



s o c o ^{the} **OC**
MiX

OC'S DESTINATION FOR INSPIRATION
Home + Culinary + Style — by Design

LEASING BRIEF



It takes a certain kind of place to inspire us.

A place with that perfect alchemy to ignite the spark in creators — designers, chefs, makers, curators, and other innovators.

A place that inspires us to live better — by design.

A PLACE LIKE SOCO AND THE MIX.



SOCO + THE MIX

652,567
square feet

63
tenants

40,000
social media followers

500,000+
cars per day

800M+
media impressions per year





Located in the heart of Orange County — the West Coast's newest capital of cool.

SOCO AND THE MIX ARE A DESTINATION FOR INSPIRATION.



A place that inspires those who **inspire**. And, the place that indulges the interior designer, chef, stylist, foodie, athlete, shopper, wellness-seeker, and maker in all of us.



No other center gives shoppers the level of access to, and inspiration from, leading designers and world-class mixture of showrooms that SOCO delivers.

Restaurants with outdoor courtyards and patios give SOCO the feel of a lively neighborhood shopping street, luring shoppers to stay and savor the fare in some of the region's most lauded restaurants and eateries, including Michelin-starred Taco Maria.

TACO MARÍA

greenleaf
gourmet chopshop

MOULIN
L'AMOUR DU CŒUR

SusieCakes

B&O
BANG & OLUFSEN

BROWN JORDAN

DESIGN
WITHIN
REACH

ligne roset

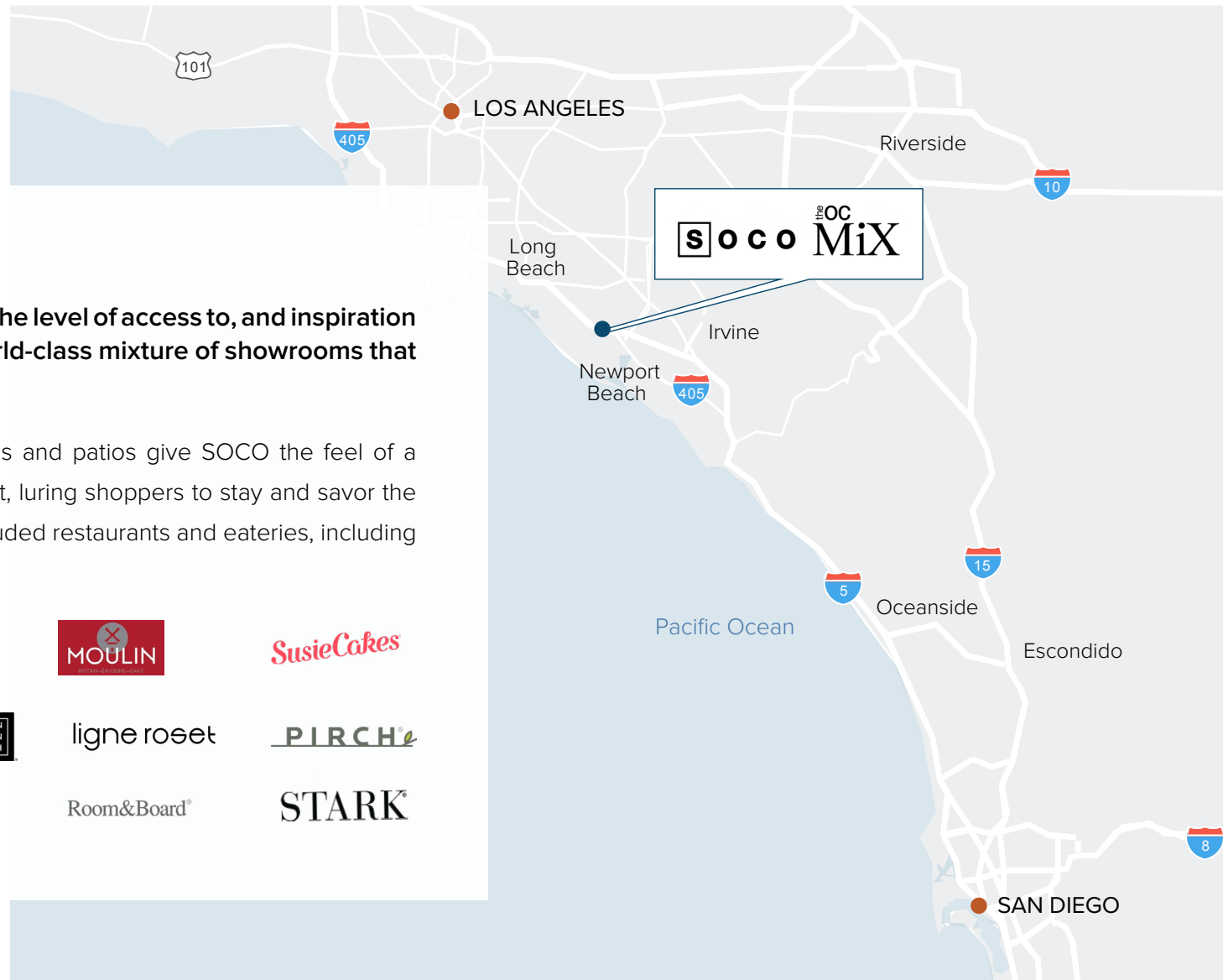
PIRCH

REJUVENATION

rochebobois
PARIS

Room&Board®

STARK®





SOCO + THE MIX SHOPPER

5 MILE RADIUS

652,567 population

34,291 businesses

34 median age

\$115,301 average HHI

\$715 million spent annually on household furnishing

\$857 million spent annually on food outside the home

OC VS. TOP 10 U.S. COUNTIES (BY POPULATION)

#1 Household Income (HHI)

#4 Total Household Earnings

#6 Most Populous County in U.S.

