



# Economic Analysis for Proposed Opportunity Study Areas

City of Signal Hill, California



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# TABLE OF CONTENTS

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<b>Executive Summary .....</b>	<b>v</b>	Local Sales Trend.....	7
<b>Introduction .....</b>	<b>1</b>	Regional Sales Trend .....	9
Background .....	1	Retail Market Demand Basics .....	9
Purpose and Intent .....	1	Retail Types .....	9
Central Place .....	2	Trade Area .....	10
Other Uses .....	2	Retail Market Potential.....	12
Content .....	2	Retail Gap Analysis .....	14
<b>Residential Development .....</b>	<b>3</b>	Convenience Goods Retailers.....	14
Why Housing .....	3	Comparison Goods Retailers.....	15
Retail Follows Rooftops .....	3	Planning Recommendation .....	17
Feet on the Street .....	4	Lifestyle Segmentation .....	18
Pay for It .....	4	Pleasantville (2B).....	19
Developer Sentiment.....	4	Fresh Ambitions (13D) .....	19
Housing Types .....	5	Urban Villages (7B).....	20
<b>Retail Sales .....</b>	<b>6</b>	City Lights (8A).....	20
Current Market Conditions .....	6	Diverse Convergence (13A) .....	21
Regional Market Conditions .....	6	Application.....	21
Local Market Conditions .....	7	<b>Hotels .....</b>	<b>22</b>
Taxable Retail Sales .....	7	Existing Hotels .....	22
		Market Demand .....	22
		Hotel Development.....	23
		<b>Office and Industrial .....</b>	<b>24</b>

Current Market Trends .....	24
Regional Office Market.....	24
Local Office Market.....	25
Regional Industrial Market.....	25
Local Industrial Market.....	25
Economic Analysis.....	25
Goods-Producing Sectors.....	27
Base-Services Sectors .....	28
Knowledge-based Sectors.....	29
Education and Healthcare .....	30
Local-Serving Sectors.....	31
Employment Projections.....	32
Nonresidential Building .....	33
Commercial Services.....	33
Offices .....	33

Industrial .....	34
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## Conclusions ..... 35

Housing Types.....	35
Vertical vs. Horizontal .....	35
Where to Put the Retail.....	35
Income Diversity .....	35
Auto Services.....	35
Business Attraction .....	36
Offices .....	36

## Appendix..... A-37



## LIST OF FIGURES

Figure 1: Taxable Retail Sales, Nominal, Real (Inflation-Adjusted), and Real per Household; Signal Hill; 2009 to 2023 .....	8
Figure 2: Convenience Goods Trade Area and the Trade Areas for Grocery Stores In and Near Signal Hill .....	11
Figure 3: Town Center Trade Areas and 15-Minute Drive-Time Context Area.....	13
Figure 4: Average Annual Occupancy Rates; Signal Hill Area Hotels; 2017 to 2024 .....	23
Figure 5: Employment by Major Groups of Sectors as a Percentage of Total Employment; Signal Hill, Subregion, and Los Angeles County; 2022 .....	26
Figure 6: Employment in Goods-Producing Sectors a Percentage of Total Employment; Signal Hill, Subregion, and Los Angeles County; 2022.....	27
Figure 7: Employment in Base-Services Sectors a Percentage of Total Employment; Signal Hill, Subregion, and Los Angeles County; 2022.....	28
Figure 8: Employment in Knowledge-Based Sectors a Percentage of Total Employment; Signal Hill, Subregion, and Los Angeles County; 2022.....	29
Figure 9: Employment in Education and Healthcare Sectors a Percentage of Total Employment; Signal Hill, Subregion, and Los Angeles County; 2022.....	30
Figure 10: Employment in Local-Serving Sectors a Percentage of Total Employment; Signal Hill, Subregion, and Los Angeles County; 2022 .....	31
Figure A-1: Tapestry Segmentation Descriptions for the Ten Most Common Segments; Comparison Goods Trade Area; 2025 ....	A-50

## LIST OF TABLES

Table 1: Opportunity Gap/(Surplus) in Annual Spending for Convenience Goods Retailers; Convenience Goods Trade Area and 10-Minute Drive Time Context Area; 2025 .....	14
Table 2: Opportunity Gap/(Surplus) in Annual Spending for Comparison Goods Retailers; Comparison Goods Trade Area and 15-Minute Drive Time Context Area; 2025 .....	16

Table 3: Planning Recommendations for Retail Building Space (sq. ft.); OSAs; 2025.....	18
Table 4: Top 10 Lifestyle Segmentation Groups; Comparison Goods Trade Area; 2025 .....	19
Table 5: Potential Employment Growth by Economic; Signal Hill; 2025 to 2050 .....	32
Table 6: Potential Market Demand for Nonresidential Building Space; Signal Hill; 2025 to 2050 .....	33
Table A-1: Taxable Retail Sales, Nominal, Real (Inflation-Adjusted), and Real per Household; Signal Hill; 2009 to 2023 .....	A-38

Table A-2: Taxable Retail Sales, Nominal, Real (Inflation-Adjusted), and Real per Household; 17 South Bay Cities; 2009 to 2023 .....	Ai39
Table A-3: Estimated Household Spending, Business Sales, and Opportunity Gap/Surplus; Convenience Goods Trade Area; 2025.....	A-41
Table A-4: Estimated Household Spending, Business Sales, and Opportunity Gap/Surplus; Comparison Goods Trade Area; 2025.....	A-43
Table A-5: Estimated Household Spending, Business Sales, and Opportunity Gap/Surplus; 15-Minute Drive-Time Context Area; 2025 .....	A-45

# EXECUTIVE SUMMARY

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The City of Signal Hill has embarked on a path to facilitate the recycling or redevelopment of the parts of the Atlantic Spring and Central neighborhoods. This will lead to realizing part of its 2001 General Plan and an objective in the *2023 to 2028 Strategic Plan*—the development of a central business district in the Town Center area.

The city has identified three Opportunity Study Areas (OSAs). The purpose of the project is to assess future land use opportunities that will allow the City to grow economically, create jobs, and diversify the City's tax basis for several years. This report is an economic analysis intended to identify the potential market demand to support redevelopment and the creation of the central business district.

Subsequent stages in the overall project will create a generalized plan for the OSAs, finalize the boundaries that will be included, and establish a zoning mechanism that will incentivize development and lead to the

realization of the vision for a central business district.

The report assesses market conditions and potential demand for:

- + Housing development
- + Retail businesses
- + Hotels
- + Office and industrial uses

## Creating a Central Business District

At the heart of the project is creating a central business district in the Town Center area, around the intersection of Willow Street and Cherry Avenue. Although the project will better define what this district should be, this economic analysis assumes that it will likely include:

- + A business district with vibrant economic activity
- + A gathering place with a robust and inviting public realm

- + Physical design that not only facilitates but actually encourages walking and meeting neighbors
- + Even though it is a business district, it should be experience-oriented: it should be a place to do things not just buy things

## Remainder of the OSAs

Even though the central business district is at the heart of the project, the vast majority of the OSAs lie outside of this central place. The Economic Analysis also identifies challenges and opportunities for recycling and redeveloping the remainder of the OSAs. The challenges are substantive: aggregating small lots and working around oil wells, relocating infrastructure, demolition, and in some cases, remediating the land. Nevertheless, the report highlights a number of factors that are real opportunities for change

## Key Findings

### Housing

The report notes that housing will be important in the mix of uses in the OSA:

- + Retail Follows Rooftops. Retailers these days are busy learning to coexist with online shopping; they rarely build new stores other than in areas with population growth.
- + Feet on the Street. Housing in proximity to the envisioned central business district increases the number of people walking in the district. This, in turn, signals to others that this district is alive and vibrant, that there is something worthwhile here.
- + Paying for Redevelopment Costs. Housing is the most effective way to increase land value by adding some density, and this added value will be important in paying the added costs to redevelop in the OSAs.

The housing assessment included interviews with 11 developers. The developers were positive about the prospect of developing new housing in the OSAs. They said that Signal Hill is a good community in which to build and sell homes, that they can work with the constraints of active oil wells and potential remediation, and that having the right zoning in place will help make development happen.

## **Retail Sales**

The retail market analysis found that there are many types of retail stores which already saturate the market. However, it also found that there are a number of types of stores for which there is leaked retail spending that can support additional retail businesses in the OSAs. The biggest opportunities include:

- + Furniture and Home Furnishings. Leaked spending could support 140,000 square feet of retail space for these stores.  
  
This could form a niche specialization for the central business district, similar to South Coast Collection in Costa Mesa.
- + Clothing and Accessories. Leaked spending could support up to 102,000 square feet of retail space for these stores.  
  
This, too, could be a specialization for the central business district, and would appeal to the lifestyle demographics in the trade area.
- + Drinking Places (bars). Leaked spending could support up to 12,000 square feet of retail spaces for drinking establishments.

However, the analysis also found that the trade area is saturated with full-service dining. The report discusses how establishing a

central business district that draws regional visitors could help attract more restaurants to Signal Hill.

Overall, the retail analysis finds that there could be market support for up to 433,000 square feet of retail development in the trade area.

## **Hotels**

The report notes that the hotel industry has taken a long time to recover from pandemic era disruptions and that there is little to no new hotel development occurring. Nevertheless, the report finds that hotel occupancy rates in Signal Hill and surrounding area are supportive of additional hotels. The report provides some guidance for efforts to attract a new hotel.

## **Office and Industrial Uses**

The report analyzes the local economy and projects future economic and employment growth in order to estimate demand for office and industrial uses.

The analysis finds that there is the potential for growth in professional services and other office-based businesses. However, the regional office market is a long way from recovering from the shift to work from home

and hybrid work arrangements. Even though there is potential demand, it is unlikely that there will be new office development in the short- and mid-term.

The analysis finds that there should be sufficient growth in retail services—such as personal services, entertainment, or recreation—to support the development of up to 250,000 square feet of commercial building space in addition to the retail sales building space.

### Additional Considerations

In addition to the key findings, the report identifies several key considerations as the project moves forward:

#### Housing Types

- + High construction costs and high interest rates will preclude most residential development in the short term, other than for-sale townhomes.
- + Overtime, for-rent and multifamily housing products will likely become feasible.
- + The zoning for the OSA should anticipate this market shift ahead of time.

#### Vertical vs Horizontal Mixed-use

- + Mixed use will likely be part of the central business district.
- + Vertical mixed-use (residential units over ground-floor retail) is more expensive and will likely take longer to become viable.
- + Horizontal mixed-use will be feasible sooner rather than later.
- + The OSA zoning will have to address which is desired and which is required or allowed.

#### Retail Locations

- + The analysis indicates market support for up to 433,000 square feet of retail building space.
- + The OSA zoning will have to decide how much should be in the central business district, how much should go elsewhere in the OSAs, and how much should be planned elsewhere in the trade area.

#### Business Attraction

- + The analysis projects limited economic growth in arts, entertainment, and recreation.
- + The analysis finds that the trade area is saturated with full service restaurants

(even if they are not all located in Signal Hill).

- + These uses are important for an experience-oriented central place.
- + How active does the city want to be in attracting these types of businesses when the central business district is ready to develop?





# INTRODUCTION

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## BACKGROUND

Signal Hill's 2001 General Plan noted that the city was already a decade into transforming from an oil field and industrial city into a residential and light industrial city. The Redevelopment Agency had successfully brought in investment in major big box retailers, such as Costco and Home Depot, auto dealerships, and affordable housing.

The 2001 plan envisioned a town center area around the intersection of Willow Street and Cherry Avenue, building on the existing Town Center East and the Commercial Corridors Specific Plans and calling for new plans for other parts of this larger town center area. The vision includes large-scale retailers, more local-serving retail, dining, entertainment and recreation businesses, and some high-density housing.

In the intervening years, some progress has been made in achieving this vision. However, the state's elimination of redevelopment agencies in 2011 took away the city's

primary tool to facilitate development and implement the community's vision. As much of the industrial building stock in the Atlantic/Spring and Central neighborhoods has reached or is approaching the end of its functional life, there is little funding for the city to facilitate recycling or redevelopment and to help offset the costs of site cleanups.

In addition, market conditions have changed the types of development that get invested in. New big box retail stores are rare, outside of growing greenfield areas where suburban subdivisions are adding new rooftops. With the transition to hybrid work arrangements among many of the businesses that typically occupy office buildings, there is little investment in new office buildings. And with the continued growth in online retail, new high-cube warehouses are eating up Southern California's supply of industrially zoned land.

Over the years, though, the community's general vision has not changed. The city's *2023-2028 Strategic Plan* included the

objective to "Develop a central business district to support a sense of community and expand local amenities."

## PURPOSE AND INTENT

The purpose of OSA project is to assess future land use opportunities that will allow the City to grow economically, create jobs, and diversify the City's tax basis for several years. The purpose of this Economic Analysis is to quantify the market demand for development in three proposed Opportunity Study Areas (OSAs). The Economic Analysis is the first step in a process that is expected to finalize the boundaries of the OSAs, prepare a generalized plan for the OSAs, and establish a zoning mechanism that will incentivize development and lead to the realization of the vision for a central business district.

The Economic Analysis is intended to identify potential opportunities that can be considered during the subsequent planning stages. It describes the near-term opportunities but also identifies challenges that need to be

addressed over the long term. The intention is to not write off any options yet, but rather to be realistic about where to start.

## CENTRAL PLACE

This process will develop a more specific definition of the central place, which is at the heart of the project. The Strategic Plan and General Plan refer to it as the central business district in the area identified in the General Plan as the Town Center. The Town Center includes areas around the intersection of Willow Street and Cherry Avenue.

At its core, this central place is intended to be a gathering place for the community, create a public identity for Signal Hill, and enhance the sense of community. Simply put, the goal is to create a there, there; a place that is unique and authentic to Signal Hill's heritage and its future aspirations.

Although the concept of the central place will be fleshed out during this project, there are certain components that it will likely include:

- + It is a business district, so vibrant economic activity is important
- + It is a gathering place, so a robust and inviting public realm is important

- + Parts of it should not only facilitate but actually encourage walking and meeting neighbors
- + Even though it is a business district, it should be experience-oriented: it should be a place to do things not just buy things

This report uses the somewhat wordy description of, "a walkable, experience-oriented central place," until a more formal nomenclature is devised.

## OTHER USES

Even though this central place is at the heart of this project, the OSAs cover a large land area. The *Economic Analysis* is also intended to identify opportunities for recycling and redeveloping other areas in the OSAs. Thus, the report analyzes the potential for retail uses that might not fit into the central place, plus hotels, housing, other commercial uses, and office and industrial uses. Again, the intent is to identify possibilities; the menu of uses and development types may be subsequently whittled down as the project progresses.

## CONTENT

The remainder of this report is divided into the following four parts, along with a

conclusions section and an appendix with supporting data:

### **Residential Development**

Because there is well documented pent-up demand for housing development throughout Southern California, a formal residential market analysis has not been conducted. This chapter discusses the need for residential development and the input from interviews with 11 developers.

### **Retail Sales**

Because the central place is envisioned as a business district, this chapter presents a detailed analysis of market demand for retail businesses by type of store.

### **Hotels**

There has been little development of hotels since the pandemic, as the lodging industry is only just returning to pre-COVID levels. This chapter addresses the market potential for new hotel development in Signal Hill.

### **Office and Industrial**

This chapter analyzes the local economy and projects future economic and employment growth. Based on the projections, the report estimates the demand for commercial development, offices, and industrial uses.

# RESIDENTIAL DEVELOPMENT

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One cannot go very long without hearing about the crises in housing in Southern California. A crisis in housing affordability, housing availability, and homelessness. In addition, many cities were saddled with unfathomably high Regional Housing Needs Assessment (RHNA) housing allocations in the last housing element cycle. Yet talk to any residential developer and one of their biggest roadblocks is finding any land to acquire for new housing construction (they will also mention construction material costs, labor shortages, and prohibitively high interest rates).

To assess market demand for residential development in the OSAs, the project included interviews with 11 developers. These interviews not only verified the conventional wisdom that there is pressing demand for new housing, but equally importantly, that developers are ready and willing to build housing in the OSAs.

This chapter begins with a brief discussion of why housing development is an important component of realizing the vision for a central place in the town center. It then provides a brief summary of salient points from the interviews with developers. The final section discussed how market conditions can be expected to impact the types of housing that get built.

## WHY HOUSING

There is a common perception that new housing does not pay its own way. Often, though not always, this is true when one looks only at property tax revenue and the cost of public facilities and services. However, most communities require development impact fees that help cover costs for public facilities and infrastructure.

More importantly, though, new households pay sales taxes. There is an old fashioned idea that cities should only zone for new retail businesses because they pay sales tax.

However, businesses do not pay sales tax; they collect it. It is people—residents and visitors—who actually pay sales tax. When one adds development impact fees and sales tax to the property tax that new households pay, more often than not, new housing is paying its own way, and then some.

For the redevelopment of the OSAs, new housing will be necessary for the three reasons discussed here.

## Retail Follows Rooftops

Prior to the pandemic, online retail was steadily capturing increasing amounts of consumer spending, but this shift accelerated during and after the pandemic. Today, national and regional retail chains are highly focused on omni-channel retailing—combining multiple channels to market, sell, buy, and deliver goods, easing the transition between digital and physical selling environments. Stores want to sell goods online, in store, with delivery, with curbside pickup, or in any way that they can get your

business. Rarely are retailers looking to build new stores, and when they do, they are looking for places that are growing.

The vision for a central place with businesses and activities includes retail businesses. Retailers will be much more interested in considering a Signal Hill location when they can see that it is growing. Thus, new housing will be one part of the business attraction strategy.

### Feet on the Street

There is much talk about the value of mixed-use development. The reality, however, is that two, three, even four or five stories of residential units over ground-floor retail will not make or break a ground-floor retail business.

However, having housing over retail or even the next block over puts feet on the street. Nearby residents are much more likely to walk, whether to get fresh air, to walk the dog, or to grab a latte. Having people walking in a central place creates an image of that place as alive and vibrant, as something different. It signals to those driving by that there is something worthwhile in this place.

Achieving the vision for a walkable, experience-oriented, central place will require having people out and about, walking. Having housing in close proximity is the most effective way to do this.

### Pay for It

Recycling or redeveloping the OSAs is a complex undertaking. From aggregating small lots and working around oil wells, to relocating infrastructure, demolition, and in some cases, remediating the land, new development in the OSAs will be costlier than new development in many other places.

Oftentimes, this cost will come out of the pockets of the landowner who sells land for development. However, if the sales price of the land is not high enough, the owner may simply decide to forgo redevelopment and continue with their current use of the land.

Residential development is the one type of development where increased density can generate a higher sales price for land for development. It is likely that there will be part of the OSA where residential development is the only financially feasible alternative to continuation of the status quo.

## DEVELOPER SENTIMENT

Developers were interviewed to gauge market interest in developing in the OSAs and to explore some of the likely challenges. Some of the common relevant comments are below:

- + All 11 developers interviewed expressed an interest in the potential of developing in the OSAs.
- + Signal Hill is a great location for housing because it is accessible to so many different job centers.
- + The psychographics of households in the region will support sales of new homes, i.e., there will be buyers.
- + There is nothing wrong with Long Beach, but Signal Hill has a certain cachet that will help attract buyers; it will be seen as a welcoming small town.
- + Developers are aware of the challenges and costs (time and money) to redeveloping in the OSAs but believe that it will be financially feasible.
- + It is possible to sell homes on sites with an active oil well.
- + Developers do not believe that having only surface rights will hinder home sales.

The takeaway from these interviews is that it is possible for the market to steer investment in new housing and other types of development into the OSAs. With the challenges inherent in redeveloping in these areas, many developers stressed the need to get the zoning right so that the City does not create additional roadblocks.

## HOUSING TYPES

In the short term, the type of housing that can be developed is being driven entirely by economic fundamentals. High construction costs and high interest rates make it virtually impossible to build market-rate rental housing in most places in Southern California.

If the City allows for residential development in the OSAs, it will most likely all be for-sale townhomes at the outset.

Nevertheless, there is market demand for multifamily rental housing, and when interest rates come down, the City can expect developers to propose some rental projects. It is not clear yet whether future market conditions will support sub-30 unit to the acre density apartments with surface or tuck-under parking or if higher-density products, like a multifamily wrap or podium with

parking structures, will be feasible.

Nevertheless, over the long term, the City can expect market interest in a variety of residential product types, from single-family attached to multifamily housing of varying densities, from condos to rentals. The zoning for the OSAs will need to anticipate future conditions and future market demand.

# RETAIL SALES

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This chapter analyzes the market demand for retail sales businesses. As used in this report, retail is defined broadly to include a wide range of businesses that serve local residents and visitors:

- + Retail stores, such as supermarkets and furniture stores
- + Personal services, such as hair salons and banks
- + Restaurants and bars
- + Entertainment and recreation, such as movie theaters and fitness centers

After a discussion of current market conditions and taxable sales trends, this chapter presents an analysis of market

demand for retail uses and concludes with considerations for retail uses in the OSAs.

## CURRENT MARKET CONDITIONS

### Regional Market Conditions

The real estate services and investment firm CBRE estimates that as of the fourth quarter of 2024, 5.9 percent of the retail building space in Los Angeles County was available for lease.<sup>1</sup> The availability rate generally declined from the pandemic era high through the end of 2022 and has generally been rising since. For the South Bay region, CBRE estimates the retail availability rate slightly higher at 7 percent.

