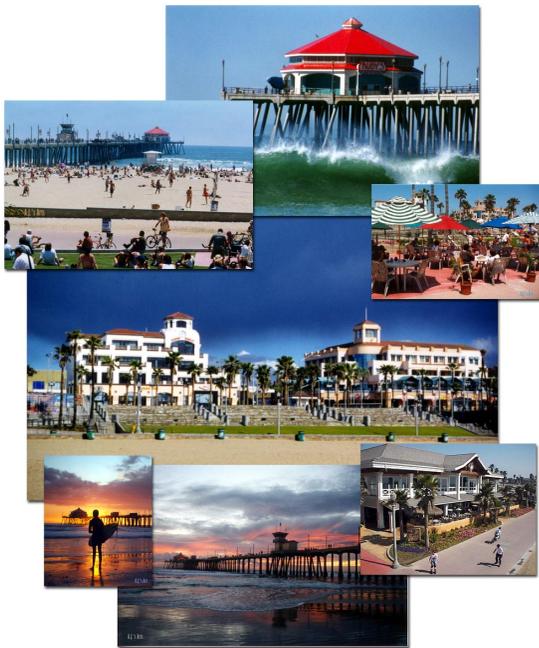




ECONOMIC DEVELOPMENT STATUS REPORT

SPECIAL RETAIL EDITION



- ◆ 3rd Largest City in Orange County
- ◆ VISITOR DESTINATION – **14,500,000** annual beach trips
- ◆ City Population of 194,228
 - ⇒ 202,788 projection for 2008
- ◆ 5-Mile Radius Population
 - ⇒ Beach & Edinger 526,000
 - ⇒ PCH & Main Street 261,678
- ◆ Traffic Count
 - ⇒ 1-405 Freeway 250,000 vehicles/day
 - ⇒ Beach & Edinger 94,000 vehicles/day
 - ⇒ PCH & Main Street 43,000 vehicles/day
- ◆ Personal Income among the highest for 100 largest cities in U.S.
 - ⇒ Average household income - \$96,350

Hyatt Regency Huntington Beach Resort and Spa

Located on 38 acres overlooking the Pacific Ocean, the Hyatt Regency Huntington Beach Resort and Spa provides 517 rooms in a new 4-star hotel, a 110,000 square foot conference center, 12,000 square feet of restaurants and retail, a fitness center and a world-class spa. This is the only conference center on the West Coast that has direct views of the ocean. Currently under construction and quickly being sold are 184 single-family homes, located at the northerly portion of the site. A 300-room third hotel is planned as a future phase. The Hyatt Regency Huntington Beach Resort and Spa officially opened on January 19, 2003. For more information on the Resort, visit www.huntingtonbeach.hyatt.com. For information on the new residences available for sale, visit www.hbwaterfront.com.



Pacific City

Pacific City is a key downtown location owned by Makar Properties. Pacific City, fronting on PCH between First and Huntington streets, is well located to become an exciting visitor-serving mixed-use project. Named for the beachfront village that is now Huntington Beach, Pacific City's plan includes up to 240,000 square feet of retail, office, restaurants and entertainment, a new 400-room hotel, plus 516 town-homes. [Leasing Contact: (949) 255-1100 or www.pacificcityhb.com]



The Strand ~ Downtown Huntington Beach

One of the best California Coast locations is on the Huntington Beach horizon! The Strand~Downtown Huntington Beach is an exciting 3 acre project featuring 110,000 sf of retail, restaurant, and entertainment, plus a 149 room Marriott hotel. This proposed project will bring to life the two-block area along Fifth Street between Pacific Coast Highway and Walnut. Now fully entitled, CIM Group will start construction in 2004, with this project anticipated to open in 2005. [Leasing Contacts: restaurants: (310) 550-2579 or retail: (714) 939-2201]



Plaza Almeria

The California Redevelopment Association recently awarded Plaza Almeria its distinguished 2002 Award of Excellence in the mixed-use category. Located only three short blocks from the Huntington Beach Pier, Plaza Almeria is a highly stylized mixed-use project with 40,000 square feet of retail/office, plus 42 town homes, all sold and occupied, located on the upper floors. [Leasing Contact: (714) 939-2100]

Dukes & Chimayo's at Pier Plaza

Duke's Surf City has been completed on the former Maxwell's site. Duke's is the centerpiece of the Pier Plaza project, which has served as a catalyst for other downtown development. A second restaurant, Chimayo's on the Beach, opened on the sand in the lower level of the new building.



Bella Terra

Formerly known as the Huntington Beach Mall, this 63-acre regional site is owned by Ezralow Retail Properties, with the J.h Snyder Company responsible for redesign, marketing, leasing and construction. Redevelopment is underway for the new entertainment/retail center, which will incorporate a rich palette of natural colors and textures with large public spaces to evoke an Italian village feel. Century Theaters will occupy an all-stadium-seating 20-screen cinema complex that will anchor the transformation of the Mall into an open-air center renamed as "Bella Terra". Bella Terra, designed by the renowned Jerde Partnership, will incorporate fountains, courtyards, and garden areas into a great space for people of all ages. The new project will total almost 1 million square feet, including renovated areas housing the existing anchor tenants. Kohl's, a new major tenant of the mall, opened in March 2003. [Leasing Contact: (323) 857-5546]



For more Information Call
City of Huntington Beach
Department of Economic Development ~ Business Development Division
(714) 536-5542

www.hbbiz.com