



City of Huntington Beach Community Profile Adopted Budget - FY 2011/12

Lifestyle

Huntington Beach is a picturesque community offering ideal weather, a diversified and productive economy and employment base, a wide range of high quality housing, excellent educational system, scenic boat marinas, and 752 acres of lush parkland, all in a friendly place.

Huntington Beach is the ideal Orange County destination to live, work, and play. Residents and visitors of this scenic City treasure the 8.5 miles of wide, sandy beaches hugging the coastline and the casual yet sophisticated lifestyle of coastal living.

Huntington Beach has a reputation for being “number one” as noted in the numerous recognitions received:

- The “Best City to Live in Orange County” according to the Orange County Register Consumer’s Choice Survey
- The number one place to raise children in Southern California
- Named “Dog Town USA” by Dog Fancy magazine – One mile of golden sand for dogs where they can frolic in the water and taste a sense of freedom

The City has a world-class Library located within the 356-acre Central Park as well as four additional branch Libraries. The Central Library & Cultural Center hosts the largest Children’s Library in the state and a delightful community theater group.

Popular places for cultural and sports in Huntington Beach include the Art Center, five recreation centers (including a senior citizens center,) the International Surfing Museum, Pier Plaza, Equestrian Center, and a Sports Complex. The major religious affiliations are represented in Huntington Beach in over 50 houses of worship.

Fine to casual dining with a variety of savory cuisine to suit everyone’s palate can be found at hundreds of restaurants throughout the City.

Location

Huntington Beach is located on the shore of the Pacific Ocean in northwestern Orange County. Huntington Beach is bordered by Westminster to the northwest, Fountain Valley to the northeast, Costa Mesa to the east, Newport Beach to the southeast, and Seal Beach to the west. The city is positioned for the global market at 18 miles southeast of the Port of Long Beach and Los Angeles Harbor, 35 miles southeast of Los Angeles, and 95 miles northwest of San Diego.

Land Use

The City has a mix of land uses serving residents, regional populations, and recreational visitors. The land use designations are 65% residential, 8% commercial, 9% industrial, 1% mixed use, 10% open space, and 7% of other types. How a city balances its land uses assists in the local economy by allowing for enough space for industry and other businesses to provide products and jobs. One of the primary goals of the City’s land use policy is to “Achieve development that maintains or improves the City’s fiscal viability and reflects economic demands while maintaining and improving the quality of life for the current and future residents of Huntington Beach.”





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Commercial

Huntington Beach has approximately 1,300 acres zoned for commercial use. The major concentrations of commercial uses in Huntington Beach are located along Beach Boulevard, Brookhurst Street, Edinger and Warner Avenues, and at many major intersections.

Industrial

With a strong commitment to industrial activities, the City has 1,762 acres of land zoned for industrial use. There are three general industrial areas: the Northwest Industrial Area, the Gothard Industrial Corridor, and the Southeast Industrial Area. Major industrial development continues in the Northwest Area of 28 acres of McDonnell Center Business Park Phase II. The Gothard Industrial Corridor represents unique opportunities for “incubator” industries, or first generation businesses.

Business & Economy

Huntington Beach is the fourth largest city in Orange County and the 20th largest city in California. The City of Huntington Beach is a leading commercial, industrial, and recreational center of Orange County, with a diverse economic base and educated workforce.

Technology and tourism are the leading industries in Huntington Beach. Other major business types include aerospace, automobile sales, home remodeling and goods, public utilities, petroleum, data and computer research, precision instruments, and various types of manufacturing. With a diversified employment base and a highly educated work force, Huntington Beach has a healthy local economy. Annual taxable sales of about \$2.5 billion place Huntington Beach as one of the top retail sales communities in the County.

Huntington Beach is home to 650 industrial businesses, including Boeing, Quiksilver corporate headquarters, Dynamic Cooking Systems, Cleveland Golf corporate headquarters, and C & D Aerospace. Boeing is not only the largest employer in the Huntington Beach; it is the largest employer in the state.

There are many unique shopping opportunities in Huntington Beach. The city has more than 30 neighborhood and regional shopping centers, with nearly 8 million square feet of retail shopping space to satisfy every dining and shopping need. The City, Chamber of Commerce, and the Marketing and Visitors Bureau, market the community to encourage visitors and residents to shop in town to support the local economy. Huntington Beach demographics bring impressive buying power to a wide variety of retail and service businesses. The City also established the Surf City Savings program to promote local shopping by encouraging local merchants to offer discounts to those choosing to shop in Huntington Beach.

Beach Boulevard of Cars

The Beach Boulevard of Cars has 10 new-car dealerships and serves a regional market from its central Beach Boulevard location. The Beach Boulevard of Cars was voted “Best Auto Boulevard” five years in a row in the Best of Orange County Register’s Consumer Choice Survey. Auto sales are the city’s largest retail category contributing to the sales tax base each year.

Facts and Figures

Population	193,566 (2010)
Average Family Household Income	\$105,966 (2010)
Median Family Household Income	\$83,644 (2010)
28 square miles	Fourth largest city in Orange County – 20th Largest in California