For all of Los Angeles County, the average retail lease in the fourth quarter was \$3.03 per square foot per month, triple net.<sup>2</sup> This was a slight decrease from the prior quarter, but the average rent has been steadily climbing since before the pandemic, before accounting for inflation. CBRE estimates that the average rent in the South Bay was lower, at \$2.79 per square foot per month.

CBRE notes that net absorption (including vacant retail space and newly constructed retail space) was positive, at 184,000 square feet countywide, after three quarters of negative absorption (including existing space which a tenant vacated and new retail building space the was completed but not leased). The South Bay region had a positive absorption of 220,000 square feet, following

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<sup>1</sup> CBRE, *Los Angeles Retail Figures Q4 2024*, February 28, 2025. This report is intended to statistically represent retail buildings larger than 1,000 square feet.

<sup>2</sup> Triple net is the most common form for a retail lease. In addition to the building rent and utilities, the business lessee

also pays other costs, such as real estate taxes, building insurance, and maintenance.



a negative absorption of 298,000 square feet in the prior quarter.

Finally, the CBRE report indicates that there was only 28,000 square feet of new retail building space put on the market countywide in the fourth quarter of 2024. In the prior quarter, the total was 7,000 square feet. In the South Bay region, there was no new retail building space in either quarter.

These data taken together indicate that the retail real estate market is currently adding very little new retail building space while availability percentage is increasing. Nonetheless, retail rents have continued to rise, although that is before adjusting for inflation. Overall, the market for new retail development appears weak countywide. Within the county, there are areas where the retail real estate market is performing better, but the South Bay as a region is performing worse than the county as a whole.

## Local Market Conditions

As part of the market analysis, Costar<sup>3</sup> leasing reports for retail properties<sup>4</sup> in the OSAs were reviewed. The report identifies 1.26 million square feet of retail building space. Currently, only 7,825 square feet in one building is available for lease. This is a vacancy rate of 0.6 percent, and over the past 2.5 years, the vacancy rate has not reached higher than 0.9 percent.

The most recent lease rate data was from 2023. That year, the average asking lease rate for properties that reported data to Costar was \$2.50 per square foot per month, triple net.<sup>2</sup> This is lower than the average retail lease rate for the South Bay region.

The data suggests that the market could likely absorb new retail building space in the OSAs. However, the asking lease rates in the OSAs are likely not high enough to support the cost

of new retail construction under present circumstances.

## TAXABLE RETAIL SALES

### Local Sales Trend

Taxable retail sales<sup>5</sup> matter not only because sales tax accounts for the majority of the city's general fund revenue but because taxable sales are indicative of economic activity in the local-serving sectors of the economy. Figure 1 shows the trend in taxable retail sales in Signal Hill from 2009 to 2023. The underlying data are provided in the Appendix in Table A-1 on page A-38.

Total taxable retail sales in Signal Hill consistently increased coming out of the recession in 2009, with a peak in 2015. Sales began growing again in 2018, with a one-year decline during the pandemic in 2020. Total taxable retail sales in the city reached the highest level in 2022 before

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<sup>3</sup> Costar is a leading provider of commercial real estate data, including leased and available building space and lease rates, when available.

<sup>4</sup> Costar has four general property type groupings: retail, office, industrial, and multifamily. The retail group includes auto services, which there are many of in the OSAs.

<sup>5</sup> Taxable sales data are published by the CA Department of Tax and Fee Administration. Taxable sales include retail stores, restaurants and bars and also include non-retail businesses that include a point of sale, such as an auto repair businesses that sells brake parts as part of installing new brakes. Unless stated otherwise in the text, the term

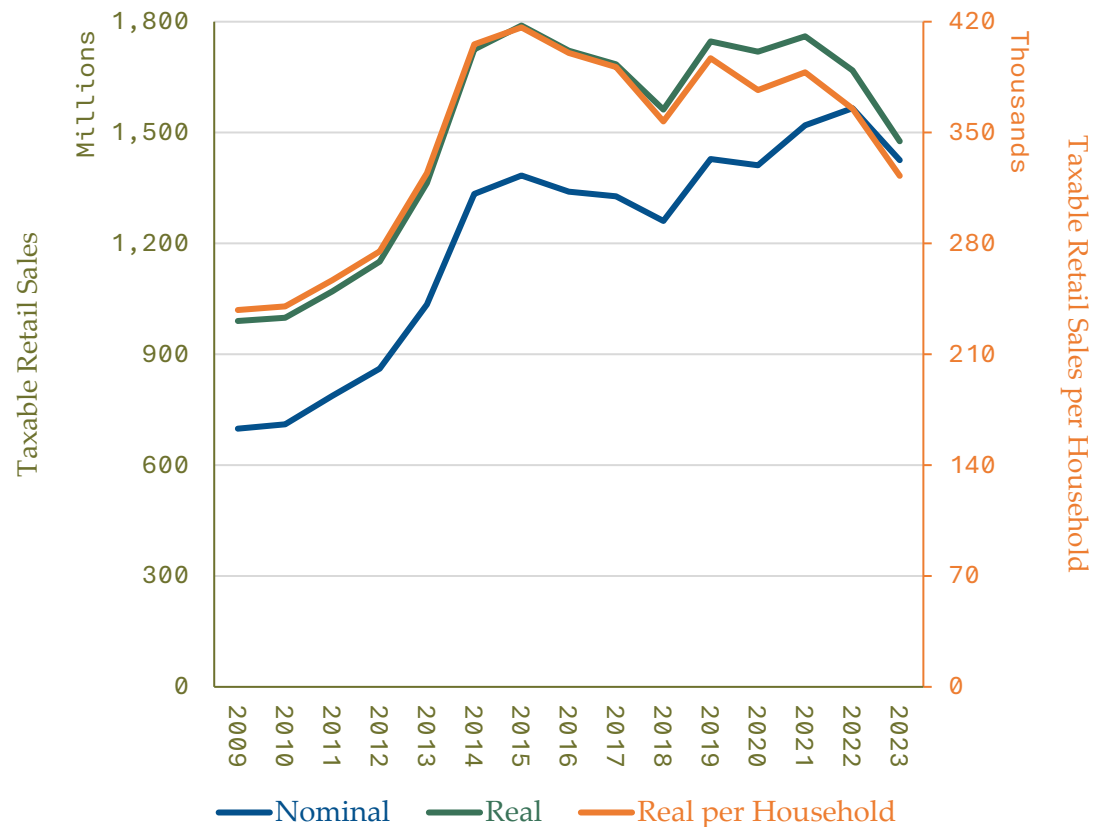
taxable retail sales in this report refers only to retail stores, restaurants, and bars.

declining in 2023. Data for the full year of 2024 is not yet available. Even with the taxable-sales decline in 2023, sales were only slightly below the 2019 peak and higher than every year before then.

However, this does not take into account the effects of inflation. When adjusted for inflation into January 2025 dollars, taxable retail sales in Signal Hill were \$1.476 billion in 2023. This was lower than every year going back to 2013, when sales were \$1.363 billion. When adjusted for inflation, taxable retail sales in the city peaked in 2015, and have been declining since 2021.

The other important lens is the real taxable sales per household. The number of households is used as a proxy for the demand for services from the city. In other words, is the growth in taxable sales keeping pace with the growth in households? For most of the 2009 to 2023 time period, the change in sales per household tracked closely to the change in real taxable sales. This indicates that the growth in taxable sales was driven primarily by local businesses attracting more spending from outside of the city rather than being driven by household growth. However, during and since the pandemic, taxable sales

Figure 1: Taxable Retail Sales, Nominal, Real (Inflation-Adjusted), and Real per Household; Signal Hill; 2009 to 2023



Source: PlaceWorks, 2025; Nominal taxable sales data from CA Department of Tax and Fee Administration, *Taxable Sales, by City*; Real data adjusted for inflation to January 2025 using data from the US Bureau of Labor Statistics, Chained Consumer Price Index for All Urban Consumers (C-CPI-U): U.S. city average; Real per household data adjusted to occupied housing estimates from the CA Department of Finance, *Population and Housing Estimates for Cities, Counties, and the State, Reports E-5 and E-8*.

per household have generally been declining. This trend suggests that the city may face increasing challenges meeting current needs based on sales tax revenue generated at stores, restaurants, and bars in Signal Hill.

### Regional Sales Trend

Signal Hill's experience is common throughout most South Bay cities. From 2019, prior to the pandemic, through 2023, real taxable retail sales per household declined 2.5 percent across the 17 cities. The taxable retail sales data are provided in the Appendix in Table A-2 on page A-39.

Only five cities had higher real sales per household in 2023 relative to 2019: Carson, El Segundo, Gardena, Inglewood, Palos Verdes Estates, and Rolling Hills. Thus, the recent decline in Signal Hill is part of a larger trend, which likely has more to do with overall consumer spending patterns and demographics than with the competitiveness of Signal Hill as a location to operate a retail business.

However, Signal Hill attracts far more consumer spending from outside of the city than do any of the other cities in the South Bay. In 2023, taxable retail sales in the city were \$323,000 per household. This is

substantially higher than the weighted average across the 17 cities, \$45,000. It was also substantially higher than the next highest, El Segundo, at \$135,000 per household.

This discrepancy is good news as far as the City being able to pay for public facilities and services. However, attracting consumer spending by residents from other cities, Signal Hill may be more susceptible to changes in consumer spending patterns.

## RETAIL MARKET DEMAND BASICS

### Retail Types

From a land use perspective, the retail market can be categorized into two broad groups: convenience goods and services and comparison goods. Eating and drinking places are a cross between convenience and comparison shopping. Finally, experience-oriented shopping is a hybrid type of retail.

### Convenience Goods and Services

Convenience goods and services are those that people need on a regular basis. For these regular purchases, most consumers have built-up knowledge of where to go to get what

they want, whether their discriminator is price, convenience, or quality. Groceries, medicines, and hair care are typical convenience goods and services. Because convenience goods and services usually have low cost margins and high sales volumes, convenience retailers are located throughout an area, close to concentrations of households. Convenience goods retailers typically operate in convenience-goods centers (less than 30,000 square feet [sq. ft.]) and neighborhood-scale centers (less than 100,000 sq. ft.), and they typically draw customers from a ½- to 1½-mile radius or the area within a 5-minute drive.

### Comparison Goods

Comparison goods are retail items that consumers purchase more infrequently or rarely. For these purchases, consumers tend to compare goods across brands and across retailers. This habit of comparing induces retailers to locate near each other. It also promotes larger-scale retailers who can stock many different brands of similar products. Clothing, electronics, and furniture are quintessential comparison goods. Because comparison goods have higher cost margins and lower sales volumes and because consumers purchase these goods

infrequently, comparison goods retailers tend to locate close to major transportation corridors that give access to a greater number of consumers. These businesses typically locate in community-scale centers (100,000+ sq. ft.) and regional-scale centers (300,000+ sq. ft.), and they draw customers from a 3- to 5-mile radius (or a 10-minute drive time) up to an 8- to 12-mile radius (or a 15 minute or longer drive time), depending on the center's size and retailer mix.

### **Eating and Drinking Places**

Eating and drinking places do not fit squarely within the two previous categories. Sometimes consumers are looking for convenience when buying food away from home. Fast food and limited-service restaurants typically satisfy this convenience demand. Other times, consumers are looking for higher quality and are willing to travel longer distances and pay more for the cuisine they desire.

### **Experience-Oriented Shopping**

In experience-oriented shopping, the experience of the trip is of equal if not greater importance than the material needs for a good or service. The experience's value may accrue from socialization with friends, activities and

entertainment, or the quality of the place. Downtowns, new town centers, lifestyle centers, and even shopping malls all attempt to enhance the shopping experience and provide a mix of businesses and amenities to create an enjoyable shopping experience. Because most consumers infrequently invest their time in experiential shopping, most are willing to travel farther and forego quick and easy access for the value of the experience. Experience-oriented shopping is a destination trip and draws from a community, regional, or even super-regional-size trade area, even if it does not offer the commensurate amount of retail square footage.

### **Trade Area**

A trade area is the geographic area from which a retail center or area will draw the majority of its customers. Sophisticated market-analysis models for individual retailers often define primary, secondary, and even tertiary trade areas. Several factors affect the size and boundaries of the trade area, including the type of shopping center, location of competitive retail facilities, physical barriers, and visibility and access to major roads and highways. For planning purposes, a more general definition of the trade area is sufficient. The analysis defines

one trade area for convenience goods and a separate trade area for comparison goods because the latter tend to draw customers from a larger area.

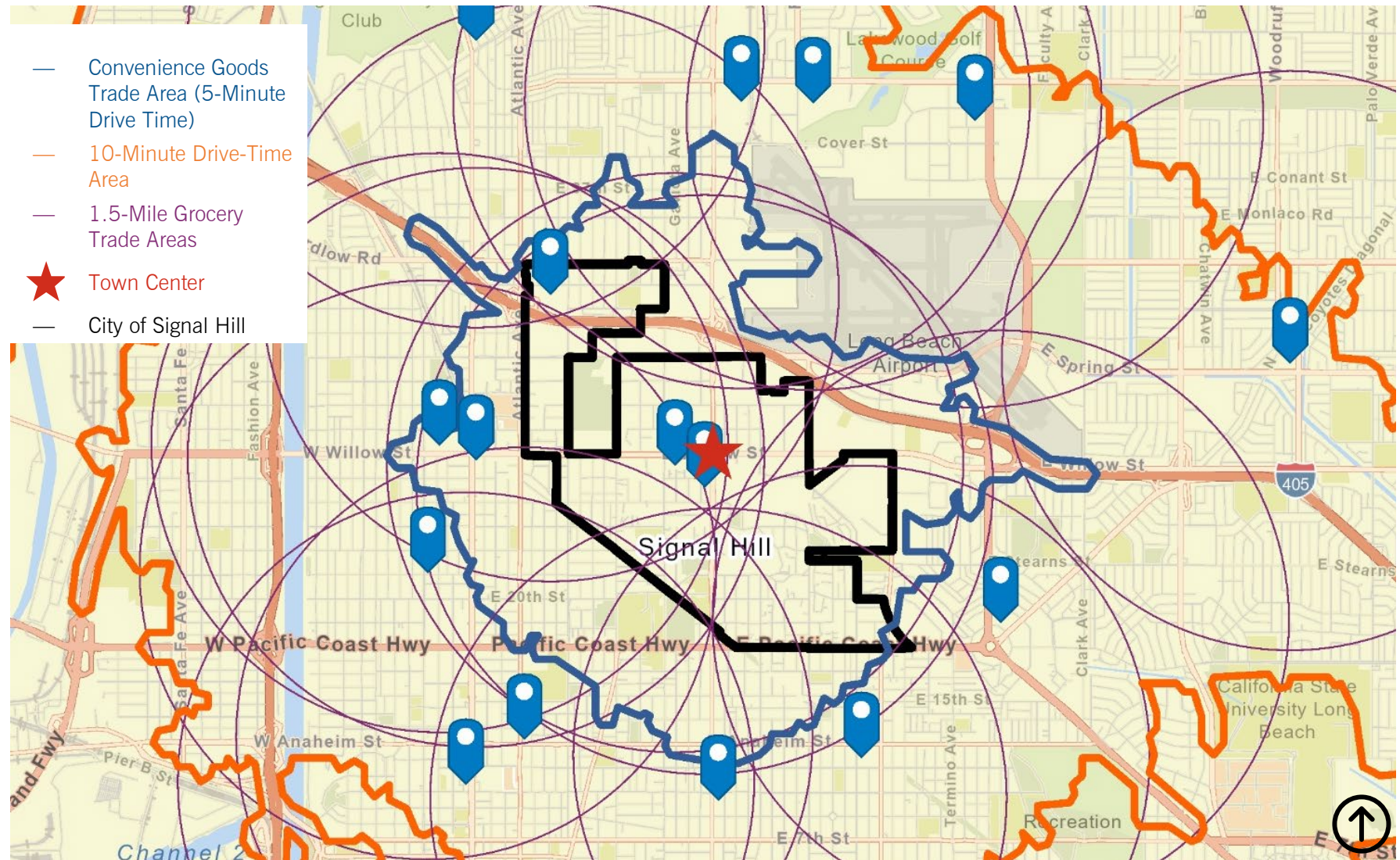
### **Convenience Goods Trade Area**

Larger convenience goods retail centers are typically anchored by a supermarket or a pharmacy and draw customers from a 1½-mile radius area. For the purposes of this study, the analysis defines the convenience goods trade area as the area within a 5-minute drive of the Town Center, the intersection of Willow Street and Cherry Avenue.

However, the analysis takes into consideration the net demand of the area within a 10-minute drive of the Town Center. Figure 2 shows the convenience goods trade area (defined by a 5-minute drive time) and the 10-minute drive-time area. It also shows the location of grocery stores in and around the convenience goods trade area. The purple circles show a 1.5-mile-radius trade area for each grocery store. The multiple overlapping trade areas show how economic activity in the 10-minute drive-time area can impact the defined convenience goods trade area.



Figure 2: Convenience Goods Trade Area and the Trade Areas for Grocery Stores In and Near Signal Hill



Source: PlaceWorks, 2025.

### **Comparison Goods Trade Area**

Comparison goods retailers often locate in community-scale or regional-scale shopping areas, which generally have trade areas of 5 and 8 miles, or a 10- or 15-minute drive time. As with the convenience goods trade area, the analysis defines the comparison goods trade area as the area within a 10-minute drive of the Town Center but also takes into consideration spending and competitive shopping centers and districts within a 15-minute drive of the Town Center. The comparison goods trade area and the 15-minute drive-time area are shown with the convenience goods trade area in Figure 3.

## **Retail Market Potential**

### **Consumer Spending**

The household is the basic economic unit in retail analysis. The Consumer Expenditure Survey, published annually by the US Bureau of Labor Statistics, details how households spend their annual income, stratified by income, age, geography, household size, and other demographic characteristics. Claritas is the leading provider of consumer spending data. They interpret that Consumer Expenditure Survey data for individual locations based on the demographics and lifestyle characteristics of the households

residing in that area. They also integrate data from credit card companies and other sources. Esri reports the data using standard retail business categories from the North American Industrial Classification System.

### **Estimated Retail Sales**

Claritas also estimates the amount of retail sales at businesses operating in the trade area. The estimates are based on the US Census Bureau's Economic Census and information obtained from proprietary data sources, such as Dunn and Bradstreet and InfoUSA.

### **Sales Efficiency**

Sales efficiency is the average annual sales per square foot of retail businesses. Sales efficiency varies by store type, by individual business, and among different locations of an individual retail chain. This report estimates retail sales efficiency by type of store based on information from Dollars and Cents of Shopping Centers / The SCORE, published by the Urban Land Institute and the International Council of Shopping Centers; annual 10K reports filed by retail corporations with the US Securities and Exchange Commission; and the US Census Bureau's Economic Census.

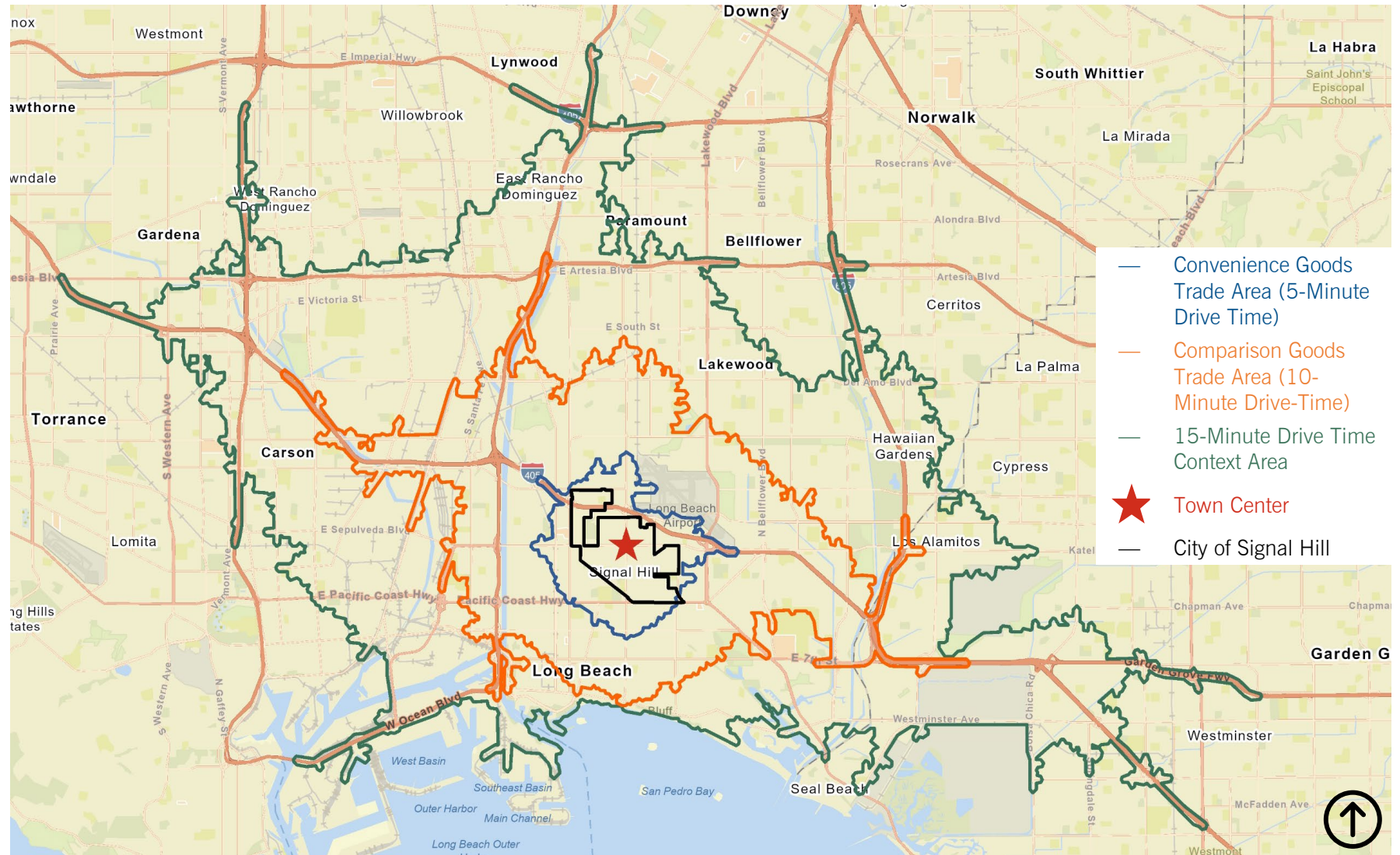
### **Calculating the Retail Gap**

Retail market potential is the difference between the amount of trade-area consumer spending and the amount of trade-area retail business sales. When trade-area households spend more at a particular type of retail store than those types of stores in the trade area take in, residents are spending money outside of the trade area. This situation is often referred to as retail spending leakage, or the retail gap. In the opposite situation, when a trade area's retail businesses have more retail sales than trade area households spend, the businesses are attracting customers from beyond the trade area. In this situation, the difference between sales and spending is often referred to as the retail spending capture, or the retail surplus.

