

NOTES



City of the
arts



a shopping mecca

Costa Mesa

City Hall - 77 Fair Drive, Costa Mesa, CA 92628

Demographics



Residential Land Values

	Price/Sq. Ft.
Single Family	\$ 47.77
Multiple-Family (R2)	\$ 46.29
Multiple-Family (R3+)	\$ 51.99

*Estimates

2010-2011 Property Valuation

Total City Assessed Property Valuation:	\$ 14.03 billion
Single-family	\$ 6.0 billion
Multi-family	\$ 2.1 billion
Commercial	\$ 4.1 billion
Industrial	\$ 1.2 billion
Other	\$ 0.6 billion

*County Assessor's Office

2010 Households

	Units	Percentage
Owner occupied	15,799	39
Renter occupied	24,147	61

*Center for Demographic Research (2010)



Employment

	Number	Percentage
Employed	59,885	92.74
Unemployed	4,687	7.26
Total Labor Force	64,572	100

*US Census Bureau (2010)



Population Characteristics

Population - 109,960
 Median Age - 33.60
 Average Household Size - 2.69
 Average Family Size - 3.30
 *US Census Bureau (2010)

Distribution by Ethnicity and Race

White - 51.8%
 Hispanic - 35.8%
 Asian - 7.8%
 Black - .2%
 Other - 3.4%
 *US Census, CDR (2010)

2010 Income

Median Household Income: \$ 64,844

Income	Distribution
Up to \$ 14,999	10.4%
\$ 15,000 - \$ 24,999	10.1%
\$ 25,000 - \$ 34,999	11.3%
\$ 35,000 - \$ 49,999	17.2%
\$ 50,000 - \$ 74,999	22.5%
\$ 75,000 or greater	28.5%

*US Census Bureau (2010)

Higher Education

Orange Coast Community College
 Vanguard University
 Whittier Law School
 National University
 University of Phoenix

Business Demographics



Retail Sales Tax Revenue

\$ 40.9 million

*Costa Mesa Finance Department (2011)

Labor Market

	Percentage
Agriculture	Less than 1.0
Mining	Less than 1.0
Transportation & Public Utilities	3.0
Construction	4.0
Self-employed	6.0
Finance, Insurance & Real Estate	8.0
Government	9.0
Manufacturing	12.0
Trade	27.0
Services	28.0

*Center for Demographic Research (2010)

Major Employers

	Est. Employees
Experian Information Solutions	3,700
Coast Community College District	3,044
Associated Students of Orange	2,500
Auto Club of Southern California	2,300
White Cap Construction Supply	2,200

*Center for Demographic Research (2010)

Real Estate Market Data

	Retail	Office
Median Sale Price	\$ 294.73	\$ 254.55
Average Sale Price	\$ 295.78	\$ 203.69
Vacancy	7.1%	18.0%
Average Asking Lease Rate	\$ 3.99	\$ 2.35

*CBRE Research (2012)

Note: Sales prices based on 2012 sales as of 5/14/12.

Vacancy and asking lease rate are for Q1, 2012

Top Ten Hotels

Costa Mesa Marriott
 Hilton Orange County/Costa Mesa
 Wyndham Hotel Orange County
 The Westin South Coast Plaza
 Ayers Hotel and Suites
 Best Western Newport Mesa
 Residence Inn by Marriott
 The Hotel Hanford
 Holiday Inn Express Hotel & Suites
 Ramada Costa Mesa

*South Coast Metro Alliance

General Lease Ranges

Office Uses:

Industrial Area \$.80/sf.

South Coast Metro Area \$ 4.00/sf.

Commercial/Retail Uses:

Strip Commercial \$ 1.75/sf.

South Coast Metro Area \$ 6.00/sf.

Industrial Uses:

Westside Area \$.60/sf.

Red Hill/Airway Area \$ 2.25/sf.

*Estimates



welcome

Incorporated in

1953, the City of

Costa Mesa is an

exceptional place to

live, work and visit.

