



A RETAIL LEADER.

1.6^M

square feet
of GLA

4th

in gross sales (\$590M+) amongst
more than 30 Orange County
shopping centers

135⁺

stores and
restaurants

LIFESTYLE TENANTS AND **EVERYDAY** ESSENTIALS.

From fashion-forward stores like White House Black Market and chef-driven restaurants like Taco Rosa and Cha Cha's to big-name brands like Target and REI, this center provides continual repeat traffic to its multitude of tenants.

WHITE
HOUSE
BLACK
MARKET

ATHLETA

ULTA
BEAUTY

REGAL

REI

SEPHORA

NATUZZI
EDITIONS

MATHISBROTHERS
FURNITURE

LOFT

NORDSTROM
rack

Total
Wine

TARGET

THE
HOME
DEPOT

amazon
fresh

SPROUTS
FARMERS MARKET

BEST
BUY

Orangetheory
FITNESS

See's CANDIES

néktar
JUICE BAR

sunglass hut

CORE SHOPPER.

\$142,369

average HH
income

40

average
age

\$97

average
spend per visit

8.8

average
monthly visits
(160% higher than industry avg.)

SOURCE: Orange County Business Journal, 2019 Exit Intercept and ICSC, Claritas 2020.



SOURCE: OCTA Traffic Flow Map 2019.

AVERAGE DAILY TRAFFIC COUNT.

452,000 TOTAL CARS DAILY

329,000

cars
I-5

34,000

cars
Jamboree Rd.

42,000

cars
SR-261

27,000

cars
Irvine Blvd.

20,000

cars
Bryan Ave.

PRIMARY TRADE AREA DEMOGRAPHICS.