Retail leakage and capture matter because it is usually easier to get a trade area's residents to shop closer to home than it is to attract more customers from beyond the trade area. In economic development, most retail business attraction efforts are focused on the retail categories from which a trade area leaks spending.



Figure 3: Town Center Trade Areas and 15-Minute Drive-Time Context Area



Source: PlaceWorks, 2025.

Dividing a trade area’s retail leakage by the average sales efficiency determines the market demand—the amount of retail building space that can be supported by trade area spending. Dividing a trade area’s retail capture by the average sales efficiency provides an estimate of the amount of retail building space supported by consumer spending from visitors from outside of the trade area.

## RETAIL GAP ANALYSIS

### Convenience Goods Retailers

The Claritas estimates for consumer spending, sales at local businesses, and the opportunity gap or surplus by store type for the convenience goods trade area are provided in the Appendix in Table A-3 on page A-45. Additional context for the trade area is provided by the spending, sales, and opportunity gap in the comparison goods trade area in Table A-4.

Table 1 provides the opportunity gap for convenience goods retailers for both the convenience goods trade area and for the 10-minute drive time trade area for added context. For store types that have an opportunity surplus (shown in red),

**Table 1: Opportunity Gap/(Surplus) in Annual Spending for Convenience Goods Retailers; Convenience Goods Trade Area and 10-Minute Drive Time Context Area; 2025**

Retail Store Type	Convenience Goods Trade Area	10-Minute Area
<b>Food and beverage stores</b>	<b>(29,709,588)</b>	<b>(294,494,306)</b>
– Grocery stores	<b>(35,622,981)</b>	<b>(309,496,450)</b>
– Specialty food stores	1,103,407	<b>(6,035,454)</b>
– Beer, wine, and liquor stores	4,809,986	21,037,598
<b>Health and personal care stores</b>	<b>(22,026,283)</b>	41,326,158
<b>Gasoline stations</b>	<b>(6,526,401)</b>	87,733,008
<b>Miscellaneous store retailers</b>	<b>(42,500,082)</b>	<b>(10,954,136)</b>
– Florists	97,068	3,107,913
– Office supply, stationery, and gifts	<b>(6,691,837)</b>	3,115,877
– Used merchandise stores	<b>(2,072,696)</b>	<b>(21,888,975)</b>
– Other miscellaneous store retailers	<b>(19,650,556)</b>	<b>(21,252,122)</b>
– Auto parts, accessories, and tires	<b>(14,182,061)</b>	25,963,171
<b>Food services and drinking places</b>	<b>7,859,765</b>	<b>(1,120,362,749)</b>
– Drinking places	<b>(7,578,462)</b>	<b>(631,553,228)</b>
– Limited service restaurants	15,438,227	<b>(488,809,521)</b>

Source: Claritas, 2025, *Retail Market Power® - 2025 Estimates*, using data from Environics Analytics | U.S. Census Bureau | U.S. Bureau of Labor Statistics | Data Axle

businesses are attracting spending from outside of the trade area. For the store types with an opportunity gap (shown in black), trade area households are spending money outside of the trade area. These are the businesses that represent potential market demand for retail development in the OSAs. The results are summarized below.

### Food and Beverage Stores

- + Unlikely to attract a grocery store, as both the convenience goods trade area and the larger 10-minute drive-time trade area both have an opportunity surplus.
- + May attract a specialty foods store, but competition from outside of the trade area

might limit the appeal for such a business.

- + Beer, wine, and liquor stores have retail leakage in both trade areas and represent market potential for the OSAs.

### **Health and Personal Care Stores**

This group of retailers includes pharmacies, cosmetics, beauty supplies, and perfume stores, optical goods stores, health supplements stores, and similar retailers.

- + Convenience goods trade area has an opportunity surplus, but 10-minute drive-time trade area has retail leakage.
- + These types of stores represent market potential but would need to attract customers from the 10-minute drive-time trade area.

### **Gasoline Stations**

- + Convenience goods trade area has a surplus of gasoline stations.
- + For the 10-minute drive-time trade area, gasoline stations have retail leakage.
- + This may represent market potential for the OSAs, especially along arterials carrying through traffic.

### **Miscellaneous Store Retailers**

- + Florists represent a minor opportunity for the convenience goods trade area but a larger opportunity if customers can be attracted from the 10-minute drive-time area.
- + The convenience goods trade area attracts spending from outside of the trade area for office supply stores; unmet demand in the 10-minute drive-time trade area may represent an opportunity for the OSAs.
- + Auto parts stores represent a potential opportunity if they can attract spending from the 10-minute drive-time trade area.

### **Food Service and Drinking Places**

- + Both trade areas have retail leakage for bars serving alcohol and represent market potential for the OSAs.
- + Both trade areas attracting spending from farther away to support non-alcohol beverage drinking places and snack bars.
- + The convenience good trade area has retail leakage for limited-service restaurants, but this is more than accommodated for in the 10-minute drive-time trade area.
- + Limited service restaurants represent market potential for the OSAs.

### **Comparison Goods Retailers**

The Claritas estimates for consumer spending, sales at local businesses, and the opportunity gap or surplus by store type for the comparison goods trade area are provided in the Appendix in Table A-4 on page A-43. Additional context for the trade area is provided by the spending, sales, and opportunity gap in the comparison goods trade area in Table A-5.

Table 2 provides the opportunity gap for comparison goods retailers for both the comparison goods trade area and for the 15-minute drive time trade area for added context. For store types that have an opportunity surplus (show in red), businesses are attracting spending from outside of the trade area. For the store types with an opportunity gap (shown in black), trade area households are spending money outside of the trade area. These are the businesses that represent potential market demand for retail development in the OSAs. The results are summarized below.

## Furniture and Home Furnishings

- + Furniture stores and home furnishings stores have retail leakage in both trade areas.
- + This category could provide a focus for a regional retail destination in the OSAs.

## Building Material and Garden Equipment and Supplies Dealers

- + This category of businesses has retail leakage in both trade areas.
- + These businesses represent market potential in the OSAs.
- + Smaller-scale specialty businesses in this category could fit well in a walkable, experience-oriented central place.
- + Other retailers in this category could find a more auto-centric home in other parts of the OSAs.

## Clothing and Accessory Stores

Clothing and accessory stores tend to agglomerate in and near shopping malls and regional retail destinations. Most cities that do not have a regional mall have a lot of retail leakage in this category of stores.

- + There is a substantial amount of retail leakage for this category in the comparison goods trade area, but it is more than

Table 2: Opportunity Gap/(Surplus) in Annual Spending for Comparison Goods Retailers; Comparison Goods Trade Area and 15-Minute Drive Time Context Area; 2025

Retail Store Type	Convenience Goods Trade Area	10-Minute Area
Furniture and home furnishings stores	83,094,453	111,857,388
- Furniture stores	44,687,888	67,992,478
- Home furnishings stores	38,406,565	43,864,910
Electronics and appliance stores	(3,927,723)	(21,448,758)
- Household appliance stores	(2,437,714)	(5,138,759)
- Electronics stores	(1,490,009)	(16,309,999)
Build. mat. and garden equip./supplies	90,407,133	248,897,952
- Build. material and supplies dealers	47,315,401	108,328,739
- Lawn/garden equip. & supplies stores	43,091,733	140,569,213
Clothing and clothing accessories stores	167,116,225	(482,960,410)
- Clothing stores	106,980,353	(319,154,336)
- Shoe stores	17,705,056	(60,712,149)
- Jewelry/luggage/ leather goods stores	42,430,816	(103,093,925)
Sport. goods/hobby/mus. instrument/books	43,990,382	50,250,739
- Sport. goods/hobby/mus. instruments	41,295,113	63,590,875
- Book stores and news dealers	2,695,269	(13,340,136)
General merchandise stores	14,298,955	(464,482,352)
- Department stores	5,084,870	(50,177,622)
- Other general merchandise stores	9,214,085	(414,304,730)
Food services and drinking places	(180,825,530)	(790,199,221)
- Drinking places	(58,728,494)	(162,062,944)
- Full-service restaurants	(122,097,036)	(628,136,277)

Source: Claritas, 2025, *Retail Market Power® - 2025 Estimates*, using data from Environics Analytics | U.S. Census Bureau | U.S. Bureau of Labor Statistics | Data Axle



accommodated in the 15-minute drive-time trade area.

- + The comparison goods trade area leakage suggests that smaller independent and boutique clothing and clothing accessories stores represent market potential for the OSAs, especially as part of a walkable, experience-oriented central place.

### **Sporting Goods, Hobby, Musical Instrument, and Book Stores**

- + Both trade areas have retail leakage for sporting goods, hobby, and musical instrument stores; these stores represent market potential for the OSAs.
- + Comparison goods trade area has retail leakage for bookstores and news dealers, but the 15-minute drive-time trade area more than accounts for this leaked spending; but this category may represent market potential for a small-scale store in a walkable experience-oriented central place.

### **General Merchandise Stores**

- + The comparison goods trade area leaks spending for general merchandise stores, but it is made up for in the 15-minute drive-time trade area.

- + The leaked spending in the comparison goods trade area is not sufficient to support a national chain store in this category.

### **Food Service and Drinking Places**

- + The comparison goods trade area and the 15-minute drive-time trade area have leaked spending for bars serving alcoholic beverages but have a surplus of non-alcoholic beverage bars and snack bars.
- + Both trade areas have a surplus of full-service restaurants.
- + Full-service restaurants are unlikely to invest in a location in the OSAs if they have to attract customers from outside of the comparison goods trade areas.
- + Full-service restaurants may, however, be interested, if locating in a walkable experience-oriented central place, where the place is attracting visitors from throughout the region.

### **Planning Recommendation**

This economic analysis is the first step in planning for the OSAs. The recommendations below are intended to support continued planning, and the recommendations may change as the plans take shape.

Table 3 provides the recommendations for each retail store type for which there is sufficient leaked spending to support new or expanded retail businesses. The analysis suggests that the OSAs could be planned and zoned to accommodate up to 67,500 square feet of new retail building space for convenience goods retailers, where easy access may be a priority. The OSAs could also be planned for up to an additional 366,000 square feet of new retail building space for comparison goods businesses. Many of the businesses would be well suited to locate in a walkable, experience-oriented central place. Some of these may be better suited for a larger site with ease of access and proximity to the freeway and major arterials.

These recommendations do not guarantee that specific types of businesses will locate in an OSA. Similarly, the exclusion of a type of business from this list does not indicate that such a business would not locate in an OSA. The recommendations provide a market-based rationale for the amount of retail building space to plan and zone for.

This is especially true for full-service restaurants. As discussed previously, a new full-service restaurant locating in an OSA would either have to outcompete existing restaurants in the region to attract customers or would

have to attract new customers from farther away. However, if the city succeeds in developing a walkable, experience-oriented central place that in and of itself attracts visitors from farther away, then it is entirely feasible that full-service restaurants would be interested in such a location.

Finally, additional commercial building space in the OSAs could be supported by growth in retail services, such as banks and hair salons. Retail services are covered in a subsequent chapter on Office and Industrial market potential.

## LIFESTYLE SEGMENTATION

The final aspect of retail market demand to address is lifestyle segmentation, which is also referred to as psychographics. While demographics offer a snapshot of quantifiable characteristics like age, income, and location, lifestyle segmentation illustrates the interests, activities, and behaviors that drive consumer choices.

Esri Business Analyst provides lifestyle data through its Tapestry Segmentation, which classifies communities into 67 groups across 14 LifeMode groups and 6 Urbanization groups. The Appendix includes detailed descriptions and information for the 10 most

**Table 3: Planning Recommendations for Retail Building Space (sq. ft.); OSAs; 2025**

<b>Retail Store Type</b>	<b>Potentially Supportable Building Space (sq. ft.)</b>	<b>Recommended Building Space (sq. ft. GLA) for Planning</b>
<b>Convenience Goods Stores</b>		
Specialty food stores	2,628	2,500
Beer, wine, and liquor stores	8,352	8,000
Health and personal care stores	18,844	16,000
Gasoline stations	11,853	5,000
Automotive parts, access. and tires	20,942	20,000
Limited service restaurants	16,243	16,000
<b>Convenience Goods Subtotal</b>	<b>78,863</b>	<b>67,500</b>
<b>Comparison Goods Stores</b>		
Furniture stores	103,998	100,000
Home furnishings stores	46,258	40,000
Build. material and supplies dealers	44,030	40,000
Lawn/garden equip. & supplies stores	33,801	30,000
Clothing stores	71,307	70,000
Shoe stores	15,611	12,000
Jewelry/luggage/ leather goods stores	23,734	20,000
Sport. goods/hobby/mus. instruments	44,192	40,000
Book stores and news dealers	2,041	2,000
Drinking places (alcohol)	13,247	12,000
<b>Comparison Goods Subtotal</b>	<b>410,243</b>	<b>366,000</b>
<b>Total Retail Stores</b>	<b>489,106</b>	<b>433,500</b>

Source: PlaceWorks, 2025.



common Tapestry segments in the comparison goods trade area.

The analysis focuses on the comparison goods trade area because this is the area from which most of the businesses in a future walkable, experience-oriented central place would draw the majority of their customers. Table 4 identifies the 10 largest Tapestry groups in the comparison goods trade area. In each case, the group is a higher concentration among trade area residents than among the population nationwide. Key characteristics of the first five most prevalent groups are described below. The items identified in these descriptions reflect activities and characteristics that are more prevalent among households in the group than among the general population.

### Pleasantville (2B)

Prosperous domesticity best describes the settled denizens of *Pleasantville*. Situated principally in older housing in suburban areas in the northeast (especially in New York and New Jersey) and secondarily in the west (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher

Table 4: Top 10 Lifestyle Segmentation Groups; Comparison Goods Trade Area; 2025

Tapestry Segment	Share of Trade Area Population	Share of US Population
Pleasantville (2B)	13.8%	2.1%
Fresh Ambitions (13D)	11.4%	0.7%
Urban Villages (7B)	10.9%	1.0%
City Lights (8A)	9.8%	1.4%
Diverse Convergence (13A)	9.5%	1.2%
Family Extensions (13B)	8.9%	0.7%
NeWest Residents (13C)	7.4%	0.8%
Metro Fusion (11C)	5.0%	1.4%
Urban Chic (2A)	3.8%	1.3%
Pacific Heights (2C)	3.2%	0.7%

Source: Esri, 2025, Tapestry Segmentation Area Profile.

incomes and home values and much higher net worth (Index 364). Older homes require upkeep; home improvement and remodeling projects are a priority—preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the internet largely for financial purposes.

#### Characteristics:

- + Not cost-conscious, these consumers are willing to spend more for quality and brands they like.
- + Prefer fashion that is classic and timeless as opposed to trendy.

- + Use all types of media equally (newspapers, magazines, radio, internet, TV).
- + Prefer imported SUVs, serviced by a gas station or car dealer.
- + Work on home improvement and remodeling projects, but also hire contractors.
- + Enjoy outdoor gardening, going to the beach, visiting theme parks, frequenting museums, and attending rock concerts.

### Fresh Ambitions (13D)

These young families, many of whom are recent immigrants, focus their life and work around their children. Fresh Ambitions

residents have overcome the language barrier and earned a high school diploma. They work overtime in service, in skilled and unskilled occupations, and spend what they have on their children. Multigenerational families support many families living together; income is often supplemented with public assistance and Social Security. Residents spend more than one-third of their income on rent in older row houses or multiunit buildings. They budget wisely not only to make ends meet but also to save for trips abroad to see their relatives.

#### **Characteristics:**

- + Nearly one in four is foreign-born.
- + Supporting large families, many earners will take on overtime work when possible.
- + Price-conscious consumers that budget for fashion, not branding. However, parents are happy to spoil their brand-savvy children.
- + When traveling, seek out discount fares over convenience.
- + Young families are the focus; *Fresh Ambitions* residents must budget for baby food and disposable diapers. Baby and

parenthood magazines are their chosen reading material.

- + Almost half of all households can access the internet via home PC; Spanish language web sites and downloading video games and music are popular.

### **Urban Villages (7B)**

Urban Villages residents are multigenerational and multilingual. Trendy and fashion conscious, they are risk takers. However, these consumers focus on their children and maintain gardens. They are well connected with their smartphones but more likely to shop in person. Their favorite stores are Costco or Trader Joe's, Target, or Macy's.

#### **Characteristics:**

- + This market includes recent immigrants (Index 277) with some language barriers (Index 289).
- + Brand conscious but not necessarily brand loyal; open to trying new things.
- + Status-conscious consumers; choices reflect their youth—attention to style and pursuit of trends.
- + Comfortable with technology and interested in the latest innovations.

- + Fashion matters to Urban Villages residents, who spend liberally on new clothes for the whole family.
- + Leisure includes family activities like going to water parks, theme parks, watching movies, and gardening, plus sports like soccer and basketball.

### **City Lights (8A)**

City Lights is a densely populated urban market. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married-couple families, with and without children. A blend of owners and renters, single-family homes and townhomes, midrise and high-rise apartments, these neighborhoods are racially and ethnically diverse. Many residents have completed some college or have a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.

#### **Characteristics:**

- + City Lights residents earn above-average incomes but lag the nation in net worth.

- + Residents work hard in professional and service occupations but also seek to enjoy life.
- + These consumers save for the future, often to achieve their dream of homeownership.
- + These consumers are price savvy but will pay for quality brands they trust.
- + Attuned to nature and the environment, and when they can, purchase natural products.
- + Price-conscious consumers, they seek out deals on brands they like at warehouse clubs, Marshalls, Target, or Bed Bath & Beyond.
- + These are health-conscious consumers, who purchase vitamins, low-sodium foods, and spend 7+ hours exercising per week.

### Diverse Convergence (13A)

Diverse Convergence neighborhoods are a rich blend of cultures, found in densely populated urban and suburban areas, almost entirely in the Middle Atlantic (or in California). Almost 40 percent of residents are foreign-born; nearly one in four households is linguistically isolated. Young families renting apartments in older buildings dominate this

market; about one-quarter of households have children. Over one-fifth of households have no vehicle, typically those living in the city. Workers are mainly employed in white-collar and service occupations (especially food service and building maintenance). One-fifth of workers commute using public transportation and more walk or bike to work than expected. Median household income is lower, but home values are higher, reflecting the metropolitan areas in which they live. Consumers are attentive to personal style; purchases reflect their youth and their children. Residents visit Spanish-language websites, watch programs on Spanish TV networks, and listen to Hispanic music.

#### Characteristics:

- + Hardworking consumers, striving to get ahead; style matters to them.
- + Preserving the environment and being in tune with nature are very important.
- + Shop for groceries at warehouse and club stores, as well as specialty markets.
- + Read baby magazines and purchase baby products.
- + Family activities include visiting theme parks, going to the beach, playing soccer

and basketball, and going out for fast food.

### Application

The comparison goods trade area contains a mix of more affluent lifestyle groups and less affluent groups. This is true even with the convenience goods trade area.

There are similarities among these groups, including family and kid's activities, environmental awareness, and sense of fashion and style. This suggests that planning for a walkable, experience-oriented central place should provide spaces for family and kids activities, should provide sustainable landscaping, and be environmentally forward. It also suggests that clothing and fashion businesses may be a niche that should be encouraged.

Nevertheless, the individual stores that may locate in the central place may not appeal to trade area residents across the spectrum, with some residents who may be more cost-conscious than others. Planning should explore whether adaptive reuse of buildings might support some stores that would not necessarily be able to afford lease rates necessary to support new retail building construction.

# HOTELS

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The COVID-19 pandemic dealt a severe blow to the hotel industry, causing unprecedented disruptions in travel and hospitality. Even though the industry has mostly recovered, there has yet to be the kind of sustained growth that would drive substantial new hotel development.

