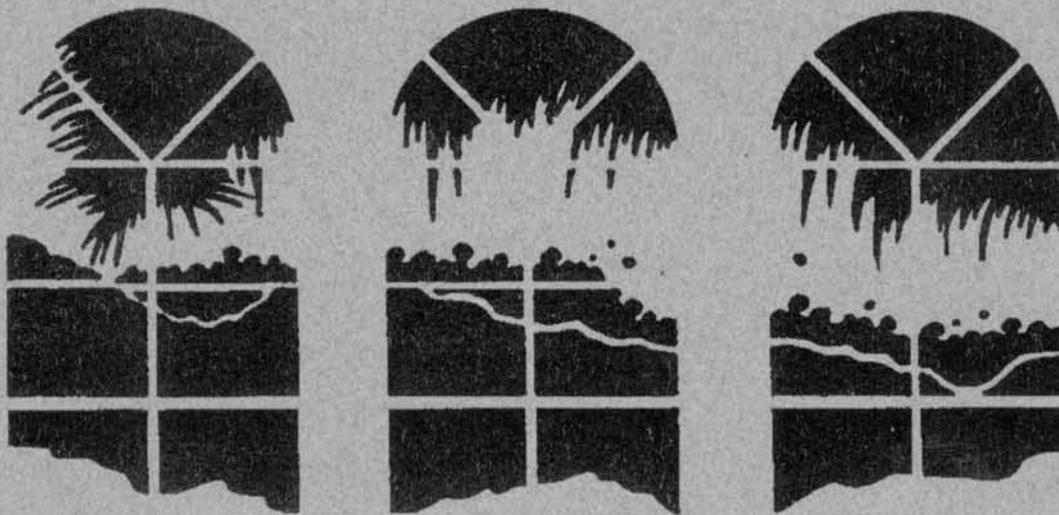


Reference  
PAMPHLET.  
H.B.--  
Report

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# FACTS & FIGURES about HUNTINGTON BEACH



***"THE CITY OF  
EXPANDING HORIZONS"***

***OCTOBER 1990***

HUNTINGTON BEACH PUBLIC LIBRARY  
7111 Talbot Avenue  
Huntington Beach, CA 92648



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# An Introduction...

Huntington Beach is located in the southwestern portion of Orange County. It is adjacent to Westminster and Fountain Valley to the north, Costa Mesa to the east, the Pacific Ocean to the south and Seal Beach to the west. The city is situated approximately 28 miles southeast of Los Angeles and 90 miles northwest of San Diego.

Huntington Beach is the third largest city in Orange County following Santa Ana and Anaheim. As of January 1, 1990, the city has a population of 191,630, according to California Department of Finance estimates. The population is expected to rise well above 200,000 by the year 2000. Minority population totaled 9.6% at the time of the 1980 census, lower than the 13.6% for the County and significantly lower than the 23.8% for the State of California. Mexican/Americans comprise the largest ethnic minority with 7.87% of the city's total population.

Incorporated as a charter city in 1909, Huntington Beach is governed by a seven-member council/administrator form of government. Both law enforcement and fire protection are fully provided through the City of Huntington Beach. Refuse collection is contracted through a private firm and streets and parks are maintained by city crews and equipment. The city's water supply is provided by the Huntington Beach Water Department. Sewer services are provided by the Orange County Sanitation District. Natural gas services are provided through the Southern California Gas Company and electricity is provided by the Southern California Edison Company. Telephone facilities are provided through General Telephone Company.

