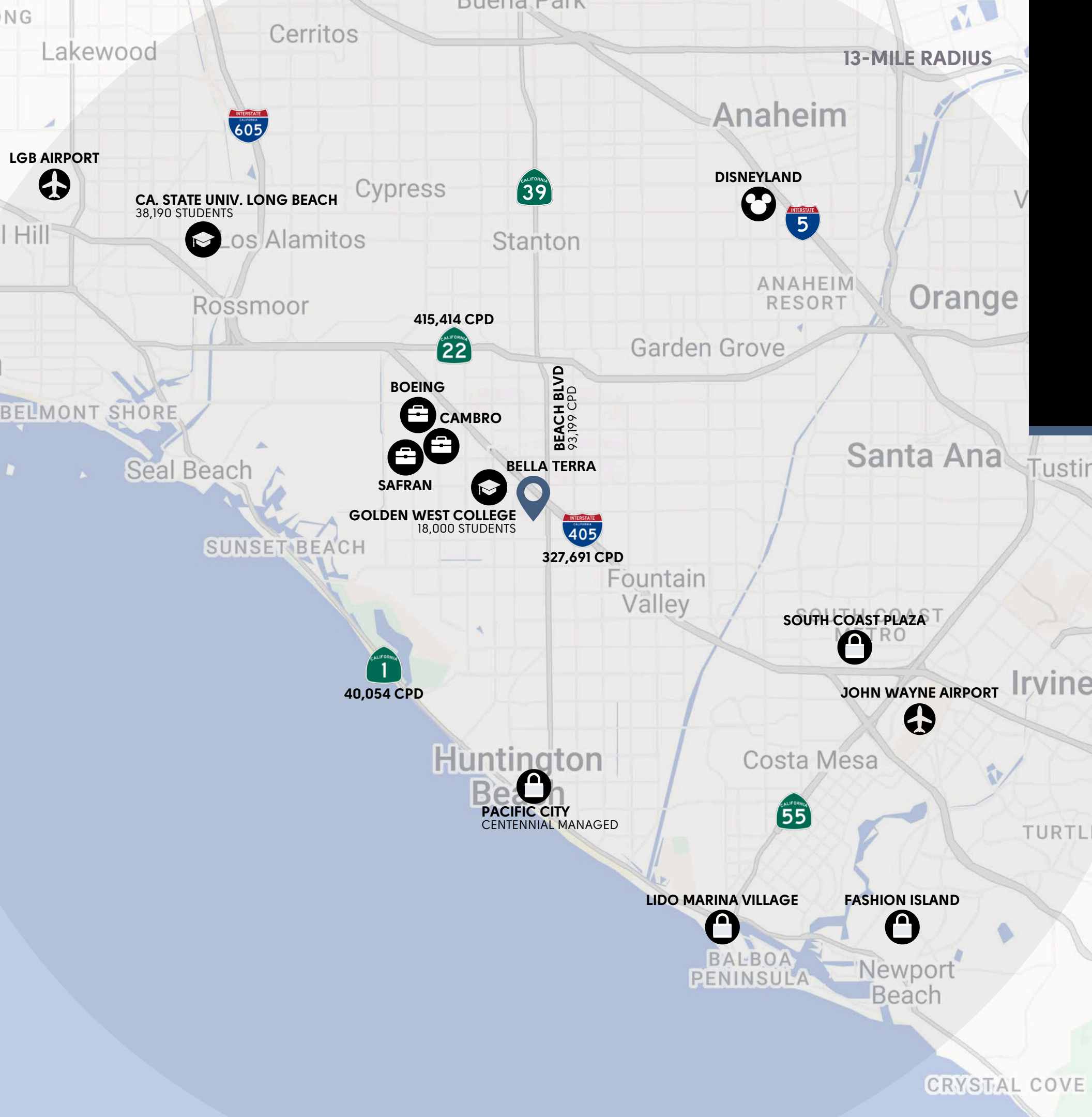
Huntington Beach is a **major manufacturing hub** housing employers such as Boeing and Cambro.