The pandemic's onset in 2020 led to a dramatic decline in travel, resulting in massive revenue losses and widespread hotel closures. Recovery has been uneven, with leisure travel rebounding more quickly than business travel. This shift in traveler demographics has significantly impacted hotel strategies. In addition, many hotels have had to adapt to new safety protocols such as implementing contactless technologies. Hotels were also impacted by labor shortages, inflation, and rising wages.

Leisure travel has been the primary driver of recovery, with increased demand for domestic and outdoor destinations. Business travel, while gradually returning, is still lagging

behind pre-pandemic levels. The rise of remote work and virtual meetings has contributed to this trend.

Even once demand growth warrants new hotel development, high construction costs and high interest rates will make it challenging to finance new hotels.

## EXISTING HOTELS

There are three areas with hotels that represent competition for a potential new hotel in Signal Hill. There is a set of hotels near Long Beach Airport, around Lakewood Boulevard and the 405 freeway. There are three hotels near Long Beach Memorial Hospital. Finally, there are several mostly older motels along Pacific Coast Highway.

To assess the potential demand for a new hotel in Signal Beach, the analysis uses data from Smith Travel Research (STR). The hotels in proximity to Signal Hill and reporting data to STR include:

- + Staybridge Suites Long Beach Airport
- + Homewood Suites by Hilton Long Beach Airport
- + Marriott Long Beach
- + Residence Inn Long Beach
- + Holiday Inn Long Beach Airport
- + Courtyard Long Beach Airport
- + Hampton Inn Long Beach Airport
- + Hotel Current
- + The Cove Hotel Long Beach

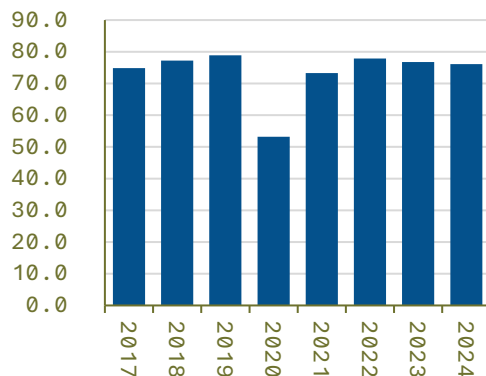
## MARKET DEMAND

The occupancy rate is a primary measure of the performance of a hotel. Generally, an occupancy rate of 60 to 70 percent is considered healthy. When the average occupancy across a class of hotels in an area is above 70 percent, it is taken as an indicator that the market could support

additional hotel rooms. That is, it should be possible to put new rooms on the market without unduly pushing any existing hotel's occupancy below 60 percent.

Figure 4 shows the average annual occupancy rate for the hotels identified from 2017 through 2024.

**Figure 4: Average Annual Occupancy Rates; Signal Hill Area Hotels; 2017 to 2024**



Source: Costar/Smith Travel Research, 2025, *Trend Report for Select Hotel Properties January 2017 to January 2025*.

With the exception of 2020, the first year of the COVID-19 pandemic, the average occupancy rate in the area has been above 70 percent. It is worth noting that the annual occupancy rate has not exceeded the pre-pandemic high in 2019, and it has been declining slightly since the post-pandemic high in 2022.

Nevertheless, the data suggest that the local market can absorb a new upper midscale or upscale class hotel.

## HOTEL DEVELOPMENT

As mentioned previously, there has been little hotel development since the COVID-19 pandemic. To attract a hotel, the City will likely need to reach out directly to the national and regional brands. If they are interested, they would likely find an existing franchisee or a developer with whom they have existing relationships to pursue such a project.

However, economic conditions, namely the cost of construction materials and high interest rates, may hinder new development.

The City should also consider whether it might offer financial incentives to attract new hotel investment sooner rather than later. This could include a time-limited sharing of transient occupancy taxes and/or a graduated land lease rate.

It is likely that a new hotel would locate adjacent to or near a major arterial and in proximity to the freeway. It could be the case that a new motel would benefit from also being in close proximity to Long Beach Memorial Hospital. However, there is also the possibility that a hotel might also be interested in locating in a new mixed-use environment in a walkable, experience-oriented central place that would have dining and entertainment options for hotel guests. Desired hotel locations will likely vary from one operator to the next.

# OFFICE AND INDUSTRIAL

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The market demand for nonresidential uses other than retail stores (driven by consumer spending patterns) and hotels (based on occupancy rates) is driven by economic growth, either expansion of existing businesses, new facilities for a business moving into a region, or business startups.

The office market has not recovered from the pandemic. In response to the pandemic, many office-based businesses transitioned to work-from-home or hybrid work. As their office leases came up for renewal, many businesses downsized their office footprints. Thus, the office market has had a long transition period. In contrast, growth in online retail predating the pandemic has driven over a decade of warehousing and fulfillment center development. However, continued warehousing development has relieved some of the pressure in the industrial market.

Nevertheless, current conditions are still tight by historical standards.

After a brief review of current market conditions, this chapter presents an analysis of employment trends, projects future economic growth, and assesses the potential for that growth to drive demand for office and industrial building space in the OSAs.

## CURRENT MARKET TRENDS

### Regional Office Market

The real estate services and investment firm CBRE estimates that as of the fourth quarter of 2024, 23.9 percent of the office building space in Los Angeles County was vacant.<sup>6</sup> The office vacancy rate has mostly continued to rise since the pandemic. In the fourth

quarter, there was negative net absorption as 131,500 additional square feet of office space became available. It was the tenth consecutive quarter of negative absorption. For the South Bay region, CBRE reports that the office vacancy rate dipped slightly to 23.2 percent, as the market absorbed 241,000 square feet of vacant office space. In contrast to the general office market, the countywide medical office market saw vacancy rates continue to decline, reaching 9.3 percent at the end of 2024. In the South Bay, medical office vacancies were slightly lower, at 8.8 percent.

The average full service gross lease rate for offices rose slightly to \$3.99 per square foot per month countywide. In the South Bay, office lease rates declined slightly to \$3.27 per square foot per month. The average countywide asking lease rate for medical

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<sup>6</sup> CBRE, January 13, 2025 *Los Angeles Office Figures Q4 2024*. This report covers office buildings larger than 30,000

square feet. This survey excludes medical offices, which are reported separately.

offices rose slightly in the fourth quarter, to \$0.12 per square foot per month. In the South Bay, the medical office monthly lease rate stood at \$3.44 per square foot.

### Local Office Market

As part of the market analysis, Costar<sup>7</sup> leasing reports for office properties in the OSAs were reviewed. Unlike the CBRE reports, the Costar reports include both general office and medical office. At the beginning of the year, 3.2 percent of the office space in the OSAs was vacant. The office vacancy rate has been declining since reaching a high of 6.9 percent in the first quarter of 2013. The average asking monthly lease rate was \$2.92, substantially lower than the rate for the South Bay.

### Regional Industrial Market

The CBRE industrial report for the fourth quarter of 2024 indicates that industrial vacancy rates countywide continued a two-year trend of increases, rising to 4.2 percent. Still, this vacancy rate indicates a tight

market. The average asking monthly lease rate declined slightly to \$1.42 per square foot. In the South Bay, the vacancy rate was slightly higher, at 4.9 percent. The average asking monthly lease rate was also higher at \$1.61 per square foot.

### Local Industrial Market

The Costar report for the OSAs indicates a vacancy rate of 5.4 percent at the beginning of 2025. The average asking monthly lease rate was \$2.10 per square foot.

## ECONOMIC ANALYSIS

A common method to understand an economy's structure and its strengths and weaknesses is to analyze the share of total jobs in each economic sector. Under the North American Industrial Classification System, there are 20 sectors. This analysis divides these into major groups. Each of these groups of sectors and the individual sectors within each group are described in the following sections. Figure 5 shows the share

of total employment in each major group of sectors for Signal Hill, the subregion,<sup>8</sup> and Los Angeles County.

The major groups of economic sectors for this report are:

### Goods-Producing Sectors

This group includes businesses that produce goods, from the commodity stage through finished products. The group includes four sectors: agriculture, forestry, fishing and hunting; mining, quarrying, and oil and gas extraction; construction; and manufacturing.

### Base Services Sectors

Businesses in this group of sectors provide necessary services to goods-producing businesses and to other types of businesses and households. The group includes four sectors: utilities; wholesale trade; transportation and warehousing; and administration and support, waste management, and remediation.

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<sup>7</sup> Costar is a leading provider of commercial real estate data, including leased and available building space and lease rates, when available.

<sup>8</sup> The subregion is the Census Bureau defined Long Beach-Lakewood Census County Division, which is the southcentral Los Angeles County area and includes the City of Long Beach

from the western to eastern borders, as well as the City of Signal Hill and Lakewood Village, but not the City of Lakewood to the north.



### Knowledge-Based Sectors

Businesses in this group of sectors rely extensively on educated and skilled workers and provide services to businesses and individuals. The group includes four sectors: information; finance and insurance; professional, scientific, and technical services; and management of companies and enterprises.

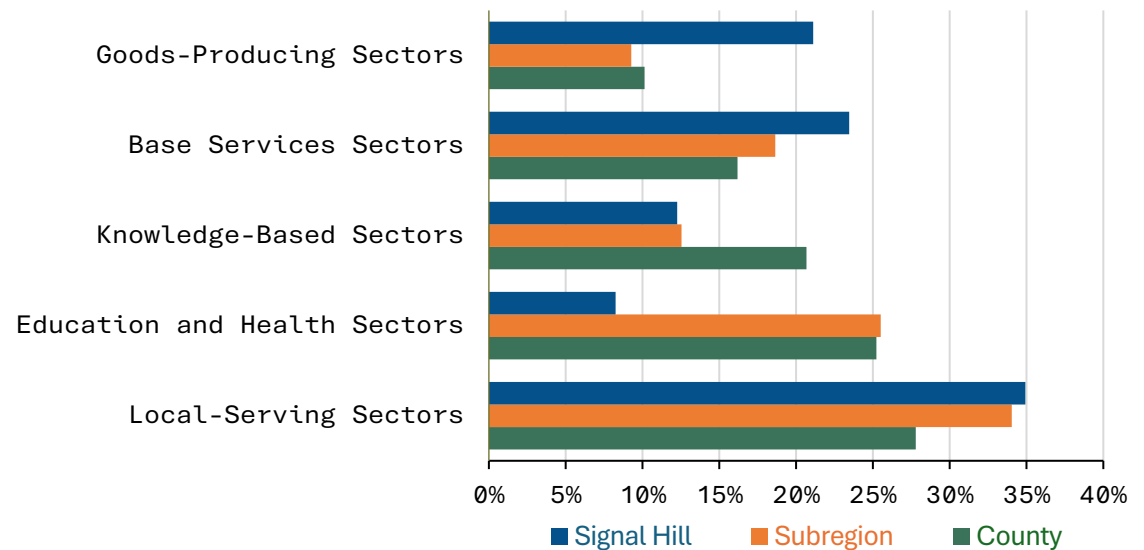
### Education and Health Care

Businesses in this group of sectors provide health care and educational services to individuals. These businesses are separated from local-serving sectors because the payment/funding for services and the decisions on where to locate are less tied to residents. The group includes two sectors: educational services and healthcare and social assistance.

### Local-Serving Sectors

Businesses in this group tend to provide services directly to individual customers. The group includes the following sectors: retail trade; real estate and rental and leasing; arts, entertainment, and recreation; accommodation and food services; other services; and public administration.

Figure 5: Employment by Major Groups of Sectors as a Percentage of Total Employment; Signal Hill, Subregion, and Los Angeles County; 2022



Source: PlaceWorks, 2025, using data from the US Census Bureau's Longitudinal Employer-Household Dynamics program.



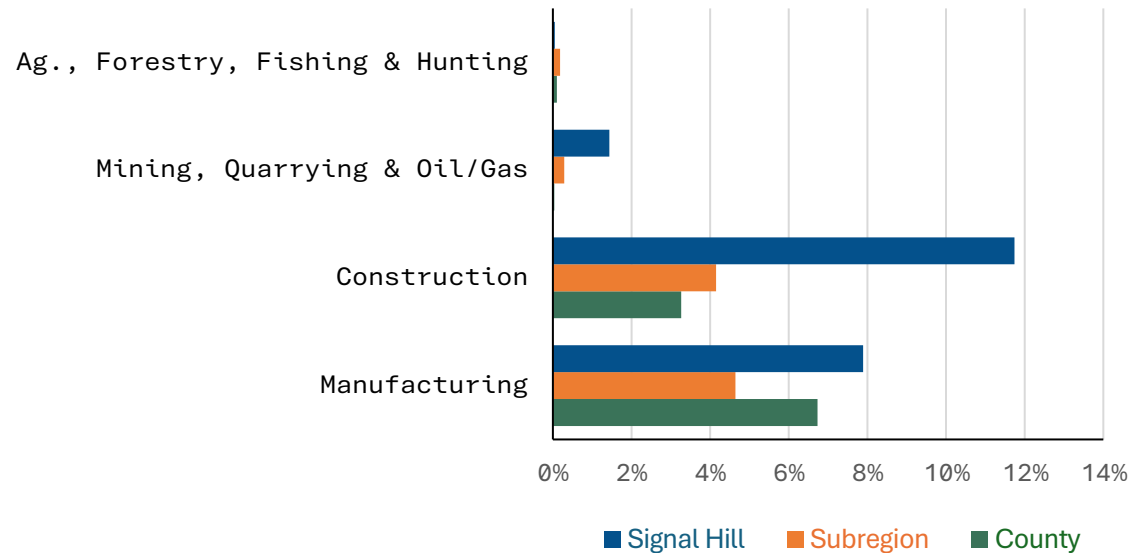
## Goods-Producing Sectors

Figure 6 shows the percentage of total employment in each of the goods-producing sectors.

Construction accounts for approximately three times the number of jobs in the city compared to the regional economies. Construction jobs are counted at the place of business, not at the location where construction work takes place. Thus, with or without new development in the city, construction represents a continuing economic development opportunity.

The manufacturing sector accounts for a slightly higher percentage of jobs in Signal Hill as it does in the subregion and county. Employment in manufacturing has remained fairly consistent over the last few years but has decreased by approximately 15 percent below the number of jobs 20 years ago. However, this is not uncommon in manufacturing. For decades, increasing productivity in manufacturing has resulted in larger and larger values of goods produced with fewer and fewer workers.

Figure 6: Employment in Goods-Producing Sectors a Percentage of Total Employment; Signal Hill, Subregion, and Los Angeles County; 2022



Source: PlaceWorks, 2025, using data from the US Census Bureau's Longitudinal Employer-Household Dynamics program.

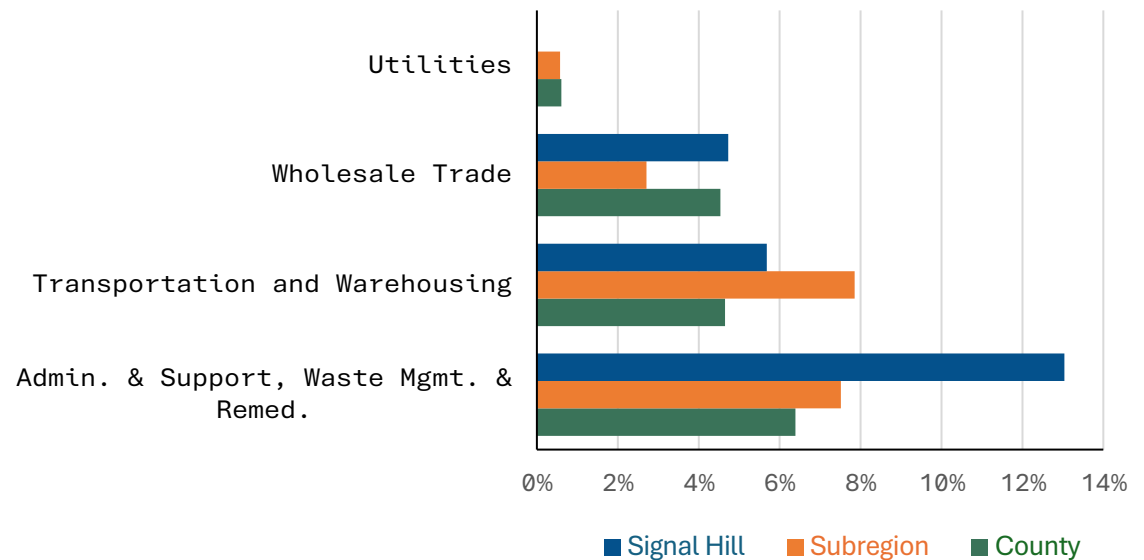
## Base-Services Sectors

Figure 7 shows the percentage of total employment in each of these sectors.

Administrative and support services and waste management and remediation is an important sector in the local economy, accounting for about twice as many jobs as this sector provides throughout the subregion and county. This sector accounts for 13 percent share of the total employment in the city and includes office, business, and administrative support services and waste collection, treatment, disposal, and environmental cleanup and remediation services. However, it also includes temporary employment agencies. Jobs at such agencies are counted at the office of the agency regardless of where the employee may be sent to work each day.

The transportation and warehousing sector is more important in the economy of the subregion than in the city or countywide. With land use patterns and development established decades before the boom in warehousing and the prevalence of oil production throughout the city, it is not surprising that there is less warehousing. However, wholesale trade, which often

Figure 7: Employment in Base-Services Sectors a Percentage of Total Employment; Signal Hill, Subregion, and Los Angeles County; 2022



Source: PlaceWorks, 2025, using data from the US Census Bureau's Longitudinal Employer-Household Dynamics program.

includes storage of goods prior to local distribution (although in smaller facilities) is about as prevalent locally as it is countywide.

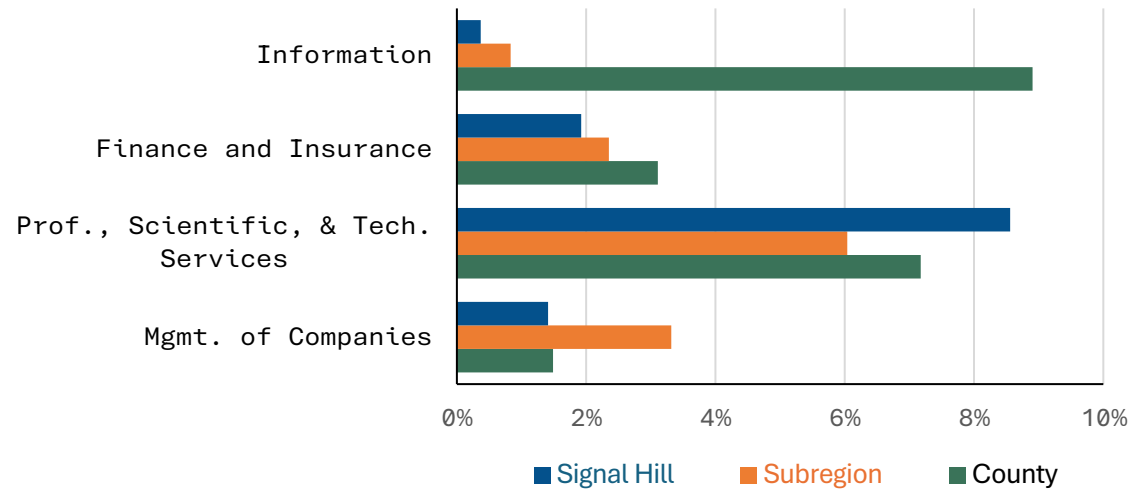
## Knowledge-Based Sectors

Figure 8 shows the percentage of total employment in each of these sectors.

The professional, scientific, and technical services sector includes a variety of businesses, including attorneys and architects, management consultants, and advertising and marketing consultants. This sector has the largest share of the knowledge-based jobs in the city and subregion, and the second largest for the county after information. The relative importance of this sector in the local economy suggests that it might be an opportunity for economic growth.

The finance and insurance sector and the management of companies sector account for a smaller share of local jobs than in the subregion and county. Management only includes jobs if the business location is primarily engaged in managing the company; if a location has more workers producing goods or services than company management, then all of the jobs at that location are counted under the good or service being produced. Without major office buildings, then, it is not surprising that this sector accounts for a small percentage of total jobs.

Figure 8: Employment in Knowledge-Based Sectors a Percentage of Total Employment; Signal Hill, Subregion, and Los Angeles County; 2022



Source: PlaceWorks, 2025, using data from the US Census Bureau's Longitudinal Employer-Household Dynamics program.

The information sector includes software, publishing, film, and recording businesses. This sector is a major component of the county's economy, but it accounts for relatively few jobs in the city and subregion.

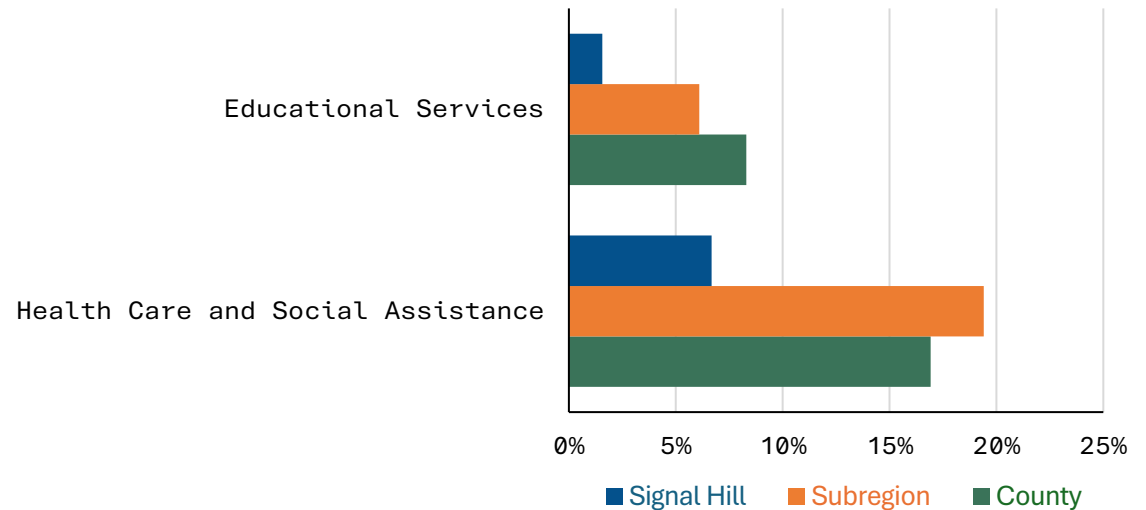
## Education and Healthcare

Figure 9 shows the percentage of total employment in each of these sectors.