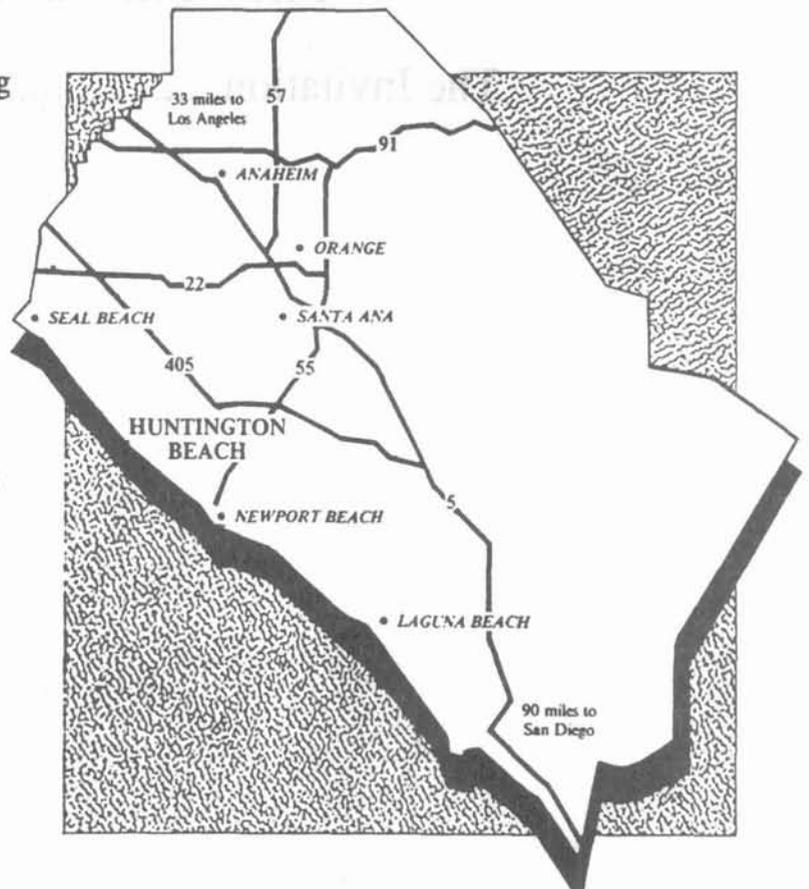
## EDUCATION

Fine educational facilities are provided to city residents by way of five school districts: Huntington Beach Elementary, Huntington Beach Union High, Ocean View Elementary, Fountain Valley Elementary and Westminster Elementary. These districts provide 53 elementary schools and five high schools with a combined average daily attendance of more than 40,000.

Higher learning is available at Golden West Community College, which is located within the city's boundaries, California State University-Long Beach, California State University-Fullerton and the University of California-Irvine. Also serving Huntington Beach's educational needs are three private schools.

## TRANSPORTATION

Huntington Beach's accessibility is made easy via an extensive transportation network. Rail facilities within the city are provided by the Southern Pacific Railroad Company and the nearest Amtrak station is only 10 miles away. Bus services are provided by the Orange County Transit District (OCTD) with linkages to the Los Angeles Metropolitan area. Important to Huntington Beach's transportation system are three major highways: the San Diego Freeway (405), Pacific Coast Highway (1) and Beach Boulevard (39). Most major trucking lines serving Los Angeles and Orange County also serve Huntington Beach. Air passenger and air freight service is available through several airports: John Wayne Airport, Long Beach Airport and the Los Angeles International Airport.



## EMPLOYMENT

According to the Annual Planning Information report for 1989, published by the Employment Development Department, the total civilian labor force in Orange County is expected to expand to 1,447,100 in 1990 from a 1988 annual average of 1,345,600. A well-diversified manufacturing base provided 22.6% of the wage and salary jobs in the county with dependence on aerospace contracts greatly decreased from the level of the 1960's. Retail and wholesale trade accounted for nearly 25% of the wage and salary jobs in Orange County while the aerospace industries accounted for 96,900 jobs for the year.

Unemployment in Orange County averaged 3% in 1988 which was an all-time low in the current series dating back to 1974. The rate for Orange County remained the lowest in Southern California and was well below the 5.3% figure recorded for the state and 5.5% for the nation. Major employers in the city include McDonnell Douglas, Norris Industries, Humana and Pacifica hospitals, the department stores in Huntington Center, Golden West College, Borg-Warner, Cambro Mfg. Co., schools and utility companies.

## HOUSING & INDUSTRY

Orange County continues to have one of the highest valued housing markets in the state as well as the nation. Orange County currently has the third highest median sale price of all counties in the state. According to the California Association of Realtors, the median price of homes sold in the month of April, 1989, in Orange County was \$243,485. The April figure was up 24.7% from the April, 1988 median sale price of \$195,207. New housing costs in Huntington Beach range from a low of \$98,000 to a high of \$3 million. According to a 1990 estimate from the California Department of Finance, there are 71,966 housing units in the city with a vacancy rate of 2.39%.