SOCO + THE MIX TRADE AREA



DESTINATION	DRIVE TIME (MINS)	DISTANCE (MI)
One Metro West	2	0.3
Vans HQ	1	0.1
Press	4	0.9
The Hive	5	1.1
LA Chargers	4	1.0
AAA	5	1.3
South Coast Plaza	7	2.5
The Camp	7	3.2
The Lab	8	3.5
John Wayne Airport	8	5.0
Fashion Island	18	8.0
Irvine Spectrum Center	20	12.8



SOCO and The Mix inspire and engage visitors in so many ways. From locals to corporate neighbors (including Vans) to visitors from across Southern California, there is something for everyone here — design to dining, breakfast to dinner, day to night.

ORANGE COUNTY'S FIRST FOOD HALL AND ARTISAN MARKET, THE MIX LIES AT THE CENTER OF SOCO,

and is known for its **constantly evolving and exciting “mix” of foodie-favorite concepts, maker-driven retail, and one-of-a-kind finds.**

There is something for everyone here – design to dining, breakfast to dinner, day to night.

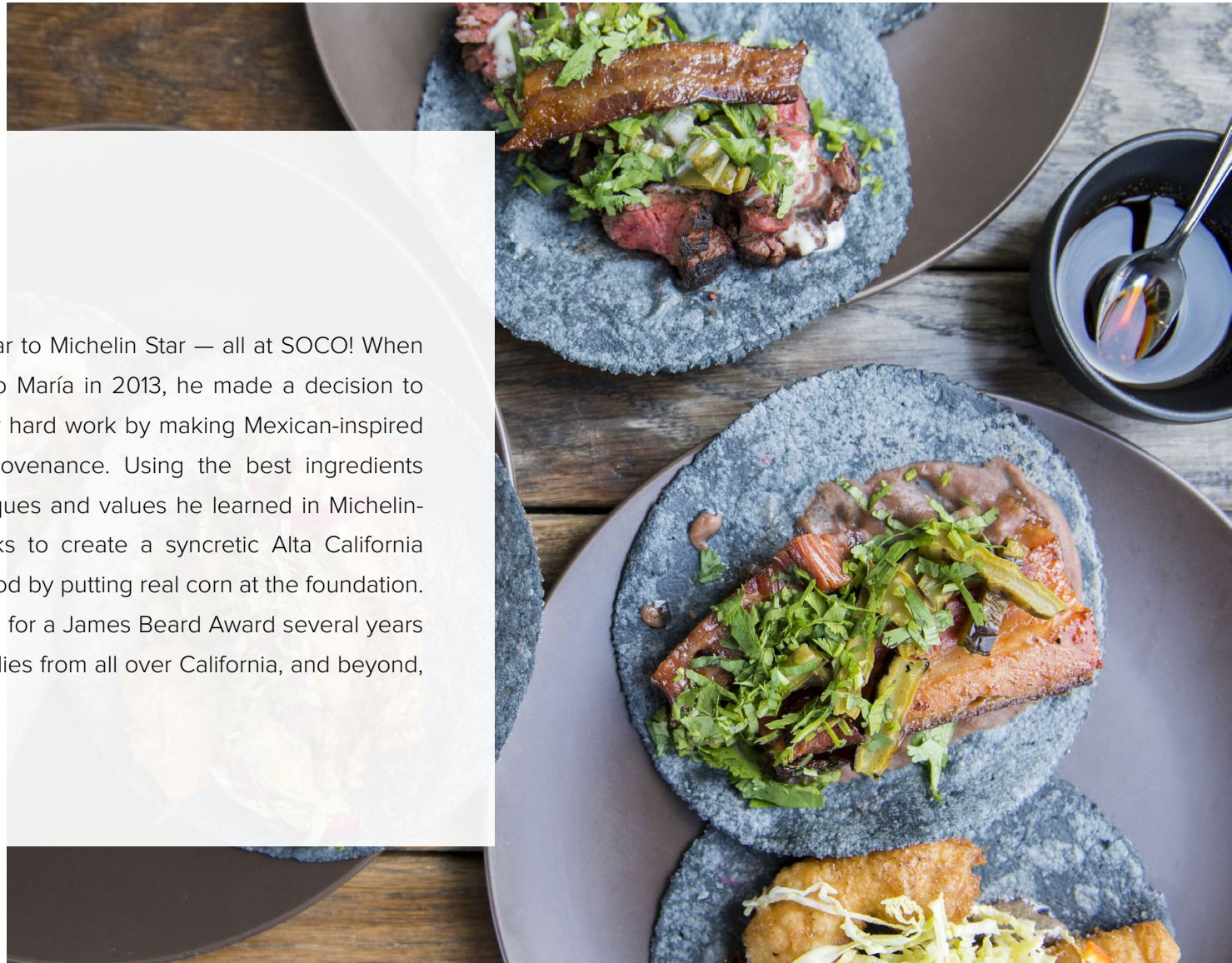
ORANGE COUNTY'S FIRST FOOD HALL AND ARTISAN MARKET, THE MIX, LIES AT THE CENTER OF SOCO.