Our City is the

perfect balance

between residential,

commercial,

recreational, and

industrial uses.

We pride ourselves

in our commitment

to our residential

and business

community.

The City of Costa Mesa is perfectly located 37 miles southeast of Los Angeles, 88 miles north of San Diego, 100 miles northwest of Big Bear and 475 miles south of San Francisco. Costa Mesa encompasses a total of 17 square miles with its southernmost border only 1 mile from the Pacific Ocean.

Costa Mesa is accessible from the San Diego Freeway (I-405), the Costa Mesa Freeway (SR-55) and the Corona del Mar Freeway (SR-73). The City is also positioned in a central location making traveling an ease with John Wayne Airport, bordering the City on one side, just minutes away.

Costa Mesa residents enjoy an ideally mild Southern California climate. The City's location provides easy access to many of Southern California's major attractions such as beaches, mountain areas, high and low deserts, Disneyland, Knott's Berry Farm, the San Diego Zoo, Sea World, Palm Springs and Los Angeles with its sports arenas and major league teams. All these things make Costa Mesa a wonderful place to live a life of leisure and sophistication in business and in work.



Costa Mesa

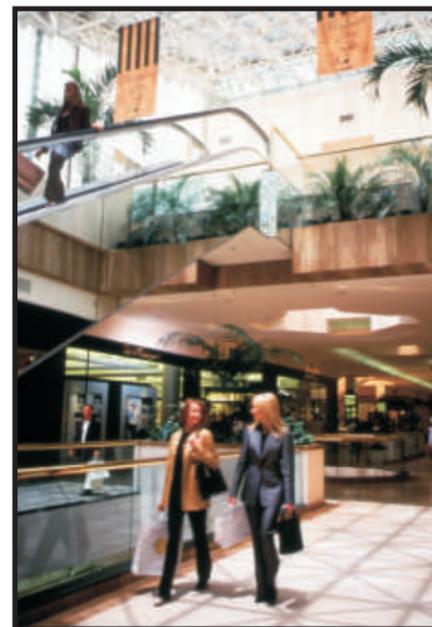
Business

The City of Costa Mesa boasts of being one of Orange County's leading cultural and business centers. **It is our goal to make Costa Mesa the perfect place for your business** to flourish and expand. We understand the importance of redevelopment and strengthening our communities by creating and retaining jobs through economic development. The City continues to benefit from its unique positioning both geographically and within its retail sales base. The local economy is primarily based on retail commercial business, light manufacturing of electronics, pharmaceuticals, and plastics as well as action sports industries like surfing, skateboarding and snowboarding. It's easy to see why Costa Mesa is an ideal location for national and international companies to locate and operate due to its surrounding amenities.

Access to an accomplished and extensive workforce is easy to come by with institutions in Costa Mesa such as Orange Coast College, Vanguard University, Whittier Law School, National University and University of Phoenix. Additionally, there are other higher-education institutions in the surrounding area, such as University of California, Irvine and California State University Fullerton.



Whether you are establishing a new business, relocating your headquarters, or growing your existing business **the City government of Costa Mesa is ready to roll out the red carpet and welcome you to our community.** We are a City focused on helping current and future businesses through an effortless process from beginning to end with the guidance from the Chamber of Commerce and other active business development entities.



Business License

With seven different pricing categories a business license is capped at \$200 regardless of your business's annual gross making it effortless to keep costs down.

costa mesa history

Located on the coastal plateau above Newport Bay, Costa Mesa was once grazed by cattle of the San Juan Capistrano Mission. At the beginning of the 19th century, missionaries built an adobe "Estancia" or way-station for the vaqueros who tended the herds. This structure still exists, and the City recently restored it into a museum at 1900 Adams Avenue. By 1880, settlers had begun buying portions of the rancho from Jose Antonio Yorba's heirs, and in the same decade established the town of Fairview.