The educational services sector includes public and private education. This sector provides a lower percentage of the share of total employment in the city compared to the subregion and county. The city's share of total employment is approximately 2 percent compared to 6 percent and 8 percent of the subregion and county, respectively. This reflects, at least in part, the fact that Signal Hill does not have its own school district.

Similarly, the health care and social assistance sector in Signal Hill provides a lower percentage of the share of total employment in the city compared to the subregion and county. The sector comprises 7 percent of the city's employment, compared to 19 percent in the subregion and 17 percent in the county. With Long Beach Medical Center just across the city boundary, it is not surprising that this sector does not provide as many jobs in the city's economy.

Figure 9: Employment in Education and Healthcare Sectors a Percentage of Total Employment; Signal Hill, Subregion, and Los Angeles County; 2022



Source: PlaceWorks, 2025, using data from the US Census Bureau's Longitudinal Employer-Household Dynamics program.

## Local-Serving Sectors

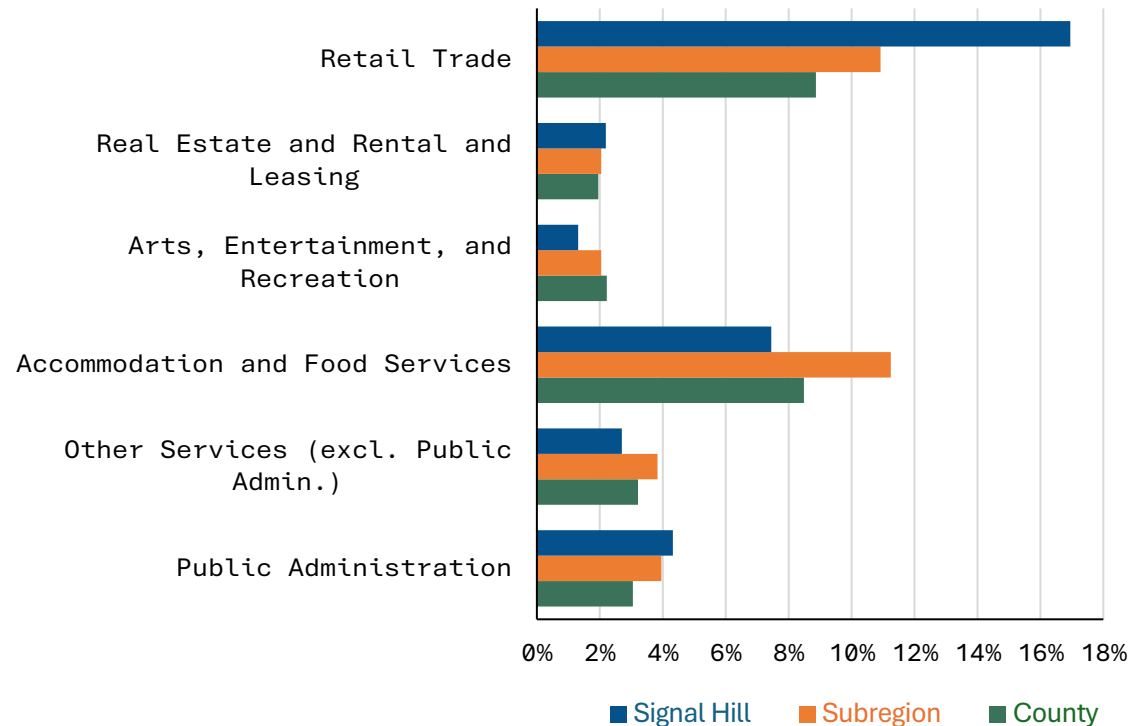
Figure 10 shows the percentage of total employment in each of these sectors.

The most noticeable difference between the local economy and the regional comparisons is that retail trade is the only sector where the city (17 percent) has a share of total employment that is approximately two times higher compared to the subregion (11 percent) and county (9 percent). Between 2003 and 2022, this sector has increased employment by 790 jobs, or 41 percent.

Signal Hill also has a smaller share of jobs in the accommodation and food services sector compared to the subregion but about the same as the county. Given that many of the cities in the subregion border on the ocean and thus likely have many more hotels and restaurants, this result is not surprising.

Relative to the comparison of subregional and county economies, Signal Hill has about the same share of employment real estate and rental and leasing; arts, entertainment, and recreation; other services; and public administration. This suggests that the city is adequately served by these local-serving sectors. It also means that the city may have limited potential to expand existing

Figure 10: Employment in Local-Serving Sectors a Percentage of Total Employment; Signal Hill, Subregion, and Los Angeles County; 2022



Source: PlaceWorks, 2025, using data from the US Census Bureau's Longitudinal Employer-Household Dynamics program.

businesses and attract new businesses in these sectors without also increasing the number of households residing in the city.

## EMPLOYMENT PROJECTIONS

Demand for commercial and industrial building space is generally driven by economic growth that generates job growth. This section provides employment projections that form the basis for the market-demand analysis in the next section.

Table 5 provides the potential employment growth for each economic sector. The projections represent the potential growth that could occur in Signal Hill given regional growth potential.

The projected employment is based on the rate of growth by economic sector projected by the CA Employment Development Department for Los Angeles County and analysis of the trends in Census Bureau's Longitudinal Employer-Household Dynamics program data for 2003 to 2022 for the city.

The projections reflect both past trends in the local economy as well as the potential for expanded economic and employment growth in sectors in which the subregion is expected to grow but that have not provided as much job growth locally in the past. Thus, the

Table 5: Potential Employment Growth by Economic Sector; Signal Hill; 2025 to 2050

Economic Sector	Employment 2025	Employment Projection 2050	Net Change
Ag., Forestry, Fishing and Hunting	8	7	-1
Mining/Quarrying, and Oil/Gas Extract.	226	197	-29
Utilities	0	0	0
Construction	1,903	2,141	238
Manufacturing	1,256	1,229	-27
Wholesale Trade	753	738	-16
Retail Trade	2,881	4,875	1,994
Transportation and Warehousing	874	644	-231
Information	51	16	-35
Finance and Insurance	213	118	-96
Real Estate and Rental and Leasing	398	794	396
Prof., Scientific, and Tech. Services	1,449	2,369	920
Mgmt. of Companies and Enterprises	232	304	71
Admin. & Support, Waste Mgmt. & Remed.	2,062	1,911	-151
Educational Services	278	670	392
Health Care and Social Assistance	1,147	2,118	970
Arts, Entertainment, and Recreation	224	405	181
Accommodation and Food Services	1,311	2,951	1,641
Other Services	402	226	-176
Public Administration	685	647	-38
<b>Total</b>	<b>15,668</b>	<b>21,712</b>	<b>6,043</b>

Source: PlaceWorks, 2025.



projections should be viewed as the potential for growth, provided that land and facilities are available for such growth, rather than a projection of what will come if nothing changes.

## NONRESIDENTIAL BUILDING

Market demand for nonresidential building space is based on the potential growth in employment. The projected job growth is summed for major land use types. The job growth is multiplied by typical employment density for land use types to determine the gross square footage of market demand. An average floor-area ratio (FAR) is applied to convert the building square footage to site acreage. More urban forms of development would require less land area. Table 6 provides the projected potential market demand.

The data in Table 6 do not include the potential employment growth in retail sales and food services, as these are calculated separately in the Retail Sales chapter. Educational services and public administration are also not included as these would be public-sector development projects if additional building space is needed.

**Table 6: Potential Market Demand for Nonresidential Building Space; Signal Hill; 2025 to 2050**

Land Use	Change in Employment	Average Bldg. Sq. Ft. per Employee	Gross Floor Area, (sq. ft.)	Average FAR	Land Area (acres)
<b>Commercial Services</b>	<b>715</b>	<b>350</b>	<b>250,338</b>	<b>0.25</b>	<b>23.0</b>
<b>Office</b>	<b>1,926</b>	<b>300</b>	<b>577,800</b>	<b>0.35</b>	<b>37.9</b>
<b>Industrial</b>	<b>-216</b>	<b>700</b>	<b>-151,200</b>	<b>0.5</b>	<b>-6.9</b>

Source: PlaceWorks, 2025.

### Commercial Services

The analysis finds that there is the potential for economic growth to result in market demand for 250,000 square feet of commercial services building space. This would include office space for personal services, entertainment and recreation, and lodging. These are uses that often co-locate with retail sales and food services.

### Offices

The analysis also finds that there is the potential for up to 578,000 square feet of market demand for new office space. However, much of this would be medical office. Currently, Long Beach Memorial has sufficient land area for and plans for medical office development on its campus. While there may be some medical office demand

unrelated to the hospital, it is likely that actual market demand for medical office will be many years in the future.

The employment projections suggest that there is the potential for employment growth in knowledge-based sectors. Typically, this would drive demand for new office space. However, as discussed previously, there is a glut in office space. It will likely be many years for office vacancy rates to decline to a point that developers will be willing to invest in speculative office buildings.

The ready availability of vacant office space can be expected to dampen but not eliminate prospects for build-to-suit offices and for office conversion of industrial buildings. Thus, planning for the OSAs can anticipate some

office development interest, but the planning should not necessarily rely on new offices bringing more daytime population to the OSAs in the short-term. Nonetheless, as the Vast example makes clear, Southern California has a dynamic economy, and one never knows when the next start-up might take off and need space to expand.

## Industrial

The job projections suggest that employment in businesses that tend to locate in industrial areas can be expected to decline.

Theoretically, this should facilitate property in the OSAs becoming available for reuse and/or redevelopment.

However, as discussed previously, throughout Southern California, warehousing development has priced other industrial users out of the market, and in some cases is redeveloping functionally obsolete industrial buildings into large-scale warehouses. It is not uncommon for an industrial business needing to expand to relocate to another region or state simply because they cannot find industrial land to accommodate expansion. However, some such businesses may find industrial land or facilities in Signal Hill.

This may be a major challenge to realizing the vision for a central place in Signal Hill; owners of industrial property may not need to reuse or redevelop their property. The low industrial vacancy rate locally suggests that property owners do not face problems in finding new tenants for industrial properties. Planning for the OSAs will need to consider whether densities/intensities and development standards create a financial incentive to property owners to consider alternative land uses.

# CONCLUSIONS

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Several key issues resulting from the preceding analyses should be considered during the planning for the OSAs.

## Housing Types

There appears to be enthusiastic developer interest in building for-sale townhomes in the OSAs. Over time, however, market conditions should improve and multifamily housing—for rent and for-sale—should become financially feasible. After the lucrative early sites are developed for townhomes, developers may need the flexibility to pursue rental and multifamily housing. The zoning should anticipate the realm of housing product types and determine what is and is not in keeping with the vision for the OSAs.

## Vertical vs. Horizontal

In envisioning a walkable, experience-oriented central place, mixed-use buildings—several stories of residential over ground-floor retail—often come to mind. However, it may take time for economic conditions to warrant vertical mixed-use (especially if it requires

structured parking). The zoning for the central place should weigh whether horizontal mixed-use that gets developed sooner is more or less desirable than vertical mixed-use that may take longer to materialize.

## Where to Put the Retail

The retail market analysis estimates that the market could potentially support a fairly substantial amount of retail development, 433,000 square feet. However, this demand is generally applicable throughout the defined trade area. The zoning for the OSAs should consider how much of the demand should be accommodated in the OSAs and how much should be encouraged elsewhere.

## Income Diversity

The trade area that will support retailers and commercial services in the central place has some more affluent households and some less affluent households. Envisioning and planning the central place, as well as future business attraction efforts, will need to weigh how to best serve these groups. For example,

less affluent households may not patronize the retailers that can afford the rent needed to support new retail building construction, especially if it is vertical mixed-use. The analysis identifies some common activities across many of the income-diverse lifestyle groups, such as family and kids' activities, environmental awareness, and sense of fashion and style (though not necessarily the same fashions). If the central place only serves one demographic, then it will not support the full amount of retail building space recommended in the analysis.

## Auto Services

Auto service businesses currently operate in the OSAs, and the projected demand for commercial services includes growth in auto service businesses. However, these businesses may be satisfied with occupying older existing buildings rather than paying higher rent needed to support new construction. The zoning for the OSAs should consider to what degree this keeps with the vision for the OSAs.

## Business Attraction

While there appears to be consumer spending support for a variety of retailers, the analysis projects very modest growth in arts, entertainment, and recreation. However, these are some of the very uses that can make a central place and vibrant activity center. The City will need to consider how much it can or wants to support business attraction efforts for these types of businesses and organizations.

## Offices

The old restaurant adage is that you pay your bills with lunch, you make your profit with dinner. A daytime population will be important for attracting full-service restaurants to the OSAs. However, office uses are probably the longest-term opportunity for the OSAs, barring a successful business startup that is taking off. Planning and zoning for the OSAs will have to weigh how much opportunity to preserve for future office development if it is going to take many years to materialize.

The economic analysis identifies the potential for growth in professional services, but economic conditions are such that new office development will be much more expensive

than office rents are likely to rise, even over the mid-term. Additional consideration should be given to the financial and physical feasibility of adaptive reuse of existing buildings as an interim approach to attracting professional services jobs to the OSA.

# APPENDIX

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The appendix provides base data and other information used in the analysis and referenced in the preceding sections of the report.

Table A-1: Taxable Retail Sales, Nominal, Real (Inflation-Adjusted), and Real per Household; Signal Hill; 2009 to 2023

Year	Nominal	Real	Real per Household
2009	698,711,000	990,088,950	237,945
2010	710,597,000	998,620,865	240,226
2011	787,705,000	1,070,110,643	256,806
2012	861,000,000	1,150,979,705	274,959
2013	1,034,828,000	1,363,268,032	324,433
2014	1,334,127,000	1,724,929,706	405,675
2015	1,383,691,299	1,789,563,664	416,371
2016	1,340,174,272	1,721,443,113	400,243
2017	1,327,244,995	1,684,474,042	391,374
2018	1,260,563,133	1,562,082,035	357,047
2019	1,428,206,581	1,746,585,862	396,951
2020	1,411,364,478	1,718,792,044	376,845
2021	1,519,880,618	1,760,424,842	388,015
2022	1,565,777,431	1,668,347,945	365,145
2023	1,425,222,598	1,476,230,107	322,673

Source: PlaceWorks, 2025; Actual taxable sales data from CA Department of Tax and Fee Administration, *Taxable Sales, by City*; Real data adjusted for inflation to January 2025 using data from the US Bureau of Labor Statistics, *Chained Consumer Price Index for All Urban Consumers (C-CPI-U): U.S. city average*; Real per household adjusted to January occupied housing estimates from the CA Department of Finance, *Population and Housing Estimates for Cities, Counties, and the State, Reports E-5 and E-8*.



Table A-2: Taxable Retail Sales, Nominal, Real (Inflation-Adjusted), and Real per Household; 17 South Bay Cities; 2019 to 2023

	2019	2020	2021	2022	2023
Nominal Taxable Retail Sales					
Carson	1,598,512,224	1,438,965,796	1,774,969,247	1,985,602,120	2,028,155,816
El Segundo	614,207,392	546,982,140	669,042,380	830,976,431	939,069,789
Gardena	843,901,754	782,432,022	972,651,139	1,083,995,823	1,075,514,450
Hawthorne	1,235,577,685	1,120,587,164	1,411,262,559	1,600,946,516	1,513,349,475
Hermosa Beach	239,773,379	190,404,948	242,210,867	268,258,320	267,399,539
Inglewood	1,042,698,711	1,011,160,504	1,382,481,104	1,537,256,667	1,523,795,702
Lawndale	233,645,038	205,377,313	245,756,045	284,649,310	269,721,564
Lomita	144,092,312	130,990,408	155,864,713	174,175,646	162,939,395
Long Beach	4,390,811,415	3,908,358,866	4,667,313,822	5,097,643,845	5,106,961,770
Manhattan Beach	682,715,701	528,851,397	669,659,732	762,146,740	780,863,515
Palos Verdes Estates	10,805,743	7,211,893	10,035,145	13,018,855	14,801,681
Rancho Palos Verdes	98,709,338	86,422,253	103,610,200	110,157,157	106,938,330
Redondo Beach	768,945,825	607,131,025	761,254,147	801,887,126	765,644,693
Rolling Hills	119,121	203,249	1,028,219	939,299	926,901
Rolling Hills Estates	95,663,286	78,800,270	104,989,797	118,674,335	122,932,623
Signal Hill	1,428,206,581	1,411,364,478	1,519,880,618	1,565,777,431	1,425,222,598
Torrance	3,321,804,703	2,884,593,361	3,755,419,174	4,066,252,895	3,828,583,328
<b>Total</b>	<b>16,750,190,208</b>	<b>14,939,837,087</b>	<b>18,447,428,908</b>	<b>20,302,358,516</b>	<b>19,932,821,169</b>
Real Taxable Retail Sales (January 2025 Dollars)					
Carson	1,954,856,453	1,752,405,562	2,055,885,126	2,115,674,393	2,100,741,793
El Segundo	751,127,996	666,127,400	774,928,512	885,411,805	972,678,301
Gardena	1,032,026,383	952,863,669	1,126,587,975	1,155,005,921	1,114,006,200
Hawthorne	1,511,015,664	1,364,676,759	1,634,616,323	1,705,820,876	1,567,510,970
Hermosa Beach	293,224,243	231,879,514	280,544,420	285,831,312	276,969,542
Inglewood	1,275,139,641	1,231,414,462	1,601,279,765	1,637,958,850	1,578,331,058
Lawndale	285,729,758	250,113,204	284,650,677	303,296,038	279,374,670
Lomita	176,213,720	159,523,124	180,532,674	185,585,496	168,770,858
Long Beach	5,369,621,763	4,759,689,101	5,405,987,219	5,431,578,884	5,289,735,602
Manhattan Beach	834,908,344	644,047,365	775,643,569	812,073,237	808,809,958

	2019	2020	2021	2022	2023
Palos Verdes Estates	13,214,585	8,782,809	11,623,359	13,871,691	15,331,421
Rancho Palos Verdes	120,713,863	105,247,003	120,008,090	117,373,301	110,765,562
Redondo Beach	940,361,096	739,378,092	881,734,194	854,416,925	793,046,468
Rolling Hills	145,676	247,521	1,190,950	1,000,830	960,074
Rolling Hills Estates	116,988,778	95,964,777	121,606,029	126,448,420	127,332,277
Signal Hill	1,746,585,862	1,718,792,044	1,760,424,842	1,668,347,945	1,476,230,107
Torrance	4,062,309,478	3,512,923,980	4,349,771,374	4,332,623,862	3,965,605,080
<b>Total</b>	<b>20,484,183,304</b>	<b>18,194,076,387</b>	<b>21,367,015,099</b>	<b>21,632,319,786</b>	<b>20,646,199,941</b>
Real Taxable Retail Sales per Household					
Carson	76,320	64,617	75,407	77,358	76,801
El Segundo	105,763	92,840	108,034	122,991	134,608
Gardena	48,821	44,173	52,297	53,327	51,139
Hawthorne	51,712	44,683	53,580	55,764	51,202
Hermosa Beach	30,714	25,076	30,607	30,927	29,982
Inglewood	34,442	32,531	42,303	43,070	41,322
Lawndale	29,628	25,079	28,551	30,366	27,937
Lomita	21,611	19,282	21,854	22,425	20,388
Long Beach	32,353	27,882	31,608	31,486	30,499
Manhattan Beach	59,420	46,643	56,695	58,889	58,848
Palos Verdes Estates	2,669	1,751	2,321	2,762	3,049
Rancho Palos Verdes	7,776	6,676	7,657	7,437	7,022
Redondo Beach	32,451	25,087	30,040	28,977	26,893
Rolling Hills	219	387	1,884	1,569	1,507
Rolling Hills Estates	39,914	31,672	38,827	39,801	39,829
Signal Hill	396,951	376,845	388,015	365,145	322,673
Torrance	72,818	62,006	76,916	76,394	69,813
<b>Total</b>	<b>46,481</b>	<b>40,305</b>	<b>47,341</b>	<b>47,646</b>	<b>45,339</b>

Source: PlaceWorks, 2025; Actual taxable sales data from CA Department of Tax and Fee Administration, *Taxable Sales, by City*; Real data adjusted for inflation to January 2025 using data from the US Bureau of Labor Statistics, *Chained Consumer Price Index for All Urban Consumers (C-CPI-U): U.S. city average*; Real per household adjusted to January occupied housing estimates from the CA Department of Finance, *Population and Housing Estimates for Cities, Counties, and the State, Reports E-5 and E-8*.