Here are some of our superstars:



TACO MARÍA

From food truck to brick-and-mortar to Michelin Star — all at SOCO! When Chef Carlos Salgado opened Taco María in 2013, he made a decision to honor his family's culture and their hard work by making Mexican-inspired food with a reverence for its provenance. Using the best ingredients available and applying the techniques and values he learned in Michelin-starred restaurants, Salgado works to create a syncretic Alta California cuisine that represents Mexican food by putting real corn at the foundation. Chef Salgado has been nominated for a James Beard Award several years running and his cuisine draws foodies from all over California, and beyond, to his SOCO restaurant.

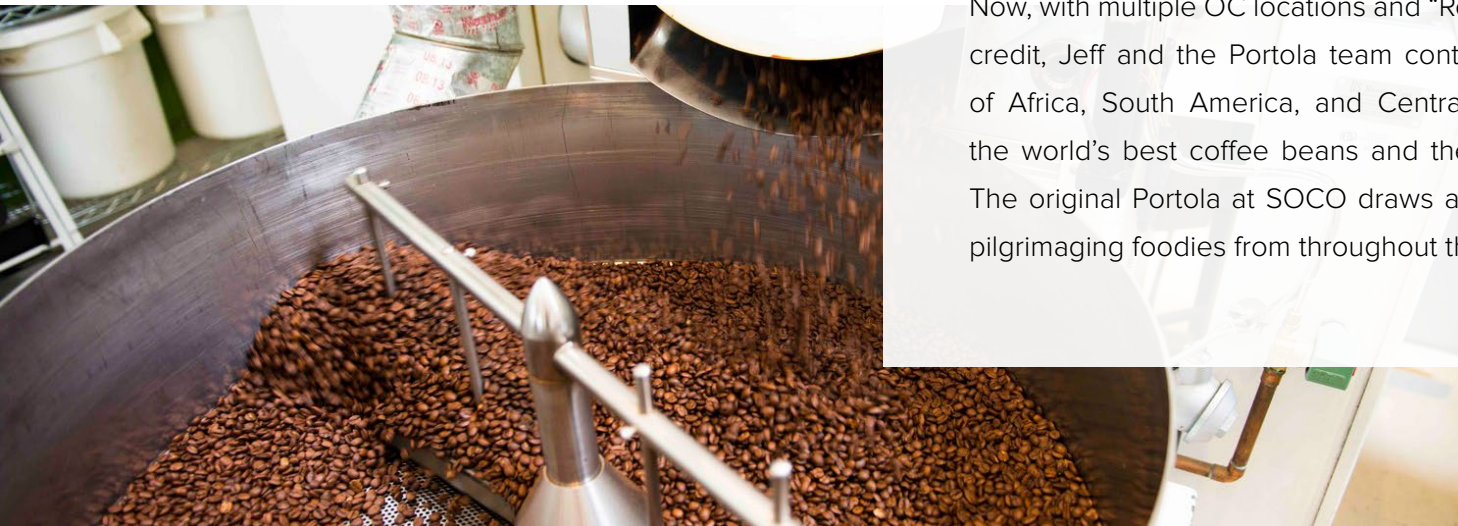




PORTOLA

Born from passion, Portola Coffee Roasters is the brainchild of owner and roastmaster Jeff Duggan and his wife Christa. Founded in 2011 with its first location at SOCO's OC Mix, Portola set a new standard for coffee in Orange County as the area's first craft roaster and brewer.