By the early 20th century, the town of Harper emerged alongside the Santa Ana and Newport Railroad. Its first business, Ozmen's General Store, stood on the corner of Newport and 18th Street and included the city's first post office. On May 11, 1920, Harper officially changed its name to Costa Mesa, which means coastal tableland in Spanish, and grew as an agricultural community, growing sweet potatoes, corn, tomatoes, strawberries, and apples.

World War II brought thousands of people to the area for training at the Santa Ana Army Air Base, located on what is now the Orange County Fairgrounds, Orange Coast College, and the present site of the Civic Center. When the war ended, many of these men and women returned with their families, thus beginning the population boom.

On June 29, 1953, the City was incorporated. The new City had an area of 3.5 square miles and a population of 16,840. By 1988, the population had risen to 90,000 and the area to 17 square miles.

Presently, Costa Mesa is a major commercial and industrial center of Orange County. According to the 2010 Census, the city had a population of 109,960 in 2010. The City, known as "The City of the Arts", is home to a regional symphony orchestra, the Pacific Symphony, and the South Coast Repertory Theater, which established its first theater in Costa Mesa in 1978. In 1985, the 3,000-seat Segerstrom Center of the Arts was completed. In 2006, both the 2,000-seat Renée and Henry Segerstrom Concert Hall and the 500-seat Samueli Theater held their grand openings.

For more information about Costa Mesa's history, visit the Costa Mesa Historical Society website:
<http://www.costamesahistory.org>



References:

City of Costa Mesa. www.costamesaca.gov

Costa Mesa Historical Society. <http://www.costamesahistory.org>

South Coast Repertory. <http://www.scr.org/about/scrstory.aspx>

*US Census Bureau (2010)

recreation

Costa Mesa also provides opportunities for refreshment and restoration of strength and spirit through recreation. The City provides personal, social, economic and environmental benefits for all to enjoy in a quality setting. Numerous activities are available to enhance the quality of life of its residents and the public overall.



Facilities like the Neighborhood Community Center, the Downtown Recreation Center, the Balearic Community Center and the Costa Mesa Senior Center are available for instructional classes and special occasions. There are 29 parks including Volcom Skate Park, TeWinkle Athletic Field and the lakes at TeWinkle Park offering fun for all. In addition, there are opportunities to participate in a variety of sports, recreational programs for all ages, day camps, summer camps, after school programs, excursions, community gardens, summer concerts and special events. Costa Mesa is a well balanced place to live, work and play.

Fairview Park is a favorite with bird and animal lovers and also serves as the backdrop for a wide range of interests.



Model glider airplane flying takes place at the center of the park with organized flying events.

All areas of the park provide unique scenery for hiking, walking, running and biking enthusiasts.

There are also quiet picnic areas for small group activities and isolated alcoves for quiet contemplation.

The Orange County Model Engineers operate the Railroad Station at the eastern end of the park and provide free model train rides on the third weekend of each month.

Near the entrance of the park are grassy and open areas to fly kites. Get a kite and bring your family. These varied activities are great for bringing friends and families together.



shopping

The internationally-renown South Coast Plaza is the pride and joy of Costa Mesa. It offers a highly acclaimed, upscale and unique shopping experience to people from all over the world. The volume of sales generated from this shopping venue secures its place as the highest volume regional shopping center in the nation.



Metro Pointe at South Coast is a 52-acre master planned environment offering class "A" office buildings, restaurants, shopping, movie theater entertainment and apartment homes. It is strategically located and visible off the San Diego Freeway (I-405) and (SR-73) San Joaquin Hills Transportation Corridor at South Coast Drive.

An alternative for the Anti-Mall is THE LAB. It offers a one of a kind shopping and entertainment experience with an indoor-outdoor atmosphere designed for all, but more particularly to younger clients. If you seek non-traditional shopping combined with simplicity THE CAMP and THE LAB offer a balance between sophistication and environmental harmony.