251,906

population

91,015

households

49%

age 25+ BA
or higher

\$961,190

average
home value

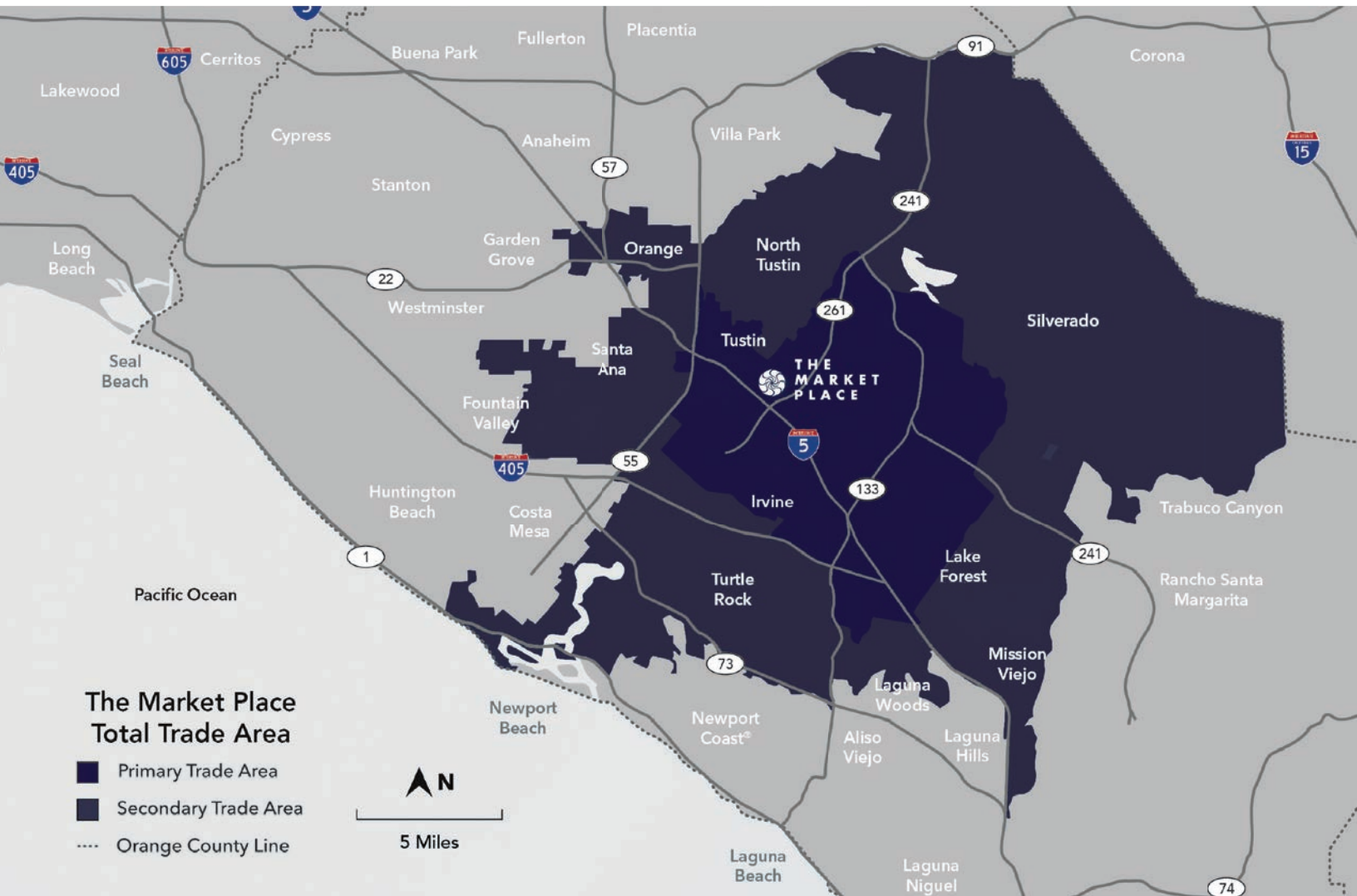
\$6,746

food at home
(annual average HH
spend 33% higher than
the national average)

\$6,143

food away from home
(annual average HH
spend 32% higher than
the national average)

SOURCE: Claritas 2020.



1, 3, 5, 10 MILE DEMOGRAPHICS.

	1 MILE	3 MILE	5 MILE	10 MILE
Population	24,571	197,111	470,867	1,482,467
Households	9,001	66,721	153,277	474,016
Bachelor's or Higher	61%	55%	47%	39%
Total Businesses	1,675	11,579	34,426	109,553
Total Employees	20,382	82,014	285,281	998,359
Average HH Income	\$126,879	\$145,016	\$132,578	\$127,116
Average HH Income \$75,000+	64%	65%	61%	58%
Average HH Income \$100,000+	49%	53%	48%	46%
Average Home Value	\$889,552	\$963,492	\$907,772	\$867,788

SOURCE: Claritas 2020.

YOUR CUSTOMERS, NEARBY.

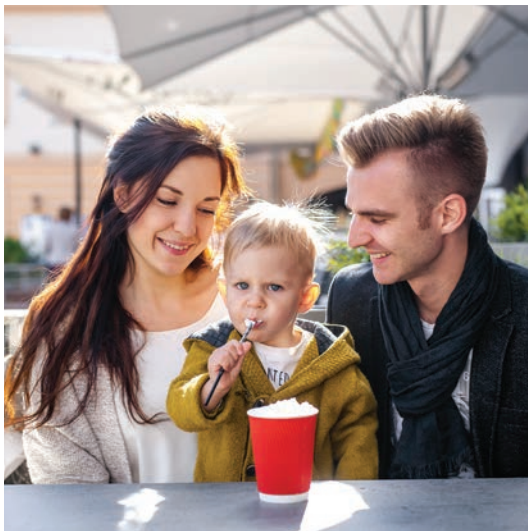


21.9%

ENTERPRISING PROFESSIONALS

Median Age: 35

Well-educated and climbing the ladder in STEM occupations. Diverse, with Asians making up over 1/5 of the population. They enjoy traveling to foreign and domestic destinations and buying name brands and trendy clothes.



18.9%

BOOMBURBS

Median Age: 34

Young families, married with children. The average household size is 3.25. Style matters to the Boomburbs, from personal appearance to their homes. This is one of the top markets for the latest in technology.



9.9%

PROFESSIONAL PRIDE

Median Age: 41

Well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal-oriented couples work long hours and they often commute far. These consumers spend on credit but also have the disposable income to avoid a balance on their credit cards.