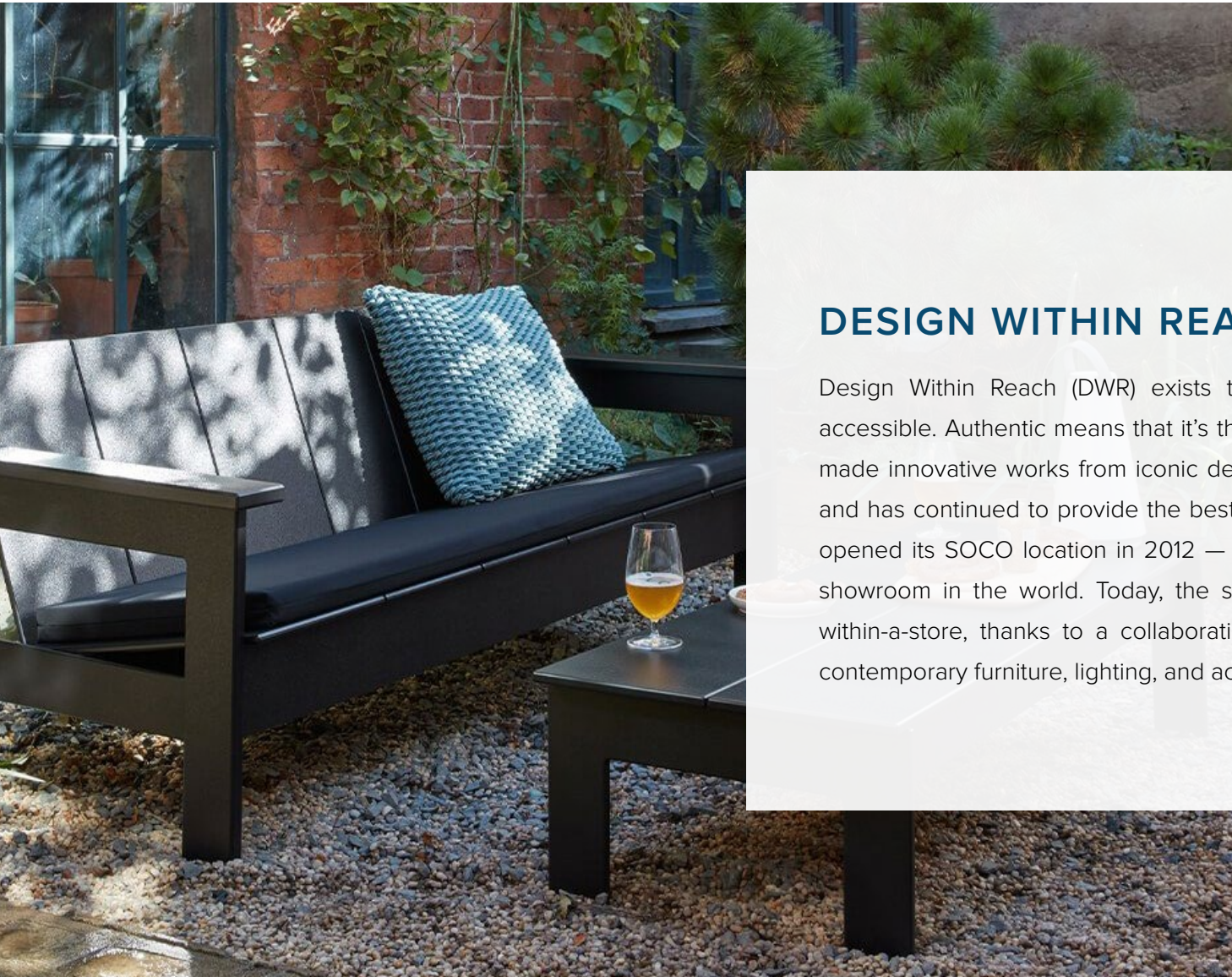
Now, with multiple OC locations and "Roaster of the Year" accolades to their credit, Jeff and the Portola team continue to journey to the far stretches of Africa, South America, and Central America every year in search of the world's best coffee beans and the most dedicated farmers on earth. The original Portola at SOCO draws an impressive crowd of regulars and pilgrimaging foodies from throughout the region.



SUSIECAKES

Inspired by the classic recipes of her two beloved grandmothers, Mildred and Madeline, Susan “Susie” Sarich opened her first bakery in 2006 in Los Angeles, focused on using the finest, freshest and simple ingredients and bringing celebration into each and every day. The SOCO location serves as the neighborhood bakery for Costa Mesa, serving up classic treats made daily by in-house bakers in a friendly, old-fashioned style.