Table A-3: Estimated Household Spending, Business Sales, and Opportunity Gap/Surplus; Convenience Goods Trade Area; 2025

Retail Store Type	2025 Demand (\$) (Consumer Spending)	2025 Supply (\$) (Business Sales)	Opportunity Gap/Surplus (\$)
Total retail trade including food and drink	1,104,144,782	3,179,308,413	(2,075,163,630)
Total retail trade	945,421,529	2,988,163,990	(2,042,742,461)
<b>Motor Vehicle and Parts Dealers</b>			
Motor vehicle and parts dealers	198,873,480	1,122,003,314	(923,129,834)
- Automobile dealers	168,413,258	1,083,752,107	(915,338,850)
- Other motor vehicle dealers	13,214,767	6,823,690	6,391,076
- Automotive parts, accessories, and tire stores	17,245,455	31,427,516	(14,182,061)
<b>Furniture and Home Furnishings Stores</b>			
Furniture and home furnishings stores	17,199,656	9,333,458	7,866,198
- Furniture stores	9,302,622	3,814,229	5,488,393
- Home furnishings stores	7,897,034	5,519,229	2,377,805
<b>Electronics and Appliance Stores</b>			
Electronics and appliance stores	12,008,613	31,951,828	(19,943,215)
- Household appliance stores	2,785,197	10,733,241	(7,948,044)
- Electronics stores	9,223,416	21,218,587	(11,995,171)
<b>Building Mat. and Garden Equip. and Supplies Dealers</b>			
Building Mat. and Garden Equip. and Supplies Dealers	59,760,052	142,125,528	(82,365,476)
- Building material and supplies dealers	51,557,384	140,287,866	(88,730,483)
- Lawn and garden equipment and supplies stores	8,202,668	1,837,662	6,365,007
<b>Food and Beverage Stores</b>			
Food and beverage stores	127,207,246	156,916,833	(29,709,588)
- Grocery stores	114,391,111	150,014,092	(35,622,981)
- Specialty food stores	3,645,576	2,542,169	1,103,407
- Beer, wine, and liquor stores	9,170,559	4,360,572	4,809,986
<b>Health and Personal Care Stores</b>			
Health and personal care stores	54,290,670	76,316,953	(22,026,283)
<b>Gasoline Stations</b>			
Gasoline stations	86,441,175	92,967,576	(6,526,401)
<b>Clothing and Clothing Accessories Stores</b>			
Clothing and clothing accessories stores	42,246,022	26,919,186	15,326,836
- Clothing stores	29,608,238	21,965,402	7,642,836

Retail Store Type	2025 Demand (\$) (Consumer Spending)	2025 Supply (\$) (Business Sales)	Opportunity Gap/Surplus (\$)
- Shoe stores	5,408,267	4,340,893	1,067,374
- Jewelry, luggage, and leather goods stores	7,229,517	612,892	6,616,625
<b>Sport. Goods, Hobby, Music. Instrument, &amp; Book Stores</b>			
Sport. Goods, Hobby, Music. Instrument, & Book Stores	14,407,465	7,169,163	7,238,302
- Sport. goods, hobby, and musical instrument stores	12,857,845	6,131,910	6,725,935
- Book stores and news dealers	1,549,620	1,037,253	512,367
<b>General Merchandise Stores</b>			
General merchandise stores	117,532,990	530,833,854	(413,300,864)
- Department stores	7,547,331	9,047,411	(1,500,080)
- Other general merchandise stores	109,985,660	521,786,443	(411,800,784)
<b>Miscellaneous Store Retailers</b>			
Miscellaneous store retailers	22,319,866	50,637,886	(28,318,020)
- Florists	1,096,758	999,690	97,068
- Office supplies, stationery, and gift stores	3,515,272	10,207,109	(6,691,837)
- Used merchandise stores	3,512,467	5,585,162	(2,072,696)
- Other miscellaneous store retailers	14,195,370	33,845,925	(19,650,556)
<b>Non-store Retailers</b>			
Non-store retailers	193,134,294	740,988,409	(547,854,114)
<b>Food Services and Drinking Places</b>			
Food services and drinking places	158,723,253	191,144,423	(32,421,169)
- Drinking places (alcohol/non-alcohol & snack bars)	14,390,065	21,968,527	(7,578,462)
- Full-service restaurants	71,381,984	100,486,810	(29,104,827)
- Limited service restaurants	62,293,558	46,855,331	15,438,227

Source: Claritas, 2025, *Retail Market Power® - 2025 Estimates*, using data from Environics Analytics | U.S. Census Bureau | U.S. Bureau of Labor Statistics | Data Axle

Table A-4: Estimated Household Spending, Business Sales, and Opportunity Gap/Surplus; Comparison Goods Trade Area; 2025

Retail Store Type	2025 Demand (\$) (Consumer Spending)	2025 Supply (\$) (Business Sales)	Opportunity Gap/Surplus (\$)
Total retail trade including food and drink	8,159,948,257	10,883,903,139	(2,723,954,882)
Total retail trade	6,982,541,701	9,074,943,355	(2,092,401,654)
<b>Motor Vehicle and Parts Dealers</b>			
Motor vehicle and parts dealers	1,483,363,960	2,580,131,370	(1,096,767,410)
- Automobile dealers	1,254,777,241	2,459,906,832	(1,205,129,591)
- Other motor vehicle dealers	102,655,733	20,256,722	82,399,010
- Automotive parts, accessories, and tire stores	125,930,986	99,967,815	25,963,171
<b>Furniture and Home Furnishings Stores</b>			
Furniture and home furnishings stores	128,856,288	45,761,835	83,094,453
- Furniture stores	69,549,686	24,861,798	44,687,888
- Home furnishings stores	59,306,602	20,900,037	38,406,565
<b>Electronics and Appliance Stores</b>			
Electronics and appliance stores	88,567,949	92,495,672	(3,927,723)
- Household appliance stores	20,620,974	23,058,688	(2,437,714)
- Electronics stores	67,946,976	69,436,984	(1,490,009)
<b>Building Mat. and Garden Equip. and Supplies Dealers</b>			
Building Mat. and Garden Equip. and Supplies Dealers	446,805,293	356,398,160	90,407,133
- Building material and supplies dealers	385,643,170	338,327,769	47,315,401
- Lawn and garden equipment and supplies stores	61,162,123	18,070,390	43,091,733
<b>Food and Beverage Stores</b>			
Food and beverage stores	933,761,644	1,228,255,951	(294,494,306)
- Grocery stores	838,644,200	1,148,140,650	(309,496,450)
- Specialty food stores	26,692,404	32,727,858	(6,035,454)
- Beer, wine, and liquor stores	68,425,040	47,387,442	21,037,598
<b>Health and Personal Care Stores</b>			
Health and personal care stores	399,983,593	358,657,435	41,326,158
<b>Gasoline Stations</b>			
Gasoline stations	630,016,745	542,283,738	87,733,008
<b>Clothing and Clothing Accessories Stores</b>			
Clothing and clothing accessories stores	310,520,435	143,404,210	167,116,225
- Clothing stores	217,552,187	110,571,834	106,980,353

Retail Store Type	2025 Demand (\$) (Consumer Spending)	2025 Supply (\$) (Business Sales)	Opportunity Gap/Surplus (\$)
- Shoe stores	39,414,257	21,709,201	17,705,056
- Jewelry, luggage, and leather goods stores	53,553,991	11,123,175	42,430,816
<b>Sport. Goods, Hobby, Music. Instrument, &amp; Book Stores</b>			
Sport. Goods, Hobby, Music. Instrument, & Book Stores	106,079,887	62,089,505	43,990,382
- Sport. goods, hobby, and musical instrument stores	94,676,002	53,380,890	41,295,113
- Book stores and news dealers	11,403,885	8,708,616	2,695,269
<b>General Merchandise Stores</b>			
General merchandise stores	863,259,797	848,960,842	14,298,955
- Department stores	55,533,624	50,448,755	5,084,870
- Other general merchandise stores	807,726,173	798,512,088	9,214,085
<b>Miscellaneous Store Retailers</b>			
Miscellaneous store retailers	165,672,551	202,589,857	(36,917,307)
- Florists	8,196,864	5,088,951	3,107,913
- Office supplies, stationery, and gift stores	25,990,586	22,874,709	3,115,877
- Used merchandise stores	26,041,188	47,930,163	(21,888,975)
- Other miscellaneous store retailers	105,443,912	126,696,034	(21,252,122)
<b>Non-store Retailers</b>			
Non-store retailers	1,425,653,559	2,613,914,780	(1,188,261,221)
<b>Food Services and Drinking Places</b>			
Food services and drinking places	1,177,406,557	1,808,959,784	(631,553,228)
- Drinking places (alcohol/non-alcohol & snack bars)	107,220,845	165,949,339	(58,728,494)
- Full-service restaurants	530,225,753	652,322,789	(122,097,036)
- Limited service restaurants	460,674,330	949,483,851	(488,809,521)

Source: Claritas, 2025, *Retail Market Power® - 2025 Estimates*, using data from Environics Analytics | U.S. Census Bureau | U.S. Bureau of Labor Statistics | Data Axle



Table A-5: Estimated Household Spending, Business Sales, and Opportunity Gap/Surplus; 15-Minute Drive-Time Context Area; 2025

Retail Store Type	2025 Demand (\$) (Consumer Spending)	2025 Supply (\$) (Business Sales)	Opportunity Gap/Surplus (\$)
Total retail trade including food and drink	24,759,962,412	33,254,000,366	(8,494,037,954)
Total retail trade	21,147,230,929	27,598,780,510	(6,451,549,582)
<b>Motor Vehicle and Parts Dealers</b>			
Motor vehicle and parts dealers	4,526,375,965	6,372,012,889	(1,845,636,924)
- Automobile dealers	3,822,648,487	5,682,285,004	(1,859,636,516)
- Other motor vehicle dealers	323,293,263	265,302,942	57,990,321
- Automotive parts, accessories, and tire stores	380,434,215	424,424,943	(43,990,728)
<b>Furniture and Home Furnishings Stores</b>			
Furniture and home furnishings stores	398,878,080	287,020,692	111,857,388
- Furniture stores	215,000,740	147,008,262	67,992,478
- Home furnishings stores	183,877,340	140,012,430	43,864,910
<b>Electronics and Appliance Stores</b>			
Electronics and appliance stores	267,465,763	288,914,521	(21,448,758)
- Household appliance stores	62,586,235	67,724,994	(5,138,759)
- Electronics stores	204,879,528	221,189,527	(16,309,999)
<b>Building Mat. and Garden Equip. and Supplies Dealers</b>			
Building Mat. and Garden Equip. and Supplies Dealers	1,376,327,639	1,127,429,687	248,897,952
- Building material and supplies dealers	1,188,611,035	1,080,282,296	108,328,739
- Lawn and garden equipment and supplies stores	187,716,604	47,147,391	140,569,213
<b>Food and Beverage Stores</b>			
Food and beverage stores	2,799,444,795	3,733,705,077	(934,260,281)
- Grocery stores	2,510,176,866	3,499,121,763	(988,944,897)
- Specialty food stores	79,839,001	82,131,969	(2,292,968)
- Beer, wine, and liquor stores	209,428,928	152,451,345	56,977,584
<b>Health and Personal Care Stores</b>			
Health and personal care stores	1,205,461,866	1,220,504,940	(15,043,075)
<b>Gasoline Stations</b>			
Gasoline stations	1,881,805,352	1,543,653,231	338,152,121
<b>Clothing and Clothing Accessories Stores</b>			
Clothing and clothing accessories stores	942,747,451	1,425,707,861	(482,960,410)
- Clothing stores	661,085,577	980,239,912	(319,154,336)

Retail Store Type	2025 Demand (\$) (Consumer Spending)	2025 Supply (\$) (Business Sales)	Opportunity Gap/Surplus (\$)
- Shoe stores	118,633,532	179,345,681	(60,712,149)
- Jewelry, luggage, and leather goods stores	163,028,342	266,122,267	(103,093,925)
<b>Sport. Goods, Hobby, Music. Instrument, &amp; Book Stores</b>			
Sport. Goods, Hobby, Music. Instrument, & Book Stores	322,958,478	272,707,739	50,250,739
- Sport. goods, hobby, and musical instrument stores	288,486,599	224,895,724	63,590,875
- Book stores and news dealers	34,471,879	47,812,015	(13,340,136)
<b>General Merchandise Stores</b>			
General merchandise stores	2,600,118,686	3,064,601,039	(464,482,352)
- Department stores	168,694,912	218,872,534	(50,177,622)
- Other general merchandise stores	2,431,423,775	2,845,728,505	(414,304,730)
<b>Miscellaneous Store Retailers</b>			
Miscellaneous store retailers	503,546,912	473,995,605	29,551,307
- Florists	25,298,365	16,514,849	8,783,516
- Office supplies, stationery, and gift stores	79,252,752	71,044,124	8,208,628
- Used merchandise stores	79,171,479	76,161,385	3,010,094
- Other miscellaneous store retailers	319,824,316	310,275,247	9,549,069
<b>Non-store Retailers</b>			
Non-store retailers	4,322,099,942	7,788,527,230	(3,466,427,289)
<b>Food Services and Drinking Places</b>			
Food services and drinking places	3,612,731,483	5,655,219,855	(2,042,488,372)
- Drinking places (alcohol/non-alcohol & snack bars)	330,308,841	492,371,785	(162,062,944)
- Full-service restaurants	1,629,169,566	2,257,305,843	(628,136,277)
- Limited service restaurants	1,409,423,833	2,735,952,983	(1,326,529,150)

Source: Claritas, 2025, *Retail Market Power® - 2025 Estimates*, using data from Environics Analytics | U.S. Census Bureau | U.S. Bureau of Labor Statistics | Data Axle

Table A-6: Annual Employment by Economic Sector; Signal Hill; 2003 to 2022

Economic Sector	2003	2004	2005	2006	2007	2008	2009
Agriculture, Forestry, Fishing and Hunting	0	1	9	11	15	16	11
Mining/Quarrying, and Oil & Gas Extraction	223	199	247	281	276	296	268
Utilities	11	7	7	9	2	9	10
Construction	1,443	1,561	1,523	1,602	1,791	1,833	1,537
Manufacturing	1,469	1,335	1,199	1,163	1,130	1,221	1,112
Wholesale Trade	795	744	777	814	866	869	819
Retail Trade	1,915	1,961	1,972	1,903	1,841	2,058	1,827
Transportation and Warehousing	1,713	1,707	1,664	1,428	1,418	1,346	1,074
Information	110	157	59	43	58	65	28
Finance and Insurance	1,652	1,375	1,202	936	687	615	582
Real Estate and Rental and Leasing	186	178	180	177	140	152	159
Prof., Scientific, and Technical Services	634	718	800	830	822	791	815
Management of Companies and Enterprises	123	123	115	118	133	137	150
Admin. & Support, Waste Mgmt. & Remediation	2,080	1,438	1,458	1,257	980	1,036	1,400
Educational Services	109	110	121	168	224	299	316
Health Care and Social Assistance	374	410	382	382	503	563	565
Arts, Entertainment, and Recreation	36	31	33	31	20	17	38
Accommodation and Food Services	250	267	301	304	347	361	374
Other Services	668	585	597	656	595	602	560
Public Administration	167	165	145	155	151	162	152
<b>Total All Jobs</b>	<b>13,958</b>	<b>13,072</b>	<b>12,791</b>	<b>12,268</b>	<b>11,999</b>	<b>12,448</b>	<b>11,797</b>

Table A-6 continued

Economic Sector	2010	2011	2012	2013	2014	2015	2016
Agriculture, Forestry, Fishing and Hunting	13	12	0	13	7	5	4
Mining/Quarrying, and Oil & Gas Extraction	389	378	317	361	419	305	237
Utilities	31	3	6	6	6	0	0
Construction	1,383	1,459	1,376	1,362	1,533	1,522	1,515
Manufacturing	1,106	1,039	1,159	1,134	1,184	1,232	1,288
Wholesale Trade	953	733	745	755	756	703	731
Retail Trade	1,971	1,935	2,088	2,358	2,530	2,600	2,458
Transportation and Warehousing	1,190	929	925	933	952	1,004	1,143
Information	36	31	37	44	48	60	48
Finance and Insurance	567	483	634	630	637	467	375
Real Estate and Rental and Leasing	136	333	359	341	376	419	350
Prof., Scientific, and Technical Services	771	968	1,111	1,222	894	907	1,019
Management of Companies and Enterprises	150	218	247	247	248	252	269
Admin. & Support, Waste Mgmt. & Remediation	1,384	1,528	1,692	1,674	2,044	2,649	2,232
Educational Services	283	547	462	464	353	551	741
Health Care and Social Assistance	630	670	747	936	887	788	813
Arts, Entertainment, and Recreation	50	58	75	42	46	63	81
Accommodation and Food Services	382	348	425	504	543	830	841
Other Services	509	468	512	419	487	495	560
Public Administration	220	150	158	154	156	149	166
<b>Total All Jobs</b>	<b>12,154</b>	<b>12,290</b>	<b>13,075</b>	<b>13,599</b>	<b>14,106</b>	<b>15,001</b>	<b>14,871</b>

Table A-6 continued

Economic Sector	2017	2018	2019	2020	2021	2022
Agriculture, Forestry, Fishing and Hunting	7	7	3	8	12	8
Mining/Quarrying, and Oil & Gas Extraction	230	211	194	272	177	229
Utilities	0	0	0	1	0	0
Construction	1,585	1,612	1,719	1,582	1,886	1,874
Manufacturing	1,321	1,335	1,333	1,213	1,130	1,259
Wholesale Trade	702	733	692	857	793	755
Retail Trade	2,650	2,670	2,624	2,628	2,646	2,705
Transportation and Warehousing	1,003	945	1,031	1,093	1,070	907
Information	34	58	54	27	46	59
Finance and Insurance	359	250	251	281	266	307
Real Estate and Rental and Leasing	366	347	380	315	375	350
Prof., Scientific, and Technical Services	1,153	1,313	1,376	1,342	1,225	1,366
Management of Companies and Enterprises	242	284	269	246	177	225
Admin. & Support, Waste Mgmt. & Remediation	1,818	1,689	1,735	1,617	1,485	2,081
Educational Services	731	522	752	247	303	250
Health Care and Social Assistance	1,135	1,142	966	766	836	1,066
Arts, Entertainment, and Recreation	122	117	165	152	177	209
Accommodation and Food Services	1,302	1,263	1,400	1,137	955	1,189
Other Services	514	507	395	350	373	431
Public Administration	162	171	160	371	301	690
<b>Total All Jobs</b>	<b>15,436</b>	<b>15,176</b>	<b>15,499</b>	<b>14,505</b>	<b>14,233</b>	<b>15,960</b>

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2022).

Figure A-1: Tapestry Segmentation Descriptions for the Ten Most Common Segments; Comparison Goods Trade Area; 2025



## LifeMode Group: Upscale Avenues

# Pleasantville

2B

**Households:** 2,718,100

**Average Household Size:** 2.88

**Median Age:** 42.6

**Median Household Income:** \$92,900

### WHO ARE WE?

Prosperous domesticity best describes the settled denizens of *Pleasantville*. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth (Index 364). Older homes require upkeep; home improvement and remodeling projects are a priority—preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the internet largely for financial purposes.

### OUR NEIGHBORHOOD

- Suburban periphery of large metropolitan areas, primarily in Middle Atlantic or Pacific states.
- Most homes owned (and mortgaged) (Index 146).
- Households composed of older married-couple families, more without children under 18, but many with children over 18 years (Index 141).
- Older, single-family homes: two-thirds built before 1970, close to half from 1950 to 1969.
- One of the lowest percentages of vacant housing units at 4.5% (Index 39).
- Suburban households with three or more vehicles and a longer travel time to work (Index 132).

### SOCIOECONOMIC TRAITS

- Education: 66% college educated, 37% with a bachelor's degree or higher.
- Higher labor force participation rate at 67% (Index 107); higher proportion of households with two or more workers (Index 118).
- Many professionals in finance, information/technology, education, or management.
- Median household income denotes affluence, with income primarily from salaries and also from investments (Index 130) or Social Security (Index 106) and retirement income (Index 122).
- Not cost-conscious, these consumers willing to spend more for quality and brands they like.
- Prefer fashion that is classic and timeless as opposed to trendy.
- Use all types of media equally (newspapers, magazines, radio, internet, TV).



