



COSTA MESA

# HOW DID A VACANT NIGHT VISION GOGGLE FACTORY TRANSFORM INTO A VIBRANT OC RETAIL LANDMARK FOR EMERGING BRANDS?

In 1993, the Sadeghi family recognized a unique opportunity for a vibrant, community hangout filled with notable cafes, innovative restaurants, and relevant retail, all designed to foster a sense of place and act as a small business incubator.

Countless brands have since found their beginnings at the LAB –from emerging retail brands and visionary artists to industry disruptors where unmatched cool meets a vibrant business culture, creating a space where creativity and commerce coalesce.



# THIS IS RETAIL REIMAGINED



STEP INTO THE LAB —  
ORANGE COUNTY'S  
COOLEST OF COOL SINCE 1993.

Rarely do you find a retail ecosystem as relevant,  
creative, and continually evolving as the LAB.

BOLD AND RARIFIED

## YOUR COMPLETE GUIDE TO 48 HOURS IN COSTA MESA

"The LAB has an unconventional energy and embraces a vibrant community of art lovers, musical meatheads and fashion fanatics!"

LOCALE

## A LESS-BEATEN PATH

"One developer is taking a less-beaten path...Instead of creating another look-alike mall, Sadeghi gutted a vacant plant... and transformed it into The LAB, a shopping mecca..."

Los Angeles Times

## THE LAB ANTI-MALL

"For those who crave unique experiences, art installations and are tired of your average, everyday shopping mall, the LAB Anti-Mall might be the place for you..."



## 26 TOP THINGS TO DO IN ORANGE COUNTY CA

"The LAB hosts a clothing exchange where you can buy or even sell apparel, a refill station with eco-friendly hygiene products, a plant store, a record shop in an Airstream trailer and more..."



## THE 14 BEST THINGS TO DO IN ORANGE COUNTY

"...the cool-kid set hangs down the street at this hip cluster of Costa Mesa shops and eateries... the LAB's atmospheric, open-air grounds delight the current generation."

TimeOut

ORANGE  
COUNTY  
INSIDERS

THE WALL STREET JOURNAL.

ALSO SEEN IN  
TRAVEL COSTA MESA



THE ORANGE COUNTY  
REGISTER



# A CULTURAL, COASTAL DESTINATION IN THE HEART OF COSTA MESA

The LAB's prime location in Costa Mesa, close to the Segerstrom Center for the Arts, OCMA, Newport Beach, and just a stone's throw from iconic spots like Disneyland, makes it a major hotspot for the best in food and fun.



## WITHIN 5 MINUTES:

- South Coast Plaza
- The CAMP
- The Segerstrom Center for the Arts
- John Wayne Airport (SNA)

## WITHIN 10 MINUTES:

- Newport Beach
- Fashion Island
- UC Irvine
- OCMA

## WITHIN 14 MINUTES:

- Disneyland Resort (Anaheim)
- Angel Stadium (Anaheim)
- Knott's Berry Farm (Buena Park)
- Packing District (Anaheim)