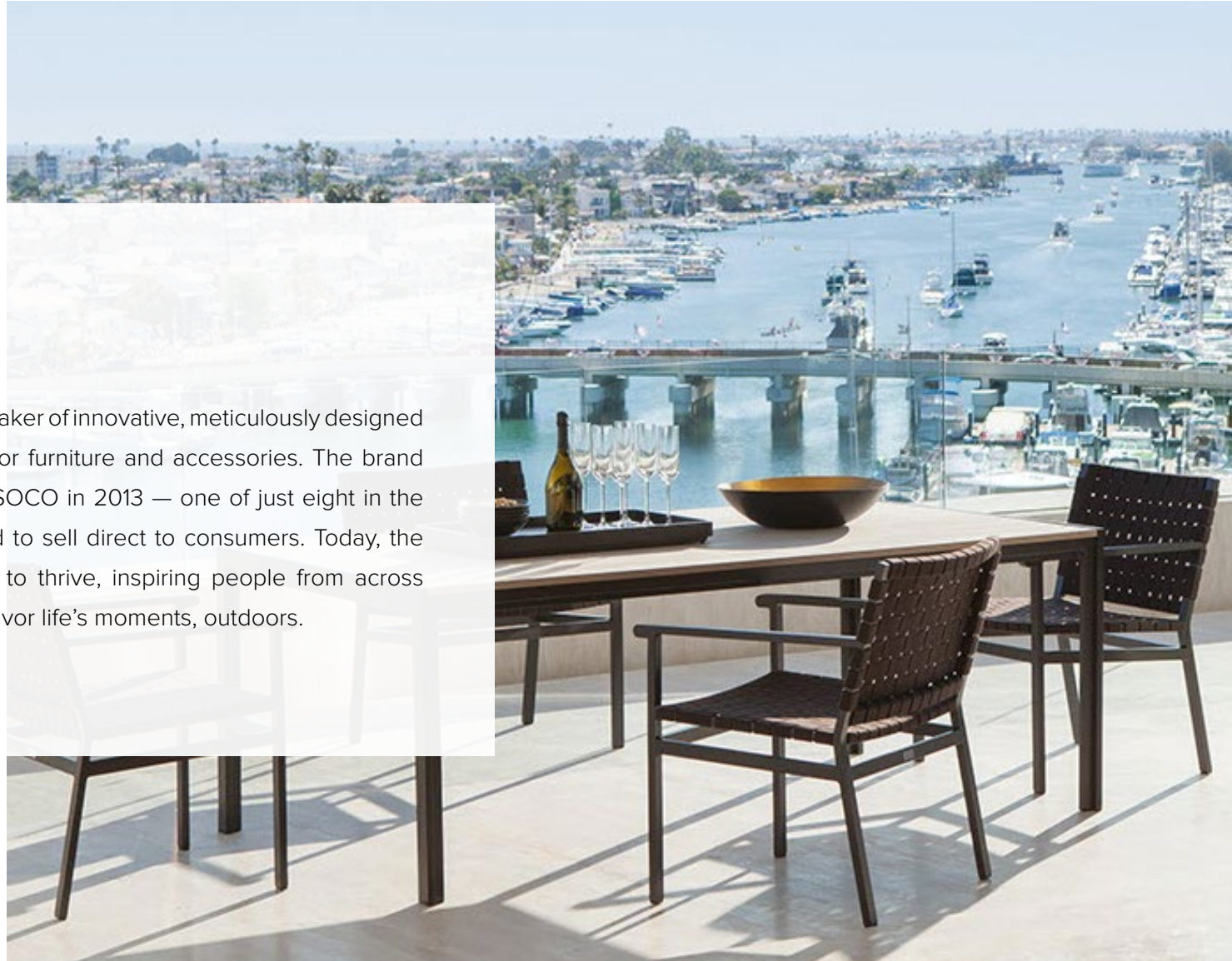


DESIGN WITHIN REACH

Design Within Reach (DWR) exists to make authentic modern design accessible. Authentic means that it's the real thing. Founded in 1998, DWR made innovative works from iconic designers accessible for the first time, and has continued to provide the best in modern design ever since. DWR opened its SOCO location in 2012 — which, at 22,000 s.f. was its largest showroom in the world. Today, the showroom also is home to a store-within-a-store, thanks to a collaboration with Denmark's Hay, makers of contemporary furniture, lighting, and accessories with international appeal.

BROWN JORDAN

Brown Jordan is the world's finest maker of innovative, meticulously designed and exceptionally executed outdoor furniture and accessories. The brand opened its flagship showroom at SOCO in 2013 — one of just eight in the nation, and the only one designed to sell direct to consumers. Today, the Costa Mesa showroom continues to thrive, inspiring people from across Southern California to enjoy and savor life's moments, outdoors.