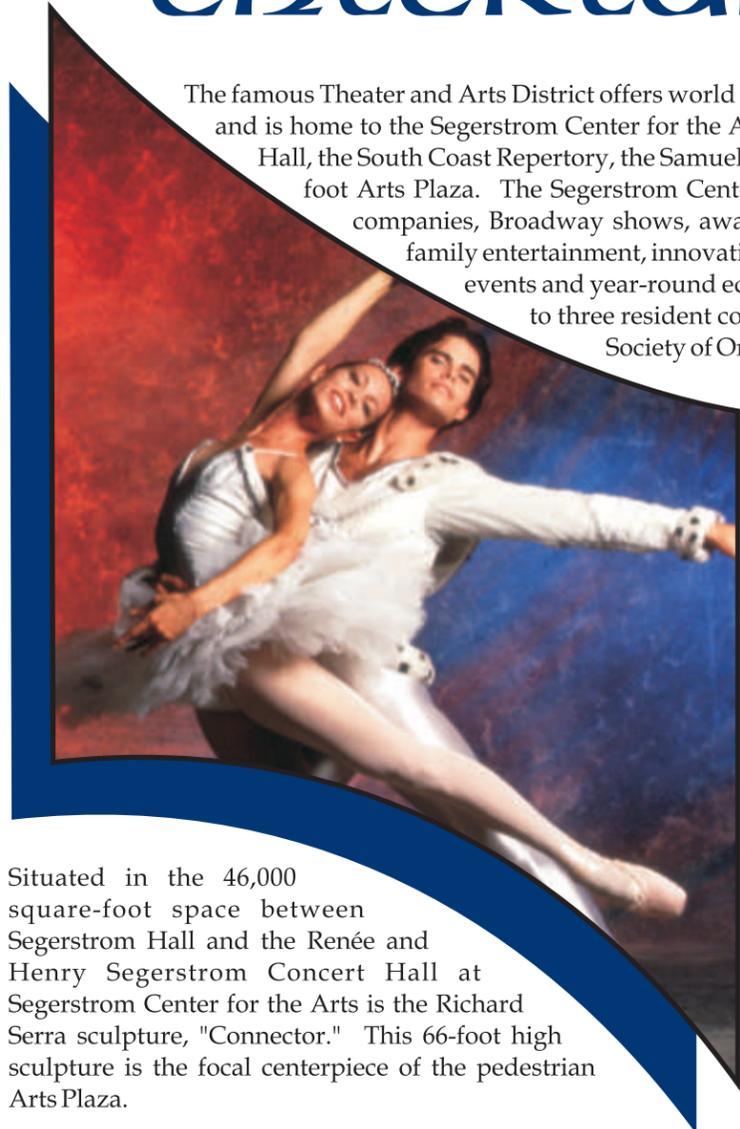
The Triangle (formerly Triangle Square), located on a 4.6 acre site at the terminus of the SR 55 freeway and 19th Street, is undergoing a major transformation to include new restaurants, a bowling center, a wine storage facility, exterior building and landscaping upgrades with the incorporation of new signage. These improvements and uses complement the movie theater and the upscale fitness facility, and collectively provide multiple entertainment opportunities for all.