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

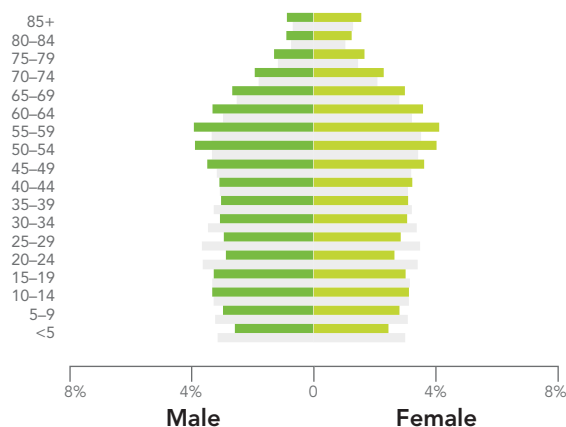




## AGE BY SEX (Esri data)

Median Age: **42.6** US: 38.2

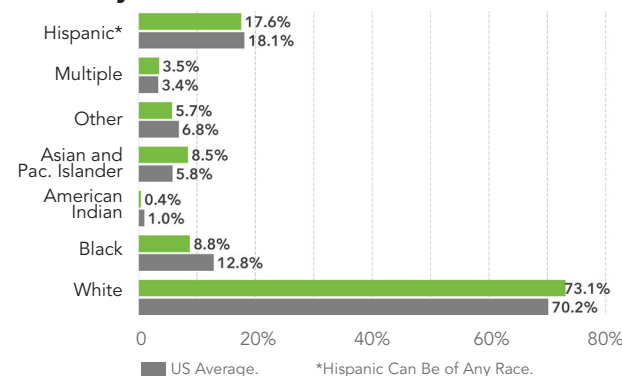
■ Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **61.0** US: 64.0



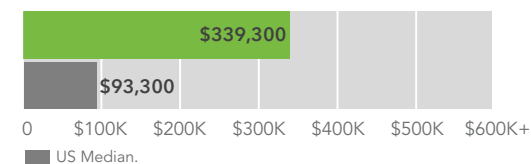
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

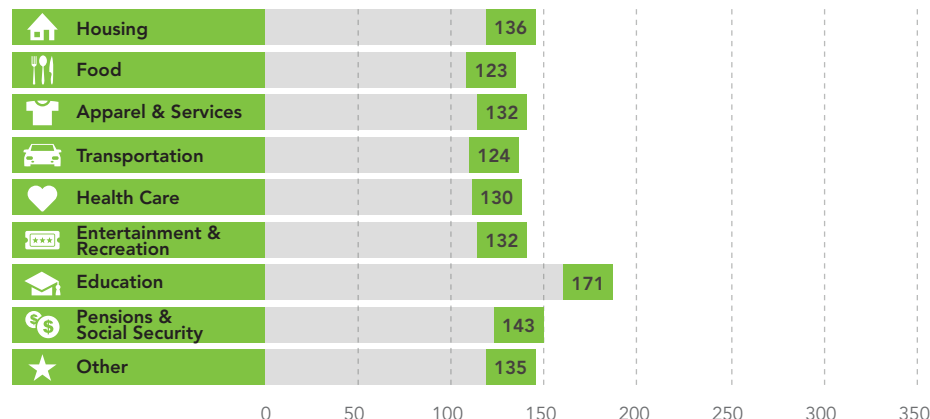


### Median Net Worth



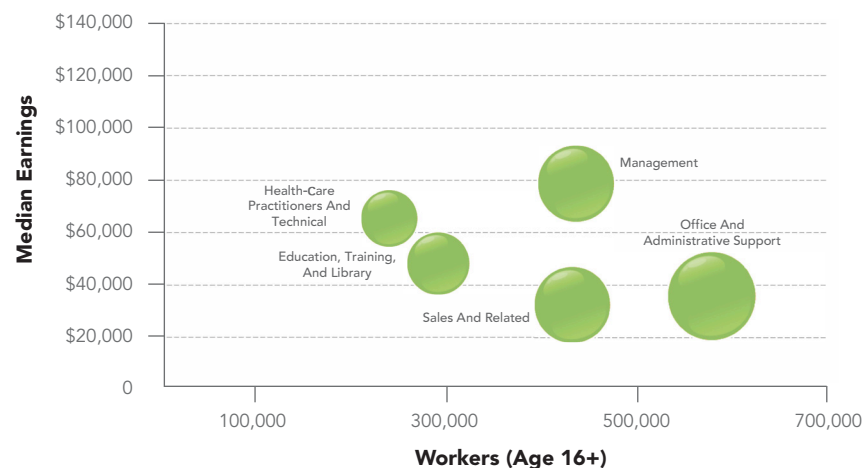
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





## MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Prefer imported SUVs, serviced by a gas station or car dealer.
- Invest in conservative securities and contribute to charities.
- Work on home improvement and remodeling projects, but also hire contractors.
- Have bundled services (TV/internet/phone).
- Access the internet via fiber optics or cable modem or on a newer computer to pay bills, make purchases, and track investments.
- Subscribe to premium channels (HBO, Showtime, or Starz) and use video-on-demand to watch TV shows and movies.
- Enjoy outdoor gardening, going to the beach, visiting theme parks, frequenting museums, and attending rock concerts.

## HOUSING

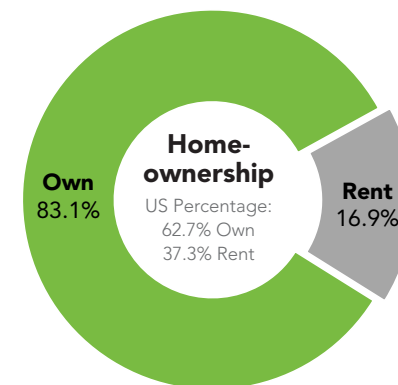
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

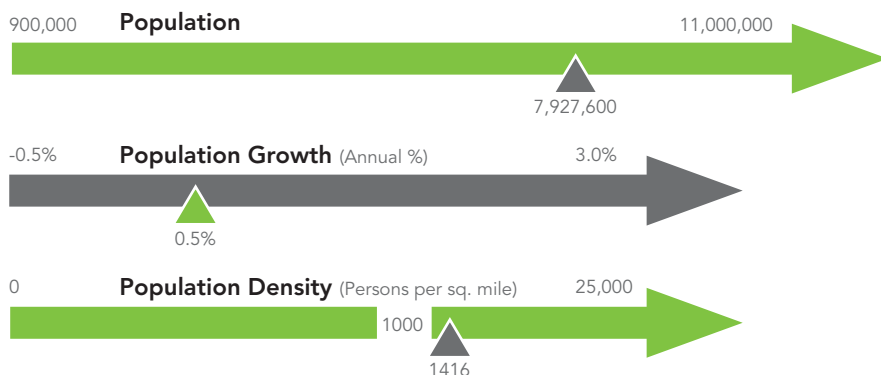
**Median Value:**  
\$382,000

US Median: \$207,300



## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

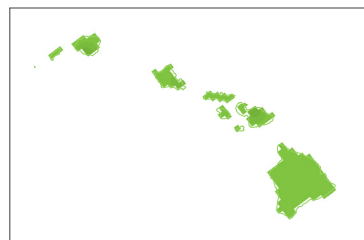
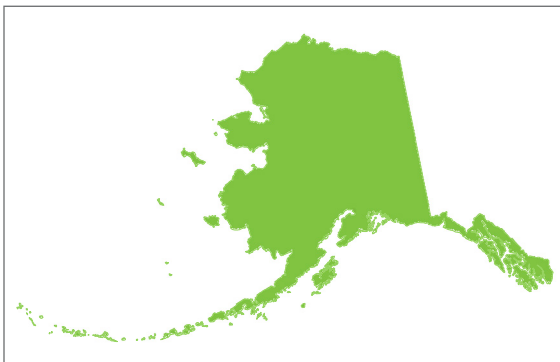
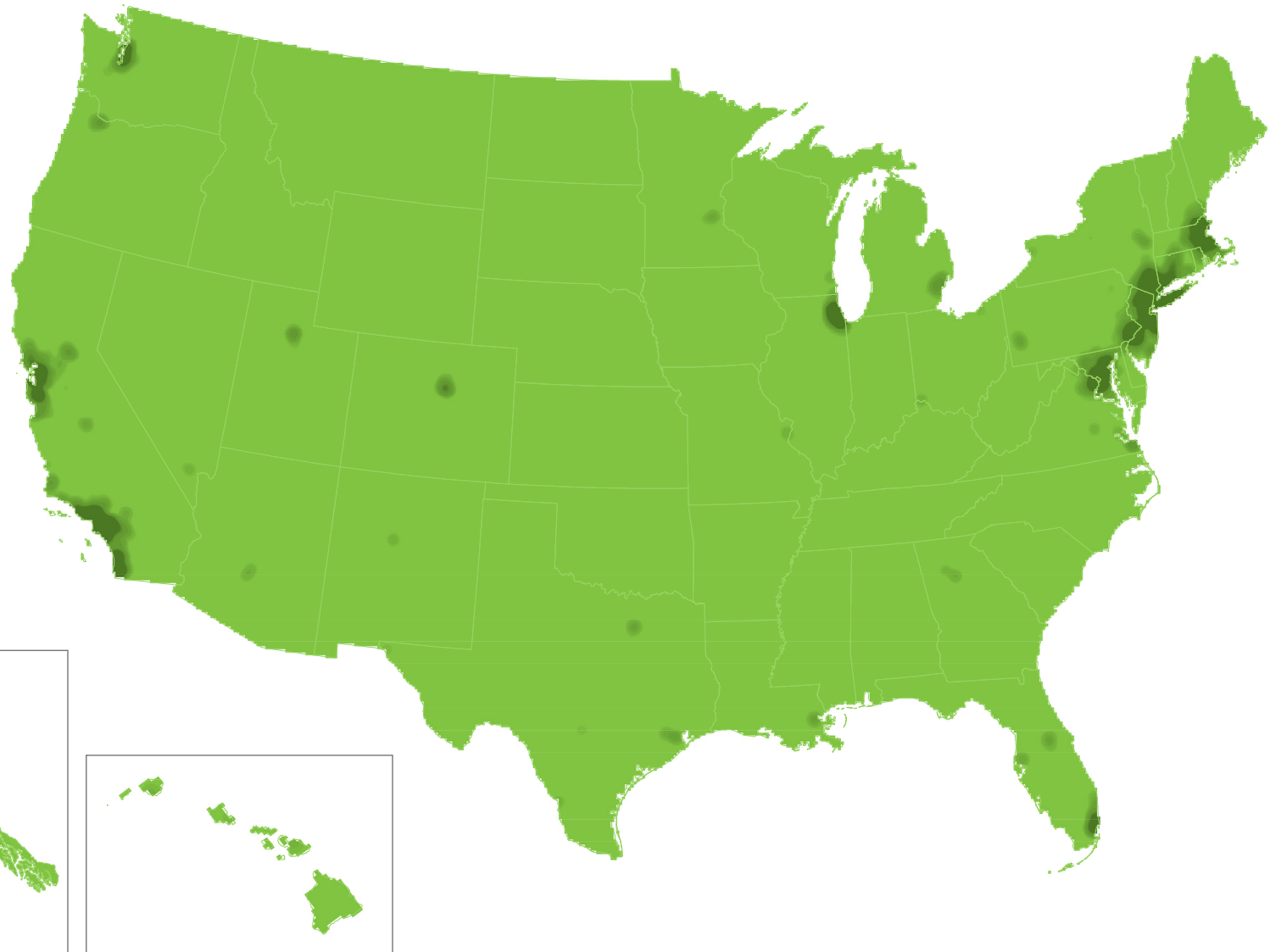
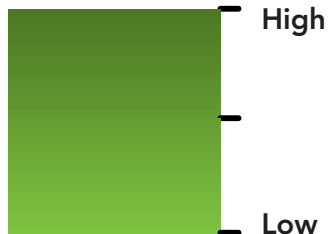
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





## SEGMENT DENSITY

This map illustrates the density and distribution of the *Pleasantville* Tapestry Segment by households.





LifeMode Group: Next Wave

# Fresh Ambitions

13D

**Households:** 794,600

**Average Household Size:** 3.17

**Median Age:** 28.6

**Median Household Income:** \$26,700

## WHO ARE WE?

These young families, many of whom are recent immigrants, focus their life and work around their children. *Fresh Ambitions* residents have overcome the language barrier and earned a high school diploma. They work overtime in service, in skilled and unskilled occupations, and spend what they have on their children. Multigenerational families support many families living together; income is often supplemented with public assistance and Social Security. Residents spend more than one-third of their income on rent in older row houses or multiunit buildings. They budget wisely not only to make ends meet but also to save for trips abroad to see their relatives.

## OUR NEIGHBORHOOD

- Reside in mostly row houses or 2–4 unit buildings; many were built before 1950, located in major urban cities.
- Predominantly renters; average gross rent is a little below the US average.
- Most households have at least one vehicle, and commuters drive alone to work. Walking to work or taking public transportation is common too.
- Nearly half of the households have children of all ages and are composed of more single-parent than married-couple families. There are more than three persons per household; the proportion of multigenerational families is twice that of the US.

## SOCIOECONOMIC TRAITS

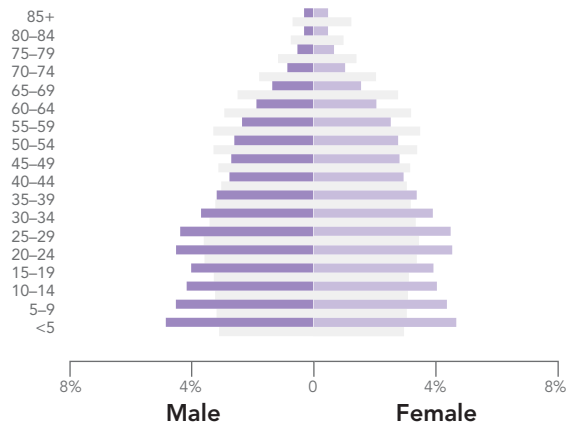
- Nearly one in four is foreign-born.
- Supporting large families, many earners will take on overtime work when possible.
- One in three has earned a high school diploma.
- Price-conscious consumers that budget for fashion, not branding. However, parents are happy to spoil their brand-savvy children.
- When traveling, seek out discount fares over convenience.



## AGE BY SEX (Esri data)

Median Age: **28.6** US: 38.2

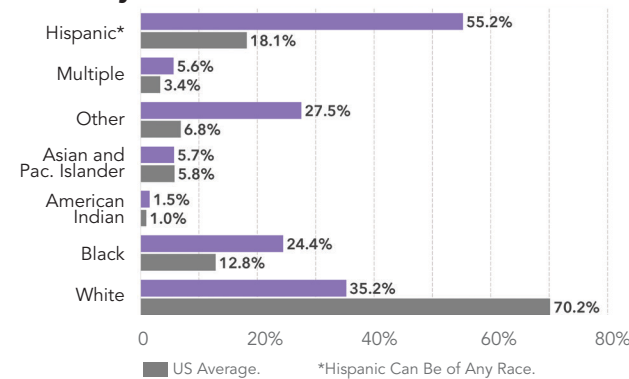
■ Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **90.6** US: 64.0



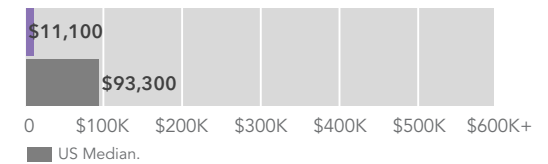
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

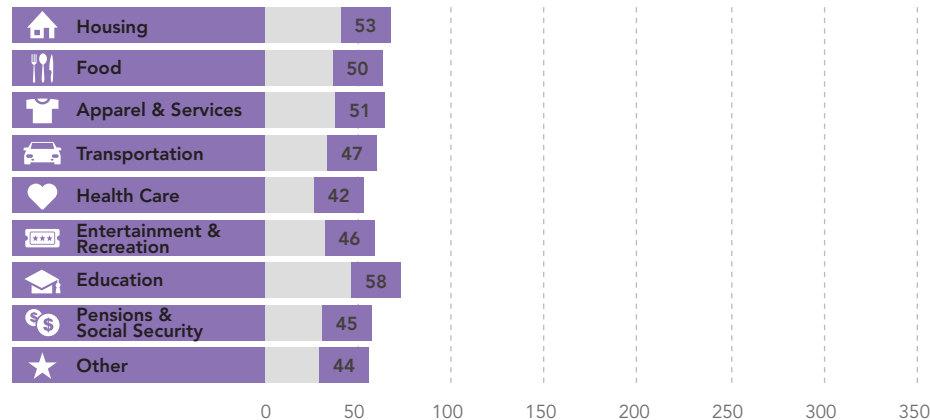


### Median Net Worth



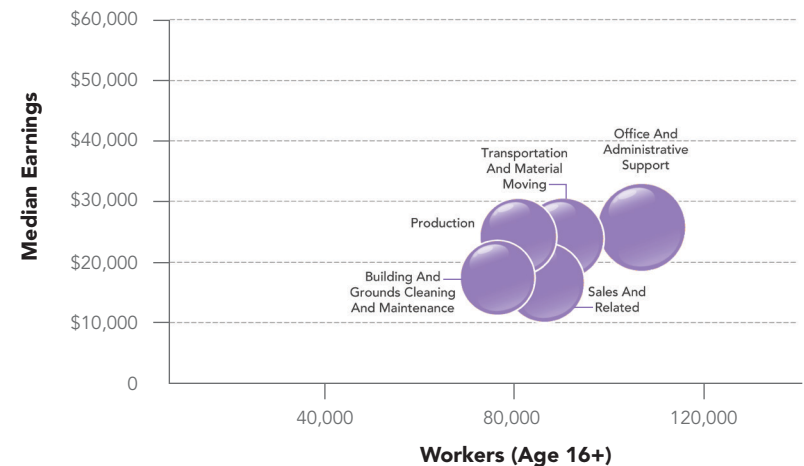
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





## MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Young families are the focus; *Fresh Ambitions* residents must budget for baby food and disposable diapers. Baby and parenthood magazines are their chosen reading material.
- These young, newly established residents own cell phones, not landlines.
- Almost half of all households can access the internet via home PC; Spanish-language web sites and downloading video games and music are popular.
- Nearly half of all households subscribe to a cable service; Spanish TV networks, BET, and children's shows are popular.
- Half of all residents have owned or used a credit or debit card within the past year. Nearly a third maintain a savings account. When possible, money is often wired to family abroad.

## HOUSING

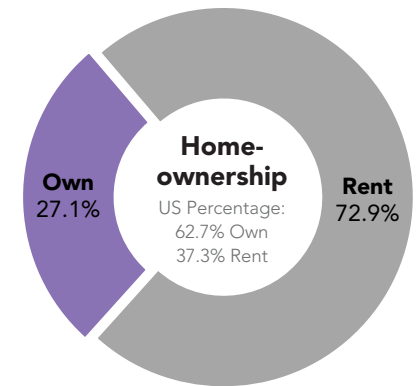
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Multiunit Rentals;  
Single Family

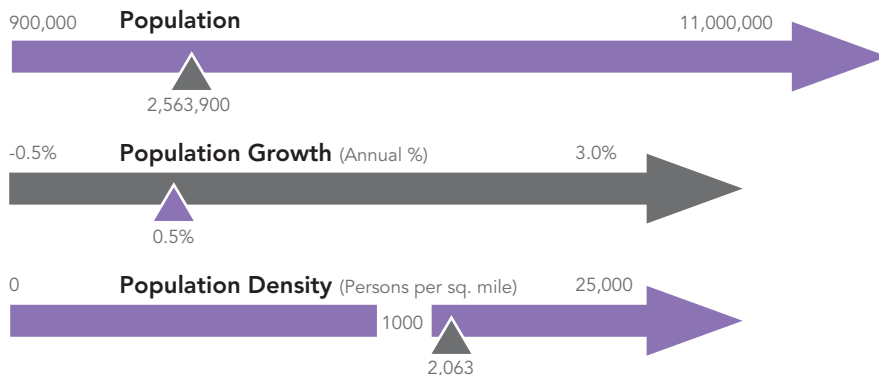
**Average Rent:**  
\$857

US Average: \$1,038



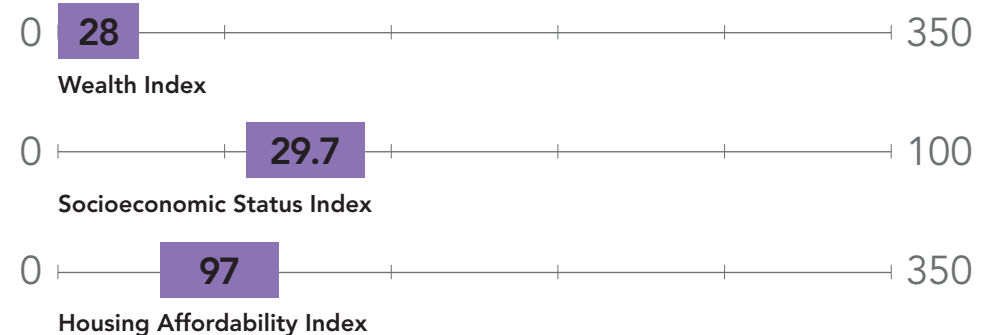
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Next Wave