BUILT-IN CUSTOMER BASE.

At The Market Place, we become an extension of your branding team. Whether it is through on-site signage, tapping into our residential communities, or connecting to our office employees that surround the center, we leverage Irvine Company's connected communities to help make our tenants successful.



APARTMENTS

Over 42,000 apartment units and 84,000 residents in over 111 communities throughout Orange County.

Email campaigns to residents.

VIP events for targeted residents.

Inclusion in resident welcome packet.



HOMES

Top-selling master planned community in the Western United States with over 25 distinct neighborhoods.

Opening announcement and emails in monthly Villages of Irvine® eNewsletter with 130,000 subscribers.

Included in Villages of Irvine® magazine distributed to 50,000+ households.

Featured on VillagesOfIrvine.com.



OFFICES

50^M SF and 550+ properties in Coastal California and beyond.

Email campaigns to office workers.

Lobby signage with more than 10,000 impressions.

Inclusion in new customer welcome packet.



RESORTS

Special events.

In-room advertising.

Special promotions.

Over 500,000 annual visitors / guests.



NEARBY SCHOOLS AND COLLEGES.

IRVINE VALLEY
COLLEGE
23,000+ students

ARNOLD O. BECKMAN
HIGH SCHOOL
3,000+ students |
GreatSchools rating: 9/10

NORTHWOOD HIGH
SCHOOL
2,100+ students |
GreatSchools rating: 10/10

IRVINE UNIFIED SCHOOL
DISTRICT
49 schools | 36,000 students
GreatSchools city rating: 10/10

LEGACY MAGNET
ACADEMY
Opening fall 2020 |
700+ students

TUSTIN UNIFIED
SCHOOL DISTRICT
35 schools | 24,000 students
GreatSchools city rating: 7/10

IRVINE HIGH SCHOOL
1,900+ students |
GreatSchools rating: 10/10

NEARBY BUSINESSES AND EMPLOYEES.

98^K
businesses
within a 15 min drive

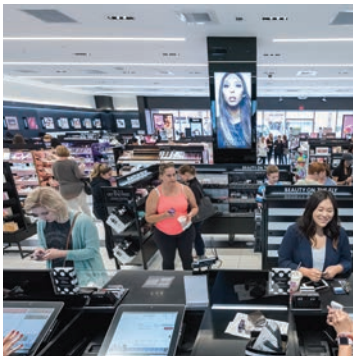
924^K
employees
within a 15 min drive

138^M
square feet of office space
within a 15 min drive

DYNAMIC MARKETING SUPPORT.

At The Market Place we provide best-in-class experiential marketing, offering our customers unique, one-of-a-kind events that take shopping offline and into our stores. Through our marketing support, The Market Place hosts an average of 20 events each year, attracting thousands of additional customers.

SEPHORA GRAND OPENING



SHOPPING EVENTS



ATHLETA YOGA ACTIVATION



SAVINGS GUIDE

Quarterly publication featuring exclusive offers from The Market Place tenants.

Distribution - 60,000 copies direct mailed 4x per year to area households and apartments.



EXPLORE OC

Bi-annual publication featuring exclusive offers from tenants throughout the Irvine Ranch.

Distribution - 95,000 copies direct mailed 2x per year to households in Irvine and Newport Beach.



OC DINING GUIDE

Annual publication featuring exclusive BOGO offers from over 80 restaurants on the Irvine Ranch.

Distribution - over 60,000 copies distributed 1x per year to Irvine Company Office tenants.

FEATURED IN OVER
25 PUBLICATIONS

COAST
MAGAZINE

THE ORANGE COUNTY
REGISTER

ORANGE COUNTY
BUSINESS JOURNAL

Los Angeles Times

CBS

EATER

KTLA

& MANY MORE

SITE PLAN.



DINING HIGHLIGHTS.

405,275

households
of total trade area

\$6,746

food at home
(annual average HH spend
33% higher than the
national average)

\$6,143

food away from home
(annual average HH spend
32% higher than the
national average)



SOURCE: Claritas 2020.