- South Coast Plaza
- Metro Pointe
- THE LAB
- THE CAMP
- The Triangle



entertainment

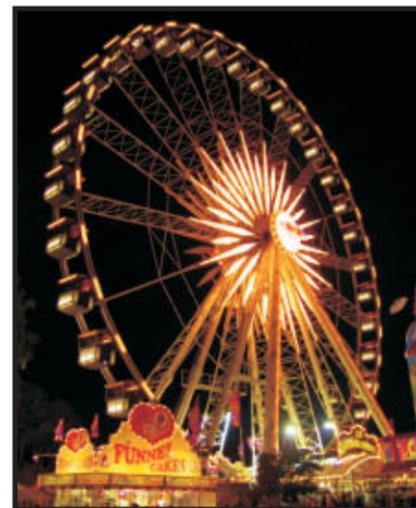
The famous Theater and Arts District offers world class performances, concerts and other venues, and is home to the Segerstrom Center for the Arts, the Henry and Renée Segerstrom Concert Hall, the South Coast Repertory, the Samueli Theater, Founders Hall and the 46,000-square foot Arts Plaza. The Segerstrom Center offers the world's leading ballet and dance companies, Broadway shows, award-winning classical, jazz and cabaret artists, family entertainment, innovative and cutting-edge theater companies, special events and year-round educational programs. It is also the artistic home to three resident companies: Pacific Symphony, the Philharmonic Society of Orange County and Pacific Chorale.



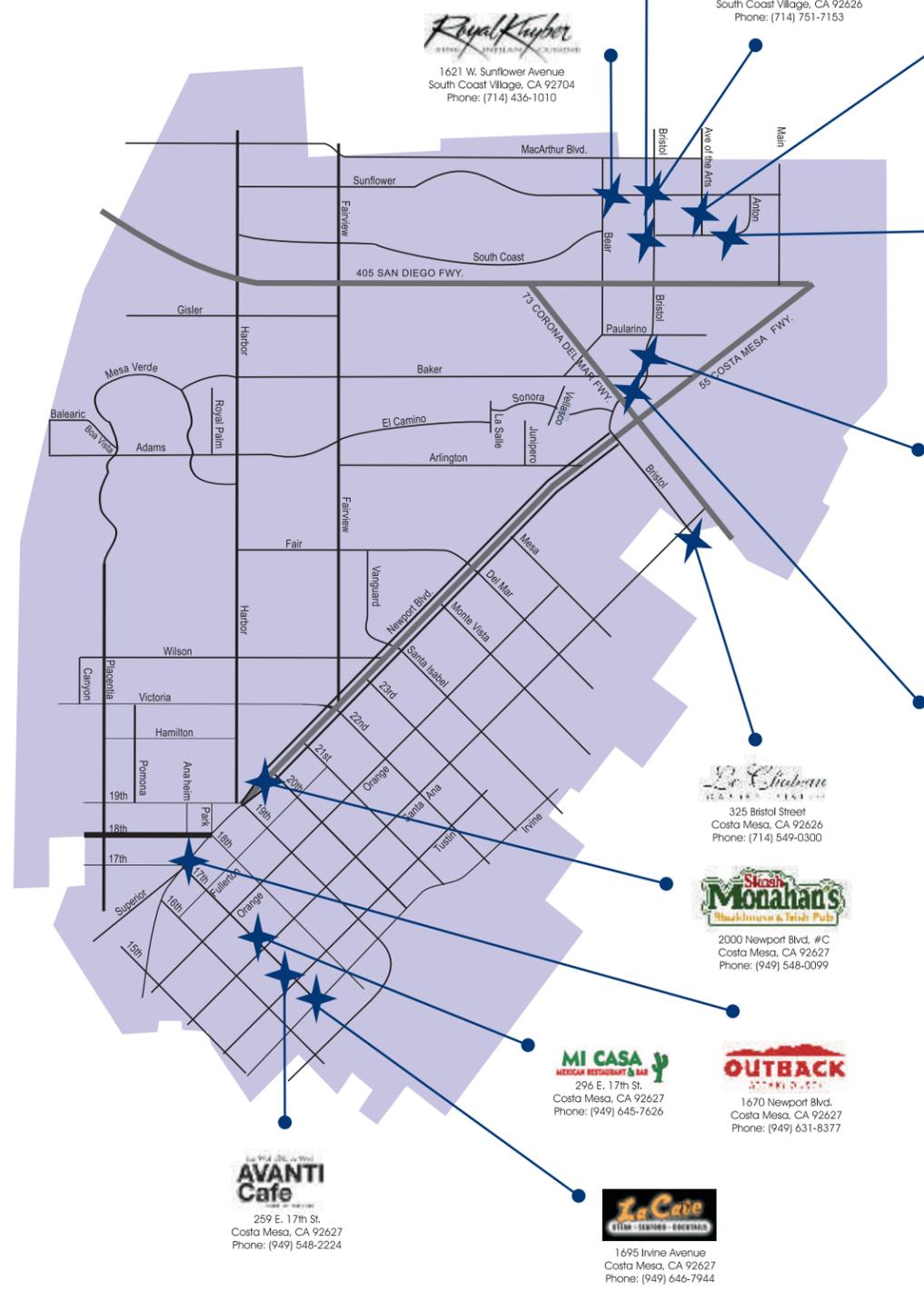
Situated in the 46,000 square-foot space between Segerstrom Hall and the Renée and Henry Segerstrom Concert Hall at Segerstrom Center for the Arts is the Richard Serra sculpture, "Connector." This 66-foot high sculpture is the focal centerpiece of the pedestrian Arts Plaza.