As recorded by the Orange County Assessor's Office, the assessed valuation of Huntington Beach for 1988-89 is \$10 billion as compared to the county total of \$138 billion. Huntington Beach has 1,762 acres zoned for planned industry in the city of which approximately 350 acres is currently vacant. The city has a Economic Development Department to assist in commercial and industrial development.

## HEALTH

Excellent health facilities and services are available in Huntington Beach. Located within the city are two hospitals, Humana and Pacifica, with a combined total of 250 beds. There are 193 doctors, 118 dentists, 15 chiropractors, 24 optometrists, 40 medical and dental laboratories and several convalescent facilities.

## RECREATION

Recreation is also abundant in Huntington Beach. Residents have access to 9 miles of sandy beaches, 58 public parks, 1 public and 1 private golf course, 72 tennis courts, a marina and many private clubs. In addition, Disneyland, Knott's Berry Farm, Raging Waters and Anaheim Stadium are nearby.

Shopping is available to residents through many neighborhood shopping centers and the regional Huntington Center mall.

## MEDIAN FAMILY INCOME: ORANGE COUNTY

<u>Year</u>	<u>Total</u>
1975	\$17,738
1976	\$19,648
1977	\$20,731
1978	\$21,578
1979	\$24,081
1980	\$26,046
1981	\$29,703
1982	\$32,600
1983	\$34,400
1984	\$37,025
1985	\$39,196
1986	\$42,000
1987	\$43,264
1988	\$45,176

Source: County of Orange. Data as of August 1, 1989



# Why Huntington Beach?

Huntington Beach is a vibrant, diverse and growing community - an exciting mix of long-time residents and newcomers, young professional families and retirees, business-owners and vacationers. Residential options are wide-ranging and of high quality. Business opportunities are thriving, from small enterprises to corporate expansions. And cultural and recreational facilities are abundant.

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Huntington Beach offers a total community solution to those who have always dreamed of living, working, or owning a business in an oceanside resort. Our growth is efficient, rapid, and exceptionally well-planned for a perfect combination of seaside resort and dynamic residential and business community.

The following pages will outline some of the reasons why Huntington Beach is fast becoming the standard by which all California coastal communities will be measured.

## Strong Buying Power...

With more than \$38 billion in total dollar effective buying income, Orange County has a buying power that commands attention. In addition, the county is rated third in the Grubb & Ellis survey of top retail markets in the country. Huntington Beach's economic strength is evident in its taxable sales figure. With the amount of retail, industrial and residential development Huntington Beach is currently undertaking, the city's annual taxable sales figure will easily surpass \$2 billion by the year 2000.

### Effective Buying Income (EBI): Selected Orange County Cities

### % of Households by EBI Group:

- (A) \$10,000 - &19,999
- (B) \$20,000 - \$34,999
- (C) \$35,000 - \$49,999
- (D) \$50,000 & Over

CITY	Total EBI	Median Hsld. EBI	% of Households by EBI Group:			
			A	B	C	D
Orange County	\$38,057,151	\$37,532	14.7	22.7	20.1	33.7
Anaheim	3,838,711	33,210	17.2	25.5	19.7	27.4
Buena Park	1,031,198	37,527	14.0	23.5	23.8	30.6
Costa Mesa	1,520,979	32,533	17.4	25.8	19.7	26.3
Cypress	740,161	46,112	9.6	18.6	22.7	43.6
Fountain Valley	924,206	49,317	8.1	17.1	22.8	48.7
Fullerton	1,996,702	35,502	15.6	23.6	18.2	32.6
Garden Grove	2,055,796	35,912	15.1	24.2	22.5	29.0
<b>HUNTINGTON BEACH</b>	<b>3,346,366</b>	<b>39,942</b>	<b>13.1</b>	<b>22.0</b>	<b>20.8</b>	<b>36.8</b>
Irvine	2,032,199	50,977	6.9	17.9	20.3	51.6
La Habra	798,689	34,801	15.6	25.2	20.3	29.3
Newport Beach	1,939,166	43,946	12.8	19.2	14.9	44.1
Orange	1,671,394	36,893	15.2	22.4	20.0	32.8
Santa Ana	2,872,866	30,466	19.0	26.6	20.8	21.4
Westminster	1,205,200	38,646	13.7	22.0	22.5	33.4
Suburban Total	31,345,574	39,161	13.9	21.9	19.9	36.1

