



The only enclosed shopping center in Santa Cruz County—with the nearest major competing centers over 30 miles away—Capitola Mall serves area residents and tourists with over 100 specialty stores and restaurants and a solid anchor mix led by Macy’s.

From its vantage point off Highway 1, the most traveled freeway in Santa Cruz County, the mall’s trade area comprising more than 250,000 residents extends both north and south along the coast 15 to 20 miles in each direction, and boasts an average household income of over \$87,000. 29% of this market’s households earn over \$100,000. With over 4 Million tourists drawn to the county each year, Capitola Mall is also easily accessible to area visitors.

# Capitola Mall

1855 41st Ave, Capitola, CA 95010

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Sources: Claritas, Inc.; Market Insite Group, Inc. 2008

## PROPERTY PROFILE

TYPE | Regional  
 BUILT | 1977, renovated 1989  
 SIZE | 586,174 sf  
 2008 SHOPPER VISITS | 4.4 Million

### RESTAURANTS & ENTERTAINMENT |

Chili’s Grill & Bar, Marie Callender’s, Takara Japanese Restaurant

THEATER | No

FOOD COURT | 10 units

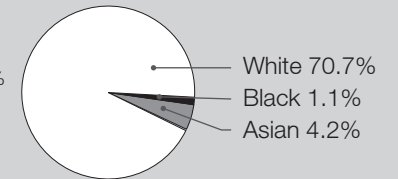
ANCHORS | Macy’s, Kohl’s, Sears

STORES | 95+: Aeropostale, American Eagle Outfitters, Bath & Body Works, Christopher & Banks, Coach, GameStop, Gap, New York & Company, The Children’s Place, LensCrafters, No Fear, Pearle Vision, Shiekh Shoes, Vans, Victoria’s Secret, Wet Seal

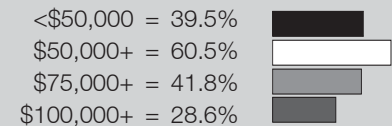
## TRADE AREA PROFILE

POPULATION | 255,121  
 MEDIAN AGE | 36.4 years  
 HOUSEHOLDS | 89,306  
 AVERAGE HH INCOME | \$84,979  
 5 YR MARKET GROWTH | 1.8%  
 COLLEGE EDUCATION | 4+ years 32.0%  
 <4 years 31.8 %

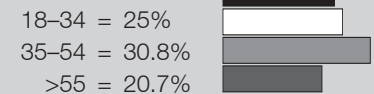
RACE |  
 Of Hispanic Origin 24.0%



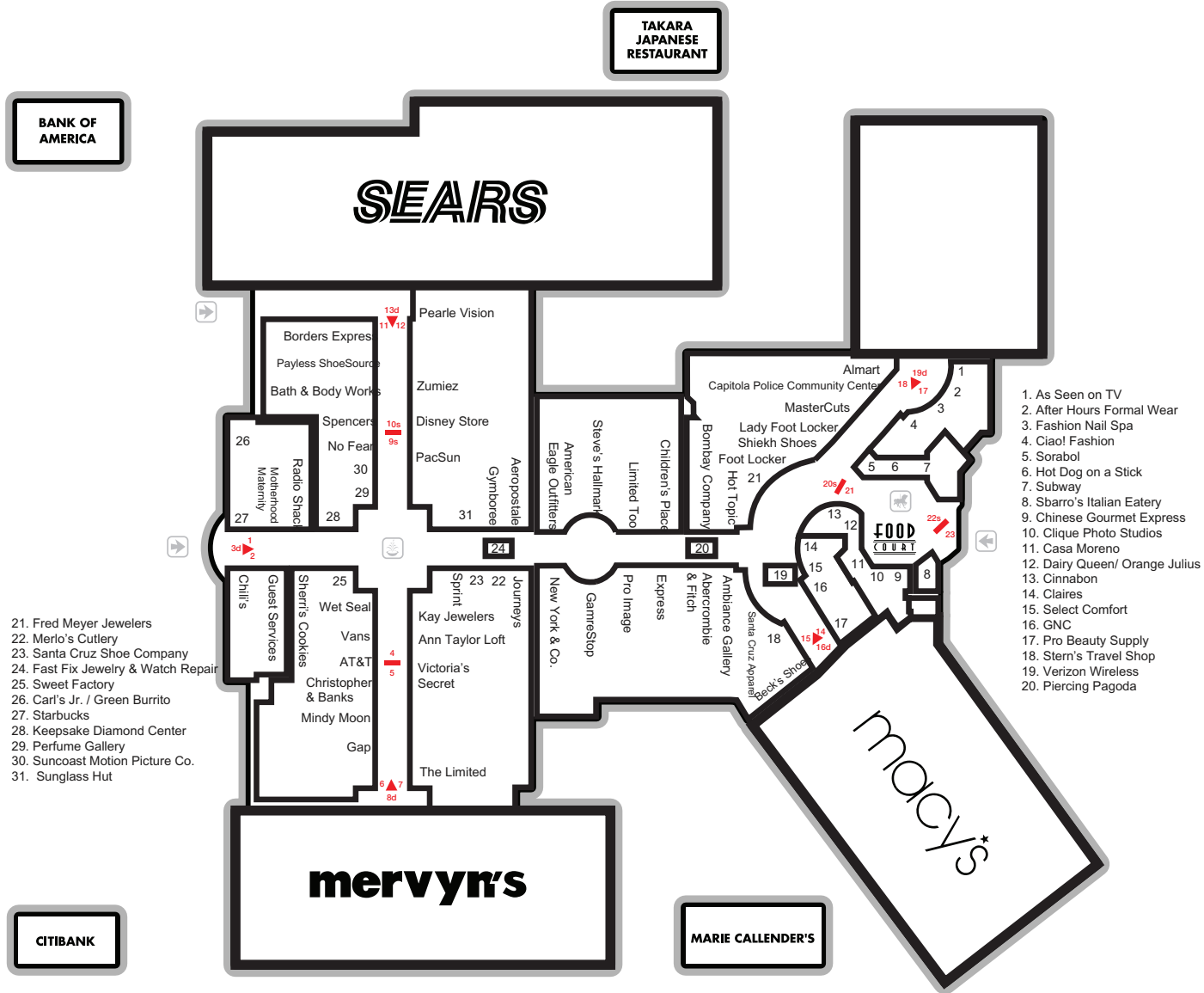
HH INCOME |



AGE | <18 = 23.3%



d – directory  
 PD – digital  
 s – scroller  
 10/2007



- 21. Fred Meyer Jewelers
- 22. Merlo's Cutlery
- 23. Santa Cruz Shoe Company
- 24. Fast Fix Jewelry & Watch Repair
- 25. Sweet Factory
- 26. Carl's Jr. / Green Burrito
- 27. Starbucks
- 28. Keepsake Diamond Center
- 29. Perfume Gallery
- 30. Suncoast Motion Picture Co.
- 31. Sunglass Hut

- 1. As Seen on TV
- 2. After Hours Formal Wear
- 3. Fashion Nail Spa
- 4. Ciao! Fashion
- 5. Sorabol
- 6. Hot Dog on a Stick
- 7. Subway
- 8. Sbarro's Italian Eatery
- 9. Chinese Gourmet Express
- 10. Clique Photo Studios
- 11. Casa Moreno
- 12. Dairy Queen/ Orange Julius
- 13. Cinnabon
- 14. Claires
- 15. Select Comfort
- 16. GNC
- 17. Pro Beauty Supply
- 18. Stern's Travel Shop
- 19. Verizon Wireless
- 20. Piercing Pagoda

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California

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