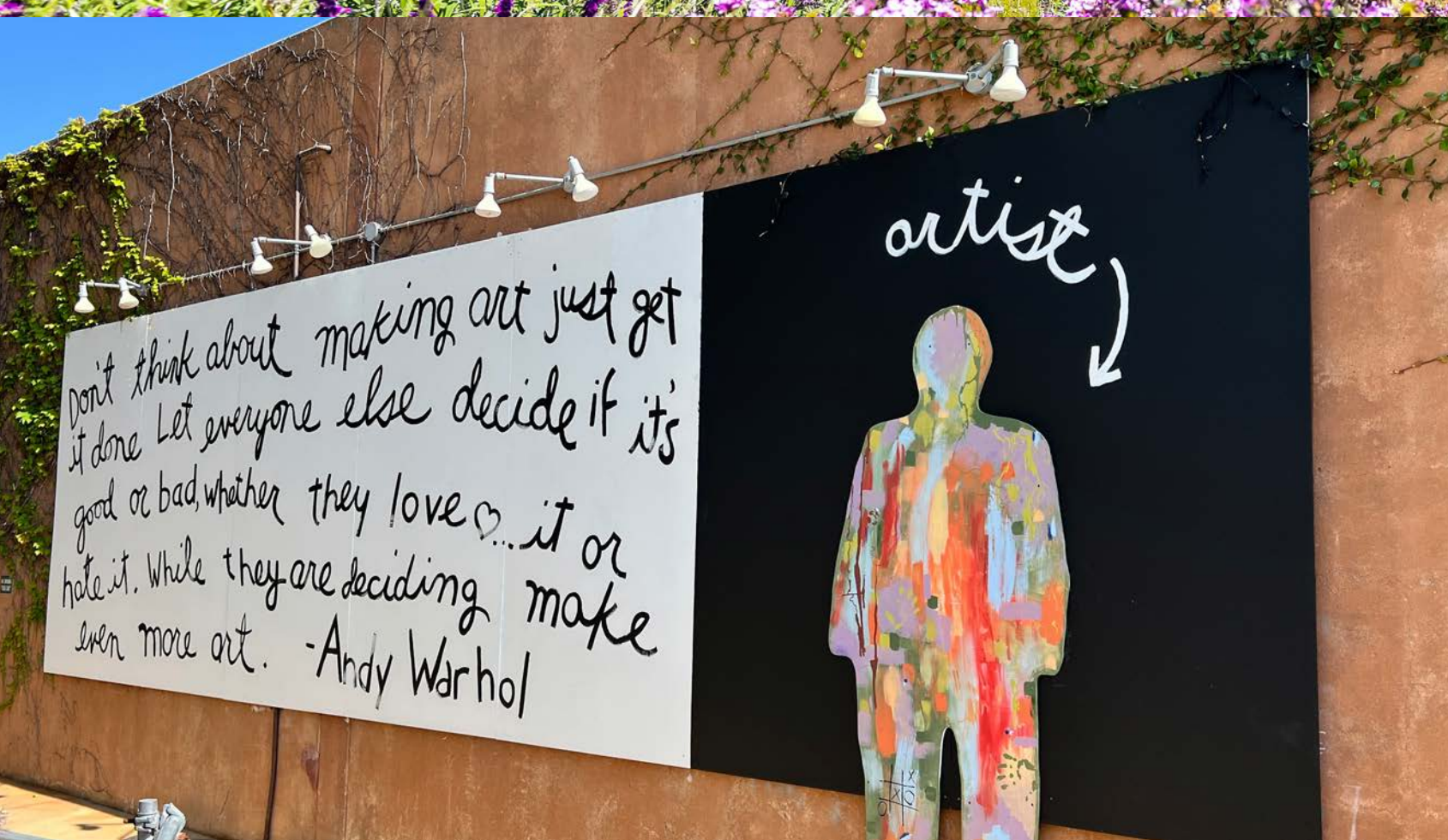
## YOU DESERVE A UNIQUE SPACE WITHIN A VIBRANT RETAIL COMMUNITY

Today, the LAB features everything from a Michelin-starred restaurant to a groovy 1970s fashion brand housed in a vintage Airstream, all set against a dynamic backdrop of ever-changing art installations.