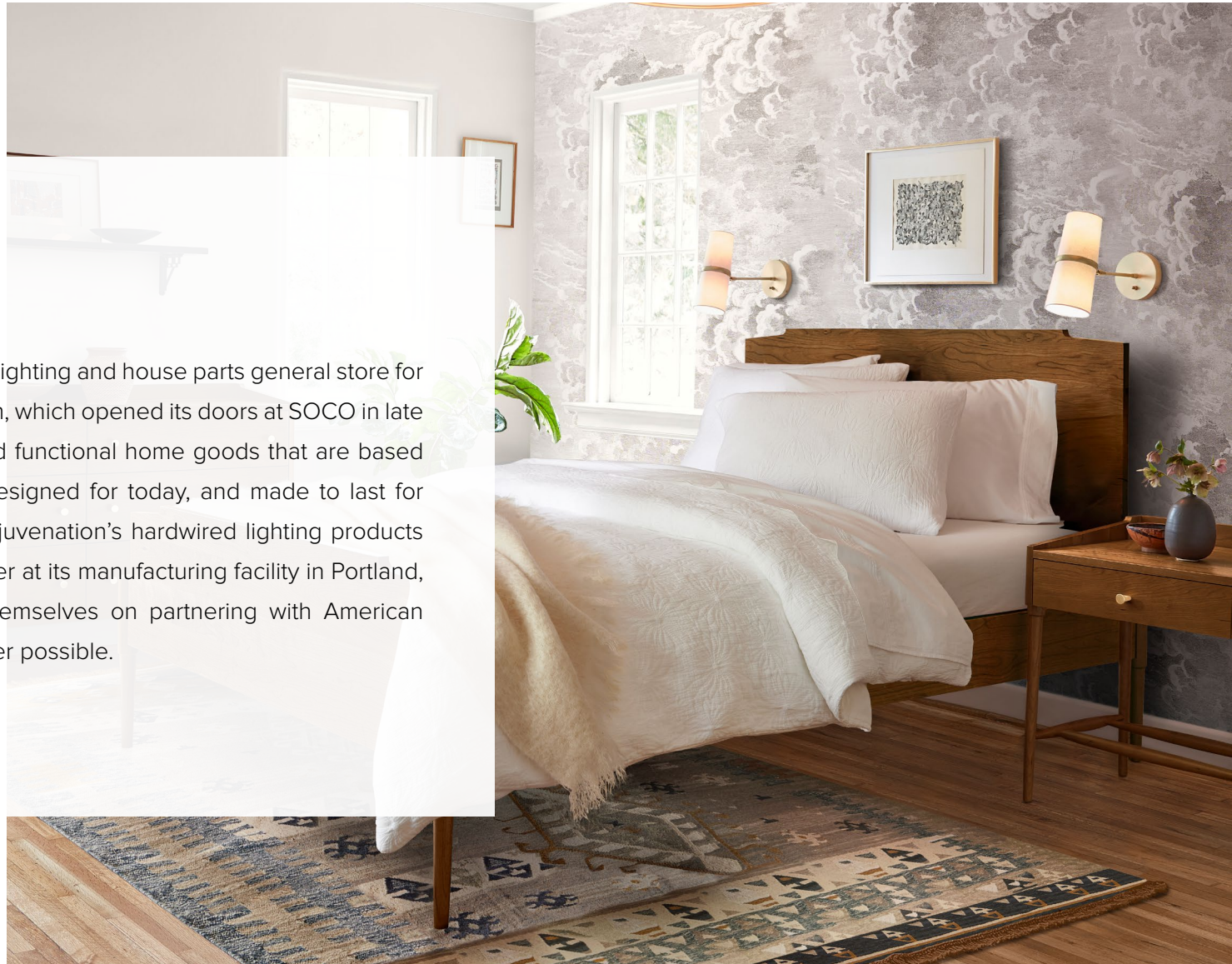
ROCHE BOBOIS

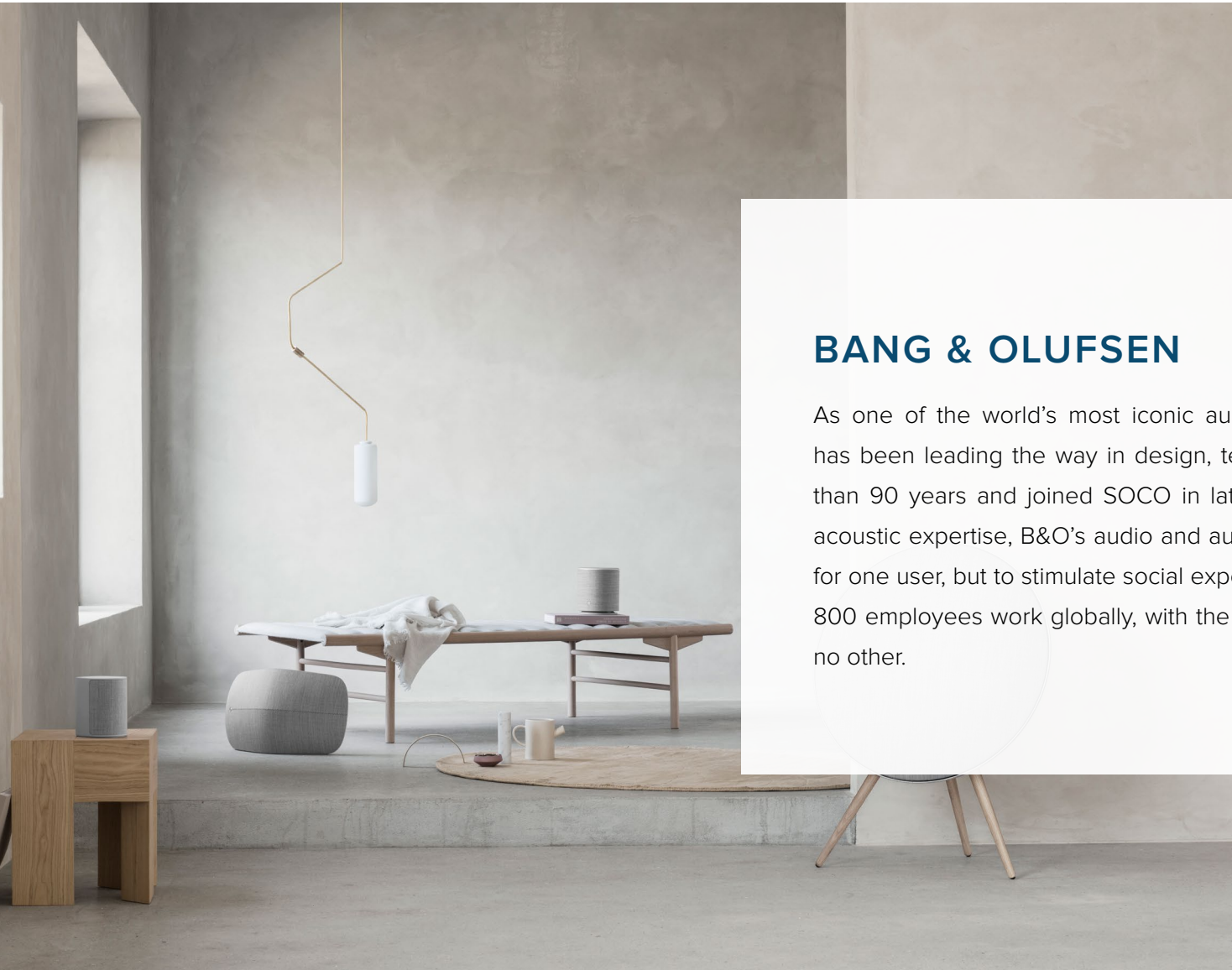
Bringing the French art of living around the globe for all to enjoy, Roche Bobois is a world leader in furniture design and distribution, and opened its doors at SOCO in 2015. Working closely with renowned designers such as Marcel Wanders, Kenzo Takada, Ora Ito, Cédric Ragot, Sacha Lakic, Christophe Delcourt and Stephen Burks, and with Haute Couture fashion houses such as Jean Paul Gaultier, Missoni Home, and Christian Lacroix Maison, Roche Bobois offers a broad range of exclusive made-to-order designs, manufactured with a high level of customization in small European workshops.