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
898,200

10-MILE RADIUS HIGHER ED. STUDENTS
329,853

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

RETAIL
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
471,142 CPD



405 294,368 CPD

BEACH BLVD 88,649 CPD

405 ENTRANCE/EXIT

CENTER AVE 21,678 CPD



BARNES & NOBLE



Burlington



OLD NAVY



THE RESIDENCES AT BELLA TERRA
467 APARTMENTS

EDINGER AVE 46,408 CPD

GOTHARD ST 20,039 CPD

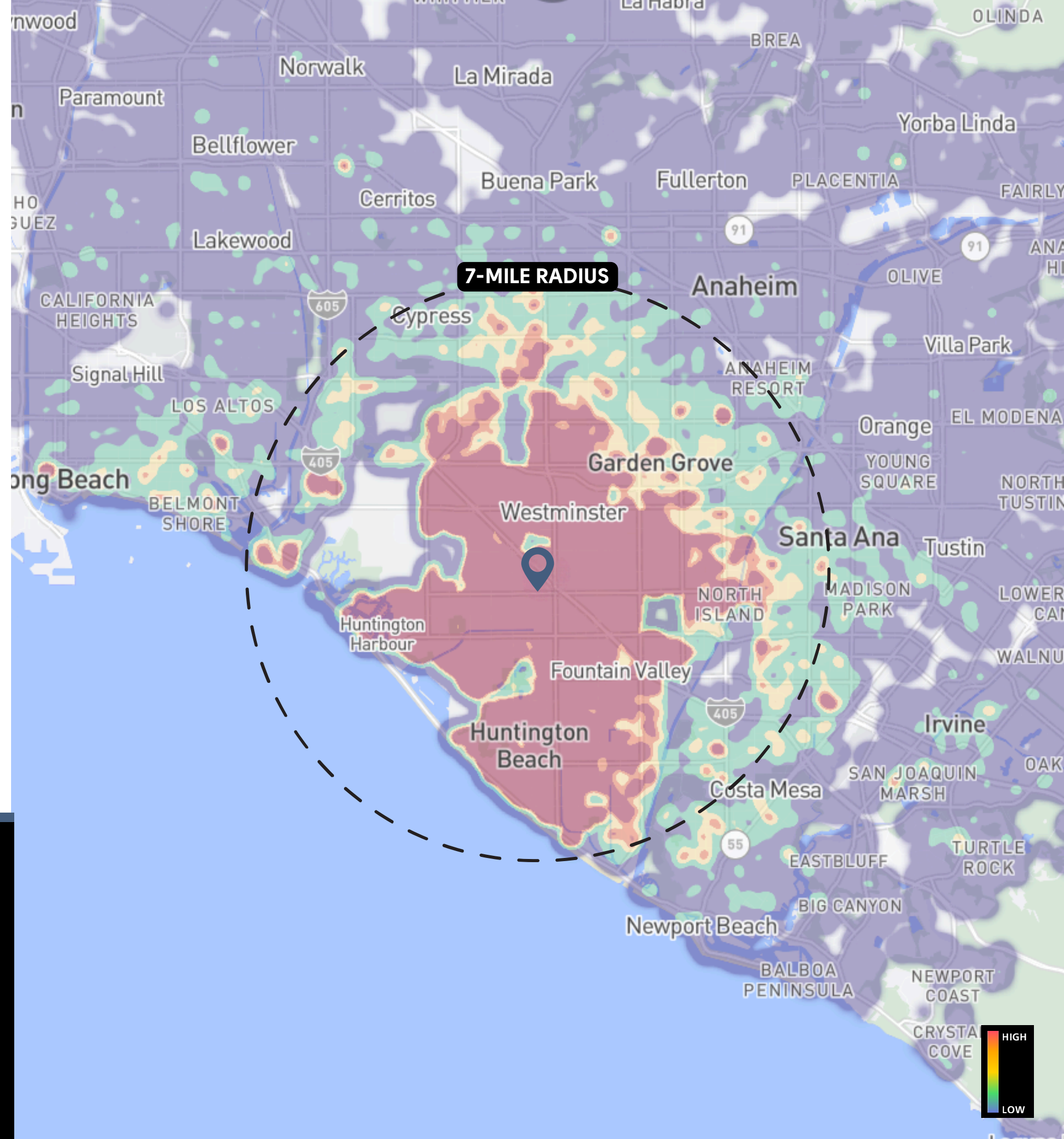
Edinger Ave

TRAFFIC DATA

Annual Visits **12.4M**
 Annual Avg. Visit Frequency **6.5**
 Avg. Dwell Time **59 MINS**

TRUE TRADE AREA DEMOGRAPHICS

Population	531,155	Average HHI	\$140,000
Households	184,075	HHI \$150K-\$200K	13%
Family Households	126,510	HHI \$200K+	20%
Millennials	20%	College Degree+	64%
Gen X	20%		
Baby Boomers	25%		



WITHIN A 5 MILE RADIUS OF BELLA TERRA
MORE THAN 7,900 HOUSEHOLDS
 EARN \$500K OR MORE IN ANNUAL HHI

CORE CUSTOMER INSIGHTS

SPENDING PATTERNS

		ABOVE U.S. AVERAGE
Household Income \$500K+	5%	+
Avg. Discretionary Income	\$79,033	+
Discretionary Income \$150K+	13%	+

PSYCHOGRAPHICS

Near-Urban Diverse Families Middle-class diverse families living in urban or near-urban areas.	33%
Wealthy Suburban Families Wealthy and diverse suburban families living children-driven lifestyles.	18%
Ultra Wealthy Families The nation's wealthiest families.	12%
Educated Urbanites Well-educated young singles living in dense urban areas working relatively high-paying jobs.	12%



11.5M 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.

Cinemark Century Huntington Beach ranks **#2 of 28** statewide.

Kohl's ranks **#1 of 105** statewide based on visits.

Hummus Republic ranks **#1 of 8** statewide based on visits.



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