Source: Sales & Marketing Management, August 1988



# Stable Housing Environment...

Huntington Beach offers a broad range of residential alternatives which reflect the diversity and quality of the community. From spectacular housing developments, including the prestigious Huntington Harbour, to the abundant single family, multi-family and condominium markets resulting in an endless variety of architectural styles, prices and locations from which to choose.

Over the past 20 years, Huntington Beach has experienced a phenomenal growth in residential construction, with the 1970's producing an amazing 77 percent increase in housing units resulting in 90 percent of all dwellings in the city being less than 25 years old.

*Although the vacancy rate for residential units throughout Orange County has been headed downward since 1987 Huntington Beach is one of just seven cities which have followed the same pattern:*

**VACANCY RATES, 1987-1989**  
**Selected Orange County Cities**

CITY	Jan. 1987	Jan. 1988	Jan. 1989
Huntington Beach	2.67	2.54	2.39
Anaheim	1.34	2.08	2.84
Garden Grove	1.63	1.63	1.75
Westminster	3.16	2.78	2.78
Fountain Valley	0.96	1.33	0.75
Newport Beach	9.41	8.51	8.53
Santa Ana	3.73	3.27	3.72
Orange	2.88	2.50	2.09
Irvine	1.75	1.50	1.76
Countywide Average	3.41	3.31	3.13

*Source: California Department of Finance*

<b>HOUSING UNITS</b>							
Total	Single-Family		Multi-Family		Mobile Homes	Occupied	Persons/ Household
	Detached	Attached	2 to 4	5 plus			
71,966	34,482	8,926	9,123	16,747	2,688	70,249	2.720



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# Favorable Business Climate..

A variety of businesses of all sizes, representing an assortment of industries have chosen Orange County, and in particular Huntington Beach, for their offices or operations. In Huntington Beach, more than 5,000 firms are currently doing business. Progressive efforts to attract and retain both light industry and big business have resulted in a healthy civic economic profile.

Retail, commercial and industrial space in Huntington Beach is offered at rates very competitive with those of other major Orange County cities such as Anaheim and Irvine. The fundamentally strong and diversified Orange County economy should continue to create an excellent environment for growth in Huntington Beach.

## LEASABLE OFFICE SPACE: ORANGE COUNTY/ HUNTINGTON BEACH

	O.C.	H.B.
Total Leasable Space	52,335,150	1,251,100
Vacancy Rate	10,172,720 19.4%	216,850 17.3%
Under Construction	4,882,600	79,600
Planned through 1990	9,050,345	605,000

*Data from Newport Economics Group.  
Represents figures through 1988.*

## MAJOR EMPLOYERS IN HUNTINGTON BEACH

McDonnell Douglas Corporation  
Golden West College  
City of Huntington Beach  
Pacifica Hospital  
Humana Hospital  
Southern California Edison  
J.C. Penney Company  
The Broadway  
Montgomery Ward  
Cambro Manufacturing Company

## Orange County Prices and Lease rates for Manufacturing/ Warehouse space June 1, 1989

City	Avg. Price	Avg. Lease Rate
Anaheim	\$69.33	\$0.44
Brea	64.11	0.41
Buena Park	58.12	0.40
Corona	0.00	0.36
Costa Mesa	104.29	0.57
Cypress	0.00	0.46
El Toro	84.67	0.64
Fountain Valley	0.00	0.46
Fullerton	58.72	0.44
Garden Grove	56.00	0.47
<b>Huntington Beach</b>	<b>79.83</b>	<b>0.50</b>
Irvine	71.23	0.60
La Habra	62.99	0.41
La Palma	0.00	0.40
Laguna Hills	88.00	0.57
Laguna Niguel	0.00	0.50
Mission Viejo	0.00	0.74
Newport Beach	80.00	0.70
Orange	54.71	0.45
Placentia	64.63	0.46
San Clemente	84.67	0.69
San Juan Cap.	0.00	0.85
Santa Ana	71.84	0.50
Santa Margarita	85.50	0.66
Stanton	0.00	0.44
Tustin	64.30	0.64
Westminster	62.11	0.00
Yorba Linda	0.00	0.45