The Noguchi Sculpture Garden "The California Scenario", in Costa Mesa is Isamu Noguchi's abstract representation of California's landscape. Located on 1.6 acres behind the Comerica Bank Tower at 611 Anton within the Pacific Arts Plaza, it is a peaceful setting often used for contemplation and special occasions.

Offering entertainment in the heart of the community since 1949 is the historic Orange County Fair and Event Center located on a 150-acre site bordered by Fair Drive, Fairview Road and SR-55. The Orange County Fair features food, animals, carnival rides, games, competitive exhibits, concerts, community entertainment and more. It is the ninth-largest fair in the United States attracting over one million visitors annually. The site also serves as home to Centennial Farm and the Pacific Amphitheater. These entertainment and educational venues attract thousands to Costa Mesa year-round.



dining



THE CAPITAL GRILL
3333 Bristol Street
Costa Mesa, CA 92626
Phone: (714) 432-1140

QUATTRO CAFE
3333 Bristol Street
Costa Mesa, CA 92626
Phone: (714) 865-4537

HAMAMORI
3333 Bear Street, #320
Costa Mesa, CA 92626
Phone: (714) 850-0880

scott's
3300 Bristol Street
Costa Mesa, CA 92626
Phone: (714) 979-2400

SILVER TRUMPET
3350 Avenue of the Arts
Costa Mesa, CA 92626
Phone: (714) 751-5100

Marriott COSTA MESA
500 Anton Blvd
Costa Mesa, CA 92626
Phone: (714) 957-1100

MASTRO'S STEAKHOUSE
633 Anton Blvd
Costa Mesa, CA 92626
Phone: (714) 546-7405

VIZZERIA ORTICA
650 Anton Blvd
Costa Mesa, CA 92626
Phone: (714) 445-4900

PIST
686 Anton Blvd
Costa Mesa, CA 92626
Phone: (714) 444-6900

bristol palms
3050 Bristol Street
Costa Mesa, CA 92626
Phone: (714) 540-7000

SAVOY
3131 Bristol Street
Costa Mesa, CA 92626
Phone: (714) 557-3000

ECCO RESTAURANT COSTA MESA
2937 Bristol, #A102
Costa Mesa, CA 92626
Phone: (714) 444-3226

Chotria
2831 Bristol Street
Costa Mesa, CA 92626
Phone: (714) 641-5952

2937 Bristol, #A102
Costa Mesa, CA 92626
Phone: (714) 545-1411

COSTA MESA RESTAURANT WEEK
2011 Participants

Effective Mid-June 2012:
The City of Costa Mesa has recently updated its parking rates for establishments where food and beverages are served with more than 300 sq. ft. of public area:

- 10 spaces per 1,000 sq. ft. for the first 3,000 sq. ft.
- 12 spaces per 1,000 sq. ft. for each additional 1,000 sq. ft. above the first 3,000 sq. ft.