REJUVENATION

Rejuvenation is a classic American lighting and house parts general store for home improvement. The showroom, which opened its doors at SOCO in late 2018, offers lighting, hardware, and functional home goods that are based on the best pieces of the past, designed for today, and made to last for years to come. The majority of Rejuvenation's hardwired lighting products are finished and assembled to order at its manufacturing facility in Portland, Oregon, and the brand prides themselves on partnering with American craftspeople and vendors whenever possible.



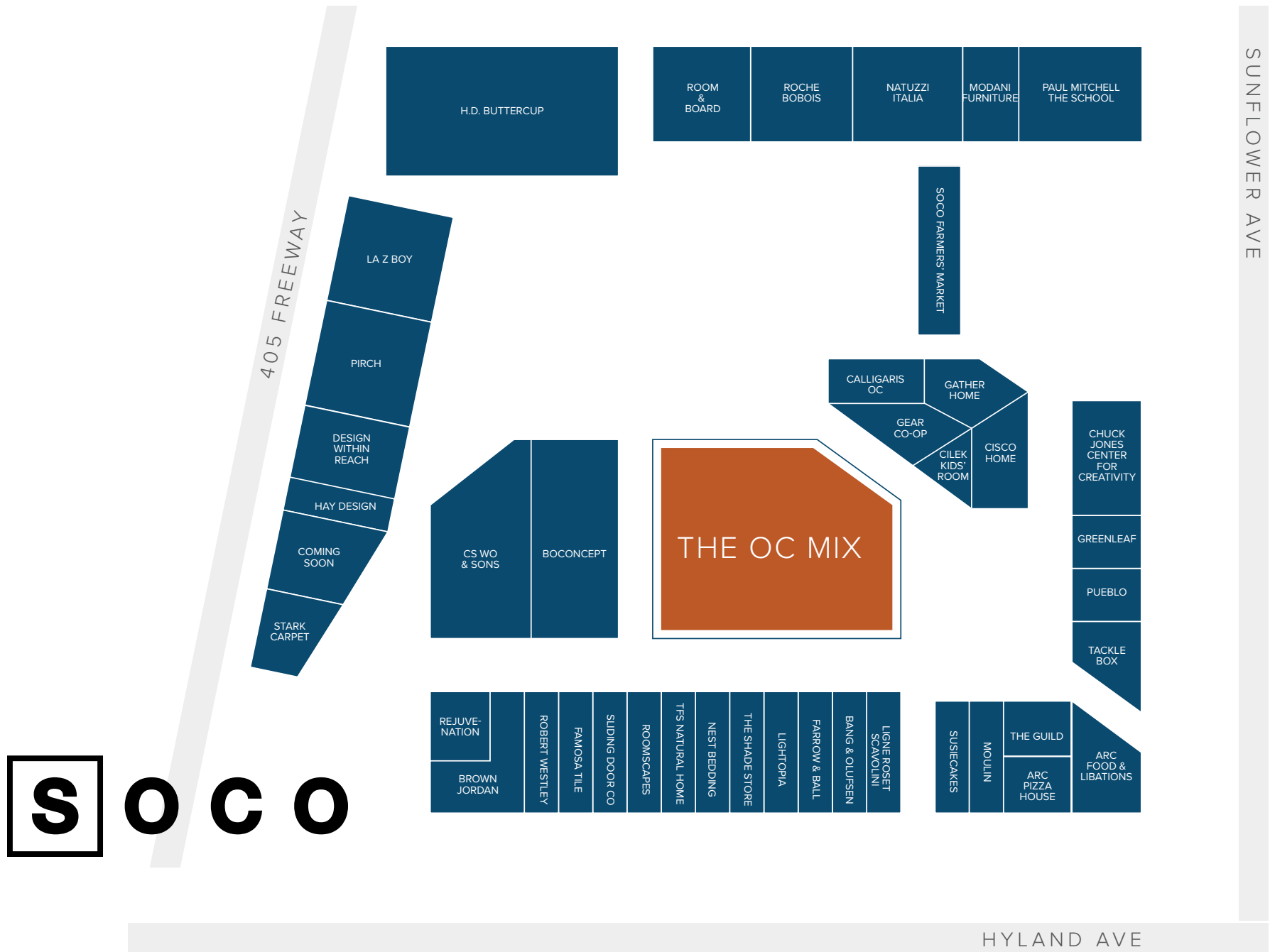


BANG & OLUFSEN

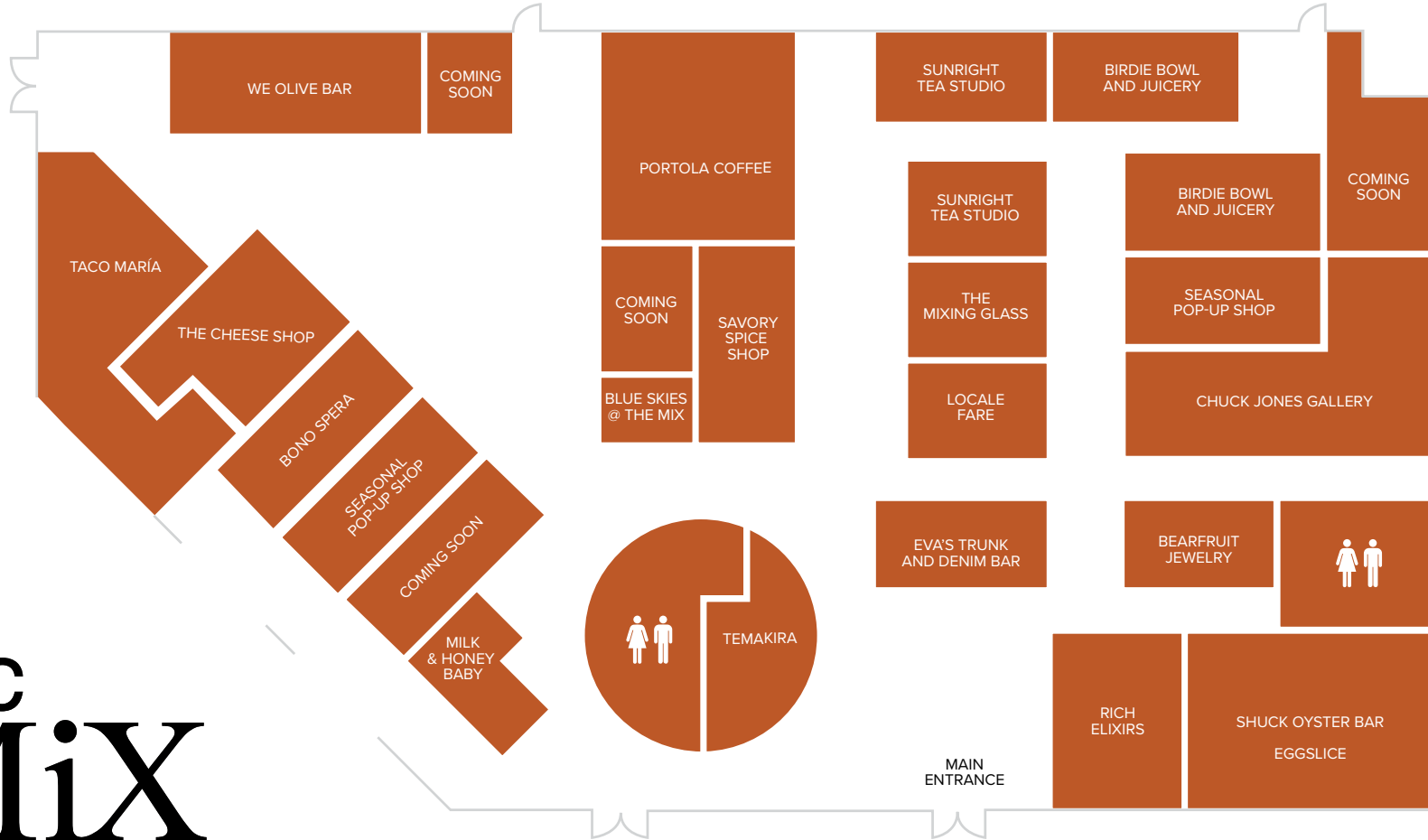
As one of the world's most iconic audio-visual brands, Bang & Olufsen has been leading the way in design, technology and innovation for more than 90 years and joined SOCO in late 2017. Known worldwide for their acoustic expertise, B&O's audio and audiovisual products are not just built for one user, but to stimulate social experiences. The company's more than 800 employees work globally, with the mindset to create experiences like no other.



SITE PLAN



SITE PLAN



the OC
MiX





SOCO + THE MIX TENANTS

- 24 Carrots
- ARC Food & Libations
- ARC Pizza House
- Bang & Olufsen
- Bearfruit Jewelry
- Birdie Bowl and Juicery
- Blue Skies
- BoConcept
- Bono Spera