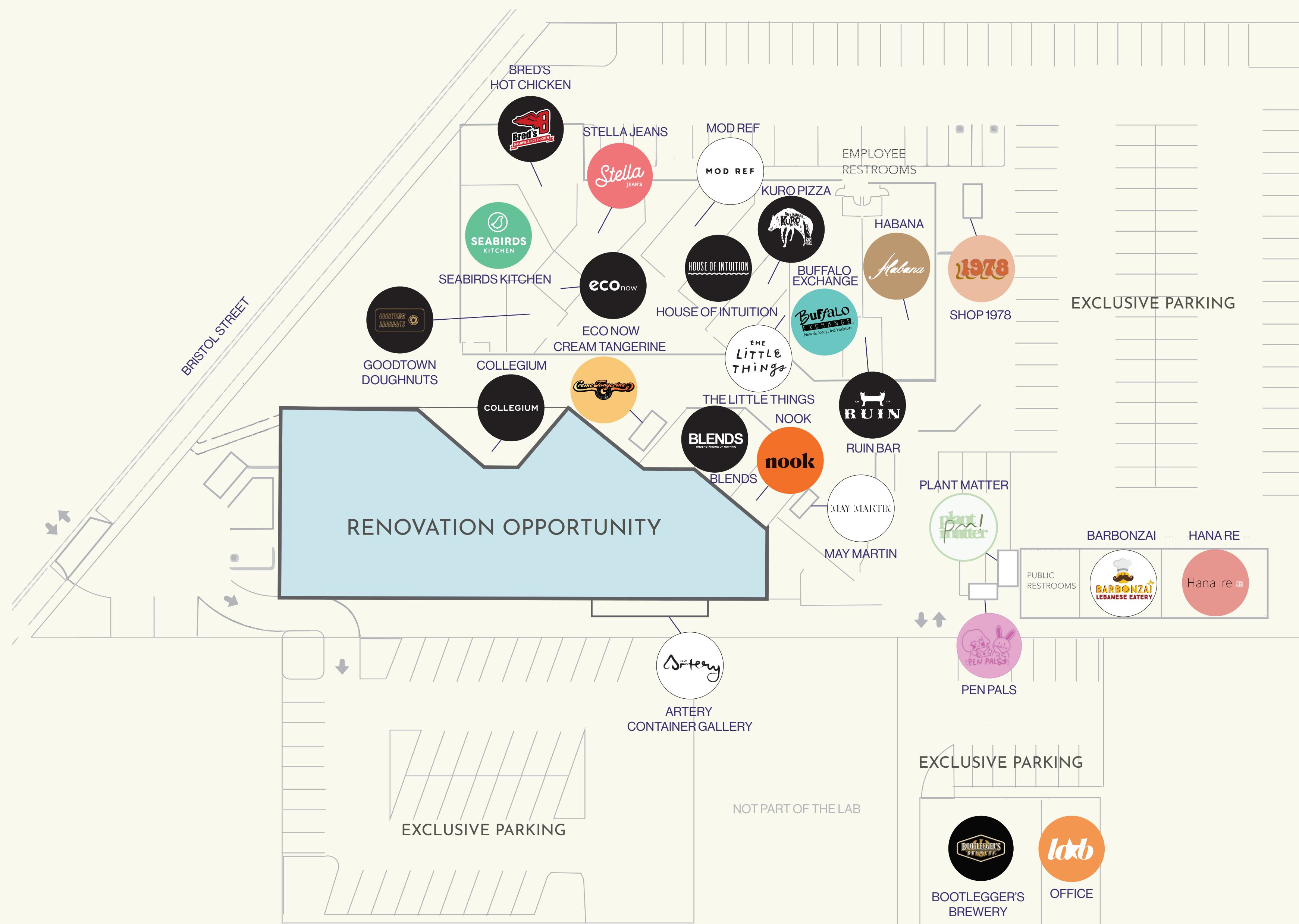
But it's the intangible quality of the atmosphere that truly sets it apart—a warm, inviting space that feels both finely tuned and artfully wild. With a masterful blend of effective retail space design and a generous dash of artistry, the LAB has created an oasis that's lounge-worthy and irresistible, encouraging guests to meander, shop, and mingle.