**NOTE: Includes properties 10,000 square feet and up.**

**SOURCE: Coldwell Banker - Commercial Real Estate Services**

# An Exciting New Downtown Area..

1990 marked the beginning of a new era for the city's downtown core area. More than \$500 million of development is either finished, under construction or in the planning stages in this area. This exciting combination of residential, retail and office space is positioning Huntington Beach for steady growth in the years to come. Projects which have recently been completed include:

## **THE WATERFRONT HILTON**

A 293-room, first-class hotel. The \$35 million project, which is located on the corner of Huntington Street and Pacific Coast Highway, includes an upscale restaurant, deli, coffee shop, entertainment lounge, a 6,000 square-foot ballroom, 4,500 square feet of meeting rooms, a fitness exercise room, a pool and a spa.

## **PIERSIDE PAVILION & HUNTINGTON PIER COLONY**

This \$45 million mixed-use development is located on the corner of Main Street and Pacific Coast Highway. Pierside Pavilion includes a 1,750-seat, six-plex movie theatre, 39,575 square feet of retail and restaurant space, and 15,575 square feet of office space. Huntington Pier Colony consists of 130, one and two-bedroom condominium units.

## **TOWN SQUARE**

This \$18 million retail and residential complex is located on the corner of Main and Sixth streets. The project includes 16, three-bedroom townhomes, and 73, one and two-bedroom stacked condominiums. In addition, the project includes 10,000 square feet of retail space fronting Main Street.

## **MAIN PROMENADE**

This \$13.5 million parking structure and retail project is bounded by Main and Third street and Olive and Walnut avenues. The project includes a five-level parking structure with 834 spaces and 32,000 square feet of commercial/retail space on two levels fronting Main Street.

In addition to the completed projects listed above, the city is vigorously pursuing a host of other top-quality developments aimed at revitalizing the downtown area. These include the construction of three additional oceanfront restaurants just south of Maxwell's, Phase II, a mixed-use retail and residential development to be built just opposite Pierside Pavilion, a 767-space parking structure just north of the Municipal Pier, and the transformation of an existing structure at 538 Main Street into the new Huntington Beach Art Center. Also, the demolition and reconstruction of the Huntington Beach pier is expected to begin shortly and be finished in 1992.



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## The Invitation...

The City of Huntington Beach would like to extend an invitation to all businesses and residents to come join us in this favorable climate. The city is committed to helping in any way possible.

We'll be happy to provide any additional information about the city, Orange County or the surrounding area. For more information, please contact one of the following numbers:

ADMINISTRATION	536-5201
BEACH HEADQUARTERS	536-5281
BUSINESS LICENSE	536-5267
CITY ATTORNEY	536-5555
CITY CLERK	536-5527
CITY COUNCIL OFFICES	536-5553
COMMUNITY DEVELOPMENT (Building & Planning)	536-5271
COMMUNITY SERVICES	536-5486
ECONOMIC DEVELOPMENT	536-5542
FIRE DEPARTMENT	536-5411
PERSONNEL	536-5492
POLICE DEPARTMENT	960-8811
PUBLIC INFORMATION OFFICE	536-5511
PUBLIC WORKS	536-5432
TREASURER	536-5200
WATER DEPARTMENT	536-5231

## HUNTINGTON BEACH CITY COUNCIL

*Mayor Tom Mays*

*Mayor Pro Tem Peter Green*

*Wes Bannister*

*John Erskine*

*Don MacAllister*

*Jim Silva*

*Grace Winchell*

*City Administrator, Michael T. Uberuaga*



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**Huntington Beach**  
**Public Information Office**  
**2000 Main Street**  
**Huntington Beach, CA 92648**