- Brown Jordan
- C.S. Wo & Sons
- Chuck Jones Center
- Chuck Jones Center for Creativity
- Chuck Jones Gallery
- Cilek Kids' Room
- Cisco Home
- Design Within Reach
- Eggslice
- Eva's Trunk and Denim Bar
- Famosa Tile
- Farmers' Market
- Farrow & Ball
- Gather Home
- Gear Co-Op
- Greenleaf Chop Shop
- H.D. Buttercup
- HAY Design
- La-Z-Boy
- Lightopia
- Ligne Roset
- Local Fare
- Milk & Honey Baby
- Modani
- Moulin
- Natuzzi Italia
- Nest Bedding
- Paul Mitchell the School
- PIRCH
- Portola Coffee
- Pueblo
- Rejuvenation
- Rich Elixirs
- Robert Westley
- Roche Bobois
- Room & Board
- Roomscales
- Savory Spice Shop
- Scavolini
- Seasonal Pop-Up
- Shuck Oyster Bar
- Sliding Door Co.
- Stark Carpet
- Sunright Tea Studio
- SusieCakes
- Tackle Box
- Taco María
- Temakira
- TFS Natural Home
- The Cheese Shop
- The Guild
- The Mixing Glass
- The Shade Store
- We Olive



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Home + Culinary + Style — by Design

Elyse Roberts
Burnham USA
Vice President – Director of Leasing
Phone: (949) 760-9150 | Fax: (949) 760-0430
eroberts@burnhamusa.com
www.burnhamusa.com

Jillian U. Sabaugh
Ukropina-Sabaugh
President
Phone: (949) 293-2888
jillian@us-retail.com
www.us-retail.com

LEASING BRIEF

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3313 Hyland Avenue | Costa Mesa, CA 92626