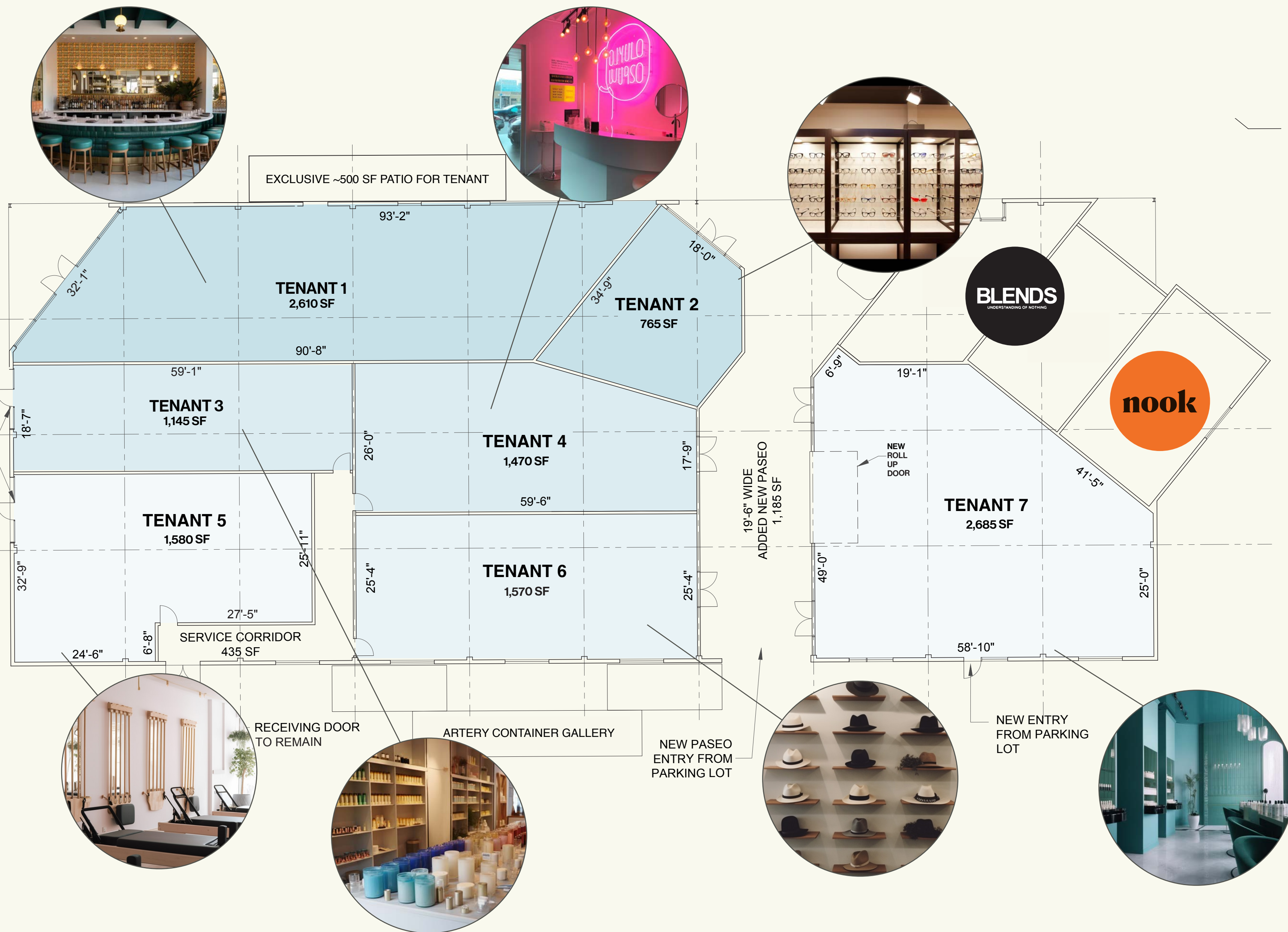
A TREASURE AROUND EVERY CORNER







A PLACE TO EXHALE AND CREATE



## THE OPPORTUNITY

- 12,000 SF renovation of the current Urban Outfitters box
- Demising schemes range from 765 SF to 2,600 SF
- The redemise includes an up to 2,600 SF grand entrance restaurant with 500 SF + patio
- Renovation will include an expanded paseo, activated common areas and direct access to surface parking
- Retail to be delivered with new storefronts
- LL deliverables available separately

INSPIRED COALESCE

# STARS AT THE LAB

## Hana re

An intimate Michelin-starred omakase experience that draws discerning diners and sushi aficionados seeking exceptional, artfully crafted cuisine.



## MOD REF

A sensible contemporary brand with flagship stores at the LAB and LA, attracting style-savvy shoppers who appreciate minimalist, trend-forward designs.



## nook

A cozy coffee shop favored by local creatives and professionals looking for a welcoming space with artisanal brews and light bites. Expect a line out the door.



## BLENDS

A cutting-edge sneaker and streetwear boutique that appeals to fashion-forward individuals and sneakerheads.



## SEABIRDS KITCHEN

A vibrant, plant-based spot offering fresh, seasonal dishes that attract health-conscious eaters and vegan food enthusiasts.



## eco now

An eco-conscious store providing sustainable, zero-waste products, appealing to environmentally conscious shoppers.



## Stella JEAN'S

A charming ice cream shop with unique, artisanal flavors that draws in dessert lovers and foodies.



## Habana

A lively Cuban restaurant delivering bold, authentic flavors, attracting those seeking a vibrant, cultural dining experience.



# NEIGHBORHOOD HIGHLIGHTS

AVA

A chic New American restaurant attracting trendy foodies and upscale locals seeking a stylish dining experience and speakeasy.



Folks Pizzeria

A very cool pizzeria popular with young professionals and families who appreciate artisanal pizzas in a casual, welcoming atmosphere.



MANE-TAINED  
SALON

A trendy salon that attracts style-conscious clients and beauty enthusiasts looking for expert hair care in a chic, personalized setting.



W O R K / N P R O G R E S S

A hip wine and coffee house that attracts creatives, freelancers, and young professionals looking for a vibrant spot to work, socialize, and enjoy flavorful beverage.



A trendy craft brewery that appeals to craft beer enthusiasts and social trendsetters who enjoy a relaxed, communal setting for tastings and gatherings.





## THE LAB, ANCHOR OF THE SOBECA DISTRICT

The LAB Anti-Mall headlines the SoBECA District (acronym for South on Bristol, Entertainment, Culture, Arts) within Costa Mesa, City of the Arts. The SoBECA District's continuous growth includes an energizing mix of retail, eateries and experiences for locals and visitors alike. A perfect and supportive setting to develop your brand.