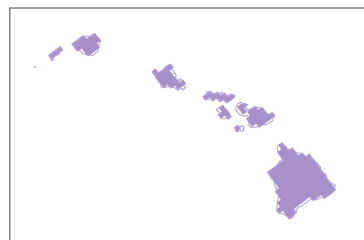
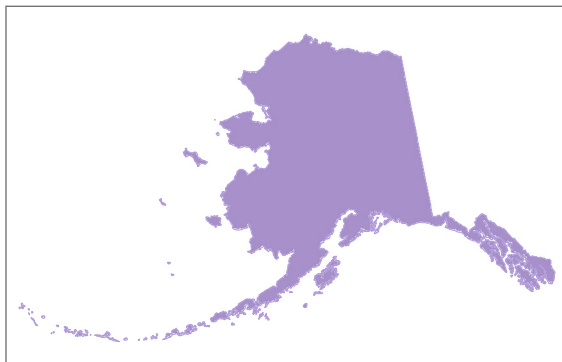
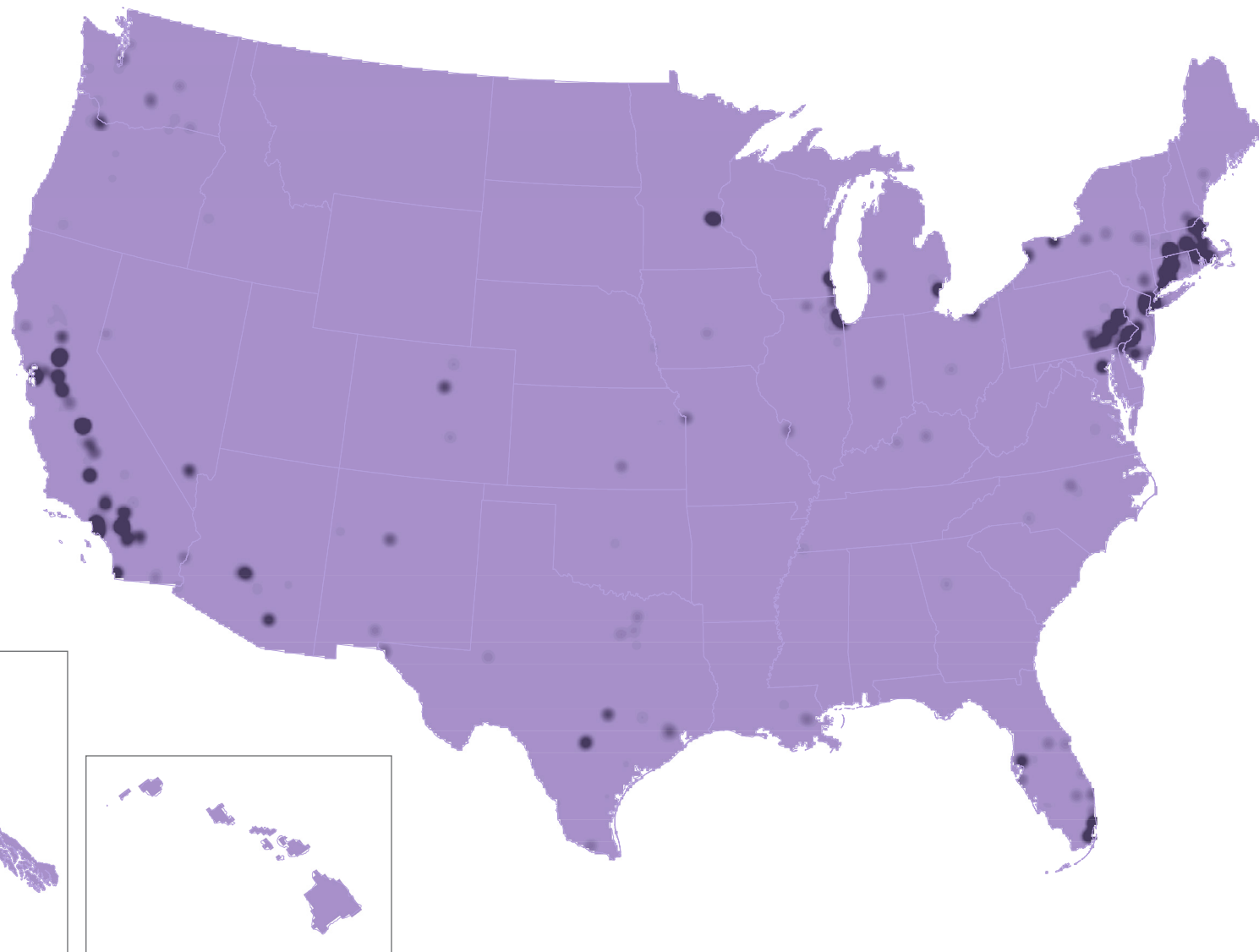
# Fresh Ambitions



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](https://esri.com/tapestry)

## SEGMENT DENSITY

This map illustrates the density and distribution of the *Fresh Ambitions* Tapestry Segment by households.



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LifeMode Group: Sprouting Explorers

# Urban Villages

7B

**Households:** 1,319,200

**Average Household Size:** 3.78

**Median Age:** 34.0

**Median Household Income:** \$62,300

## WHO ARE WE?

*Urban Villages* residents are multigenerational and multilingual. Trendy and fashion conscious, they are risk takers. However, these consumers focus on their children and maintain gardens. They are well connected with their smartphones but more likely to shop in person. Their favorite stores are Costco or Trader Joe's, Target or Macy's.

## OUR NEIGHBORHOOD

- Older homes (most built before 1970) are found in the urban periphery of large metropolitan markets.
- Married couples with children and grandparents; many households are multigenerational (Index 322). Average household size is 3.78.
- Homes are older, primarily single family, with a higher median value of \$325,100 (Index 157) and a lower vacancy rate of 4.7%.

## SOCIOECONOMIC TRAITS

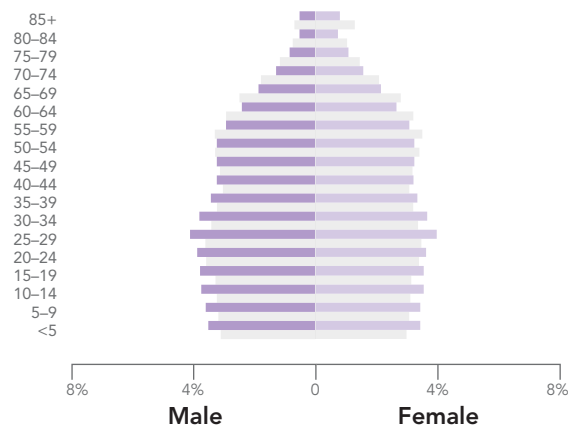
- This market includes recent immigrants (Index 277) with some language barriers (index 289).
- Education: more than half the population aged 25 or older have a high school diploma or some college.
- Labor force participation rate higher than the US.
- Brand conscious but not necessarily brand loyal; open to trying new things.
- Status-conscious consumers; choices reflect their youth—attention to style and pursuit of trends.
- Comfortable with technology and interested in the latest innovations.



## AGE BY SEX (Esri data)

**Median Age: 34.0** US: 38.2

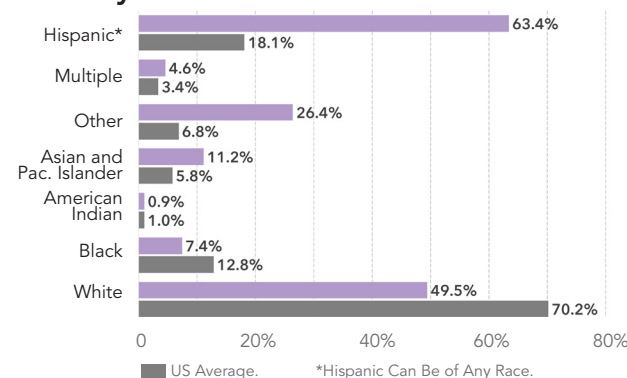
■ Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 86.0** US: 64.0



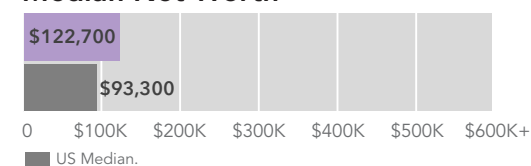
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

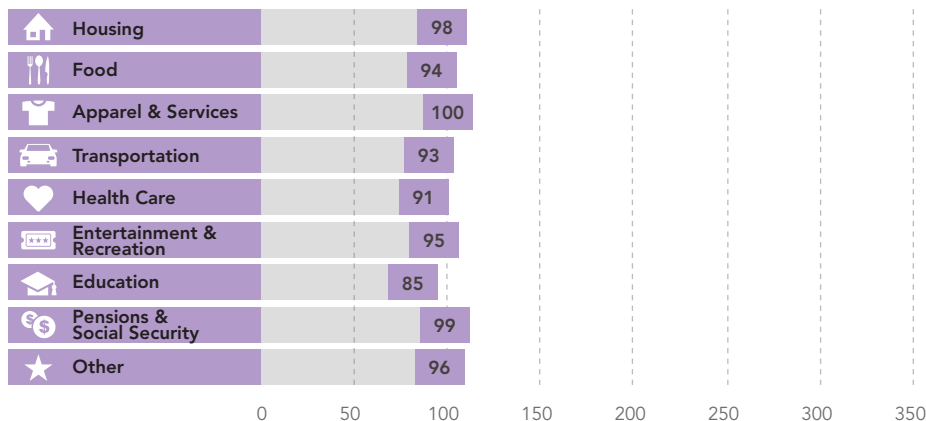


### Median Net Worth



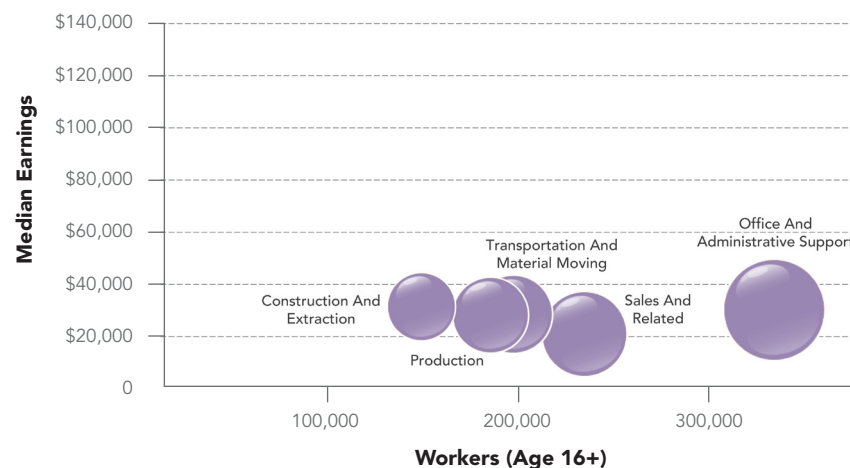
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





## MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Fashion matters to *Urban Villages* residents, who spend liberally on new clothes for the whole family.
- Saving is more limited than spending in this young market.
- They carry credit cards, but banking is basic. They are likely to pay bills in person or online.
- Media preferences vary.
- Leisure includes family activities like going to water parks, theme parks, watching movies, and gardening, plus sports like soccer and basketball.

## HOUSING

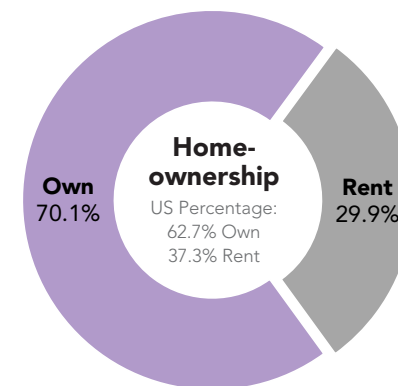
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

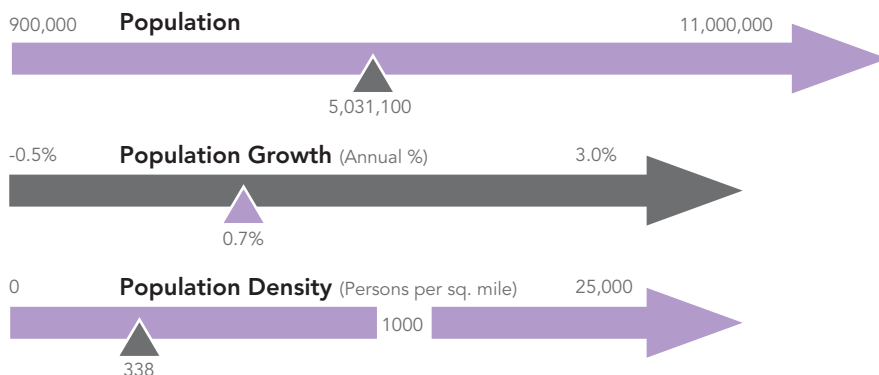
**Median Value:**  
\$325,100

US Median: \$207,300



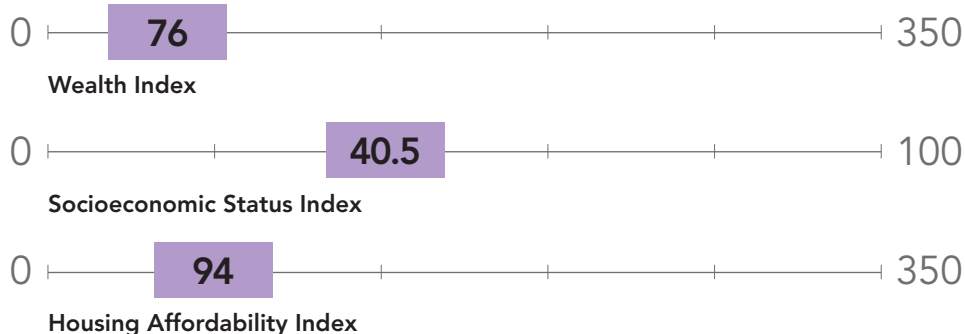
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

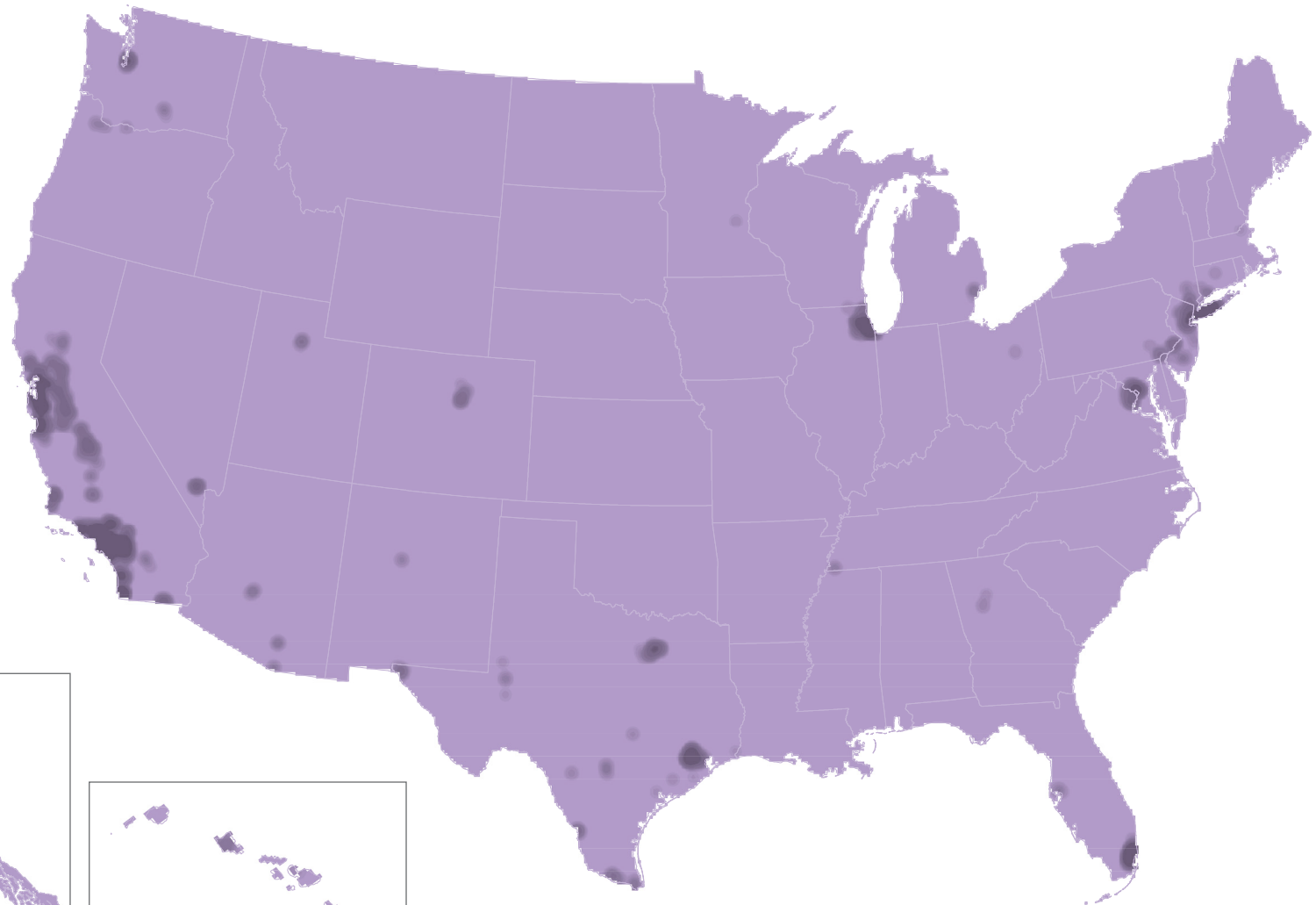
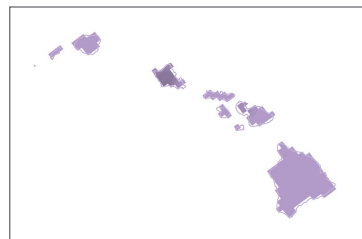
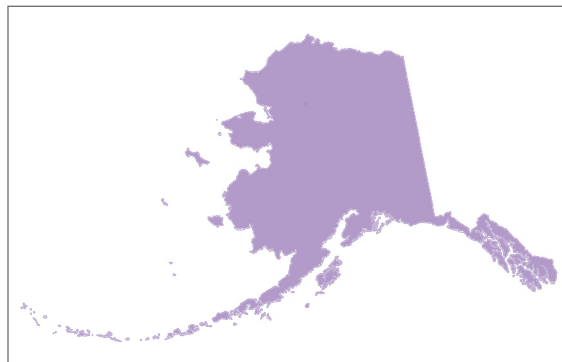
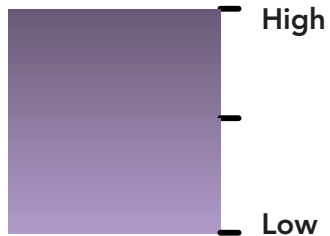
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





## SEGMENT DENSITY

This map illustrates the density and distribution of the *Urban Villages* Tapestry Segment by households.





## LifeMode Group: Middle Ground

# City Lights

8A

**Households:** 1,813,400

**Average Household Size:** 2.59

**Median Age:** 39.3

**Median Household Income:** \$69,200

### WHO ARE WE?

*City Lights* is a densely populated urban market. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married-couple families, with and without children. A blend of owners and renters, single-family homes and townhomes, midrise and high-rise apartments, these neighborhoods are racially and ethnically diverse. Many residents have completed some college or have a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.

### OUR NEIGHBORHOOD

- More than half of the homes are single-family residences or townhomes.
- Tenure is 50-50: about half of households are owned and half are rented. Median home value (Index 185) and average gross rent (Index 129) exceed US values.
- Households include families, both married couples and single parents, as well as singles. The distribution is similar to the US, with slightly more single-person households (Index 109).
- Housing is older in this market: nearly two out of three homes were built before 1970.
- Most households own one vehicle, but public transportation is still a necessity for daily commutes.

### SOCIOECONOMIC TRAITS

- *City Lights* residents earn above-average incomes, but lag the nation in net worth.
- Labor force participation exceeds the US average (Index 108). Residents work hard in professional and service occupations but also seek to enjoy life.
- These consumers save for the future, often to achieve their dream of homeownership. They often engage in discussion about financial products and services among their peers. They earn dividend incomes from their portfolios but steer away from risky investments.
- These consumers are price savvy but will pay for quality brands they trust.
- Residents stand by their belief in equal opportunity.
- Attuned to nature and the environment, and when they can, purchase natural products.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

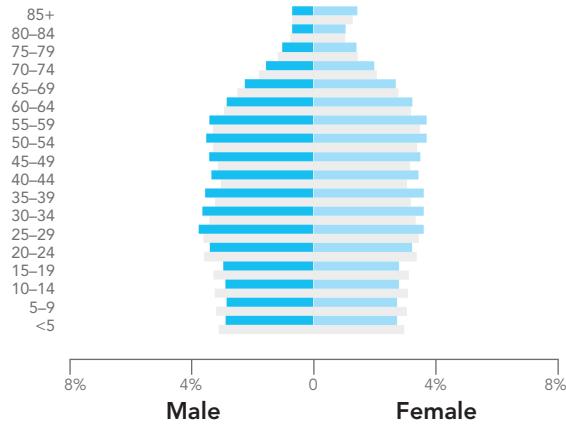




## AGE BY SEX (Esri data)

**Median Age: 39.3** US: 38.2

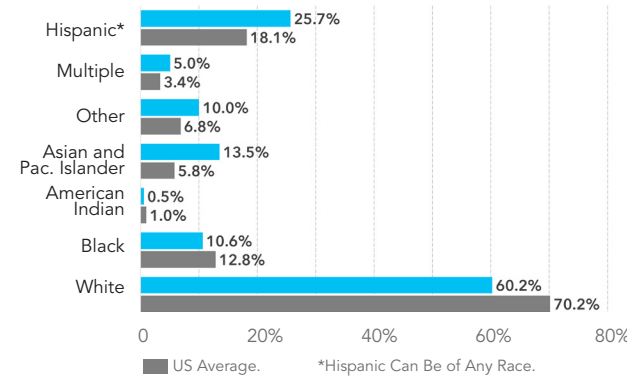
■ Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

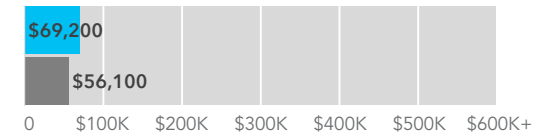
**Diversity Index: 75.8** US: 64.0



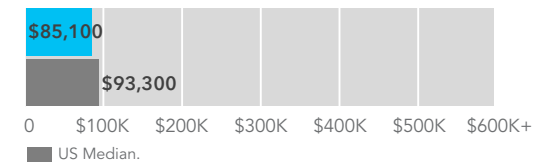
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