**\$959,800**

Median Property Value

**701,476**

Daytime Population

**417,520**

# of Workers

**58%**

Households Occupied  
by Families

**34**

Median Age

**\$137,647**

Average Income

# AUDIENCE VERTICALS

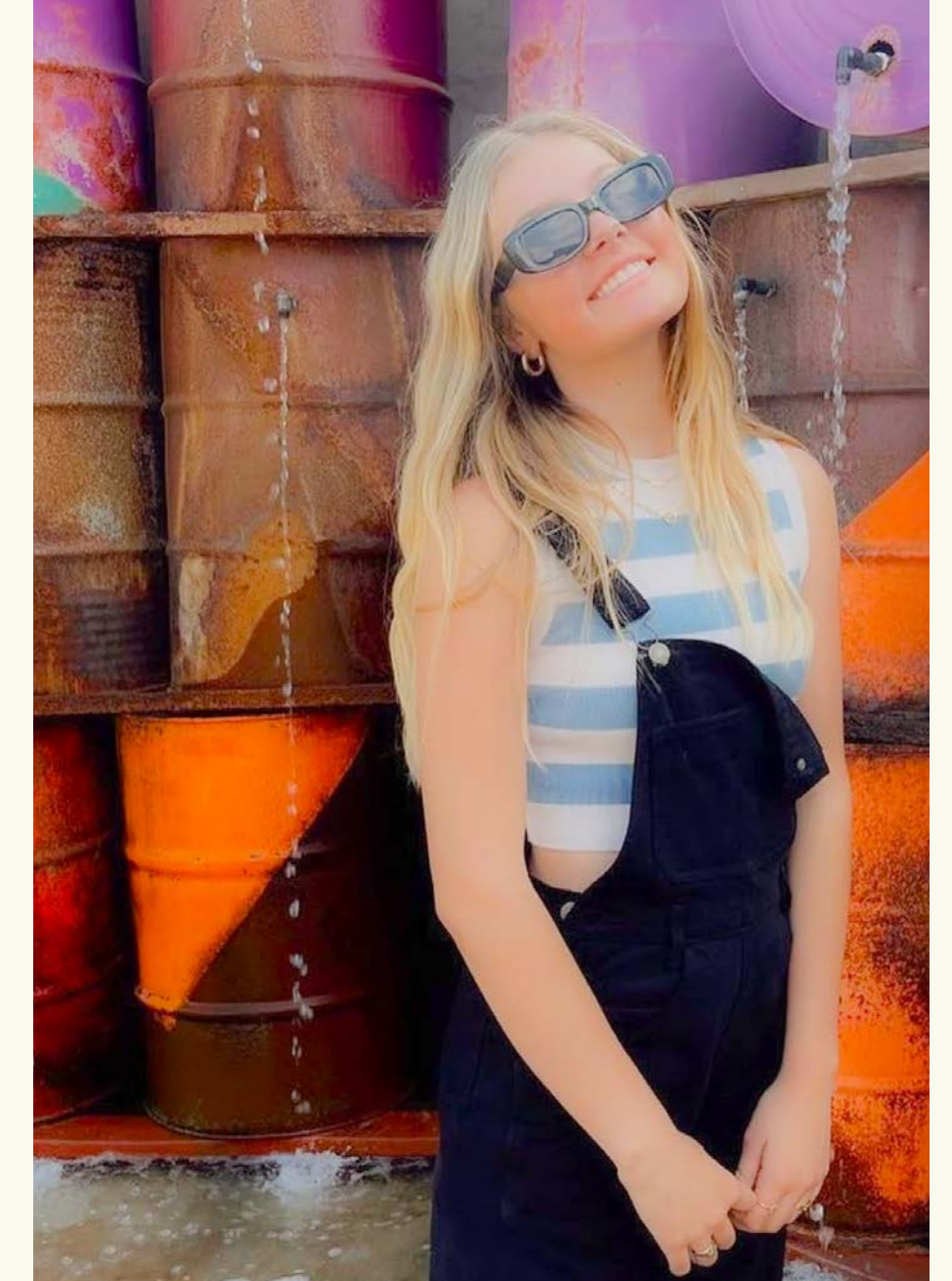
## SO CAL FOOD EXPLORERS

Sought-after culinary delights attract visitors from across OC, LA, and San Diego.



## URBAN CHIC

Professionals who live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families, and about 30% are singles. These are busy, well-connected, well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable.



## LAPTOPS AND LATTES

Predominantly single, well-educated professionals in business, finance, and entertainment occupations. They are affluent and partial to city living—and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas.



## TRENDSETTERS

Young, educated, and well-paid, these image-conscious consumers prioritize spending and travel. They seek new experiences and share their adventures on TikTok and Instagram.



## A VIBE!

A vibe! ...You walk through a CD Tunnel...and it opens to restaurants and bars. Every corner has its own feeling, but all comes together.

ANGELA MILLER

## I COULD SPEND ALL AFTERNOON HERE

Absolutely love this place. I could spend a whole afternoon here. It's very chill and eclectic. Great use of natural materials and cute little shops.

THE GREATEST OF THESE

## LITERALLY THE HIPPEST PLACE IN ORANGE COUNTY

This is literally the hippest place in Orange County, a great little modern-meets-vintage open air mall with a lot of cool things to offer - from good coffee, food, drinks...there is a free public parking, you can walk around and feel very good and uplifting because everything around you is art-inspired.

VANJA SRDIC

## ONE OF THE MOST UNIQUE EXPERIENCES IN ORANGE COUNTY

One of the most unique experiences in Orange county and in Costa Mesa. Artistic, creative, popular, cool!

ROBERT L (FLYBY)

## A PERFECT PLACE...

A perfect place to meet with friends, clients or family. A great mix of interesting fare, great food and excellent drinks. Artist environment, very creative and a nice place to just sit and talk.

TOM MARTINEZ JR.



## YOU COULD BE HERE

With a treasure around every corner, the LAB is the launchpad for billion-dollar ideas and a canvas for painting the community with unexpected experiences. Your personalized space at the LAB awaits...

# COME CREATE WITH US



# CONTACT

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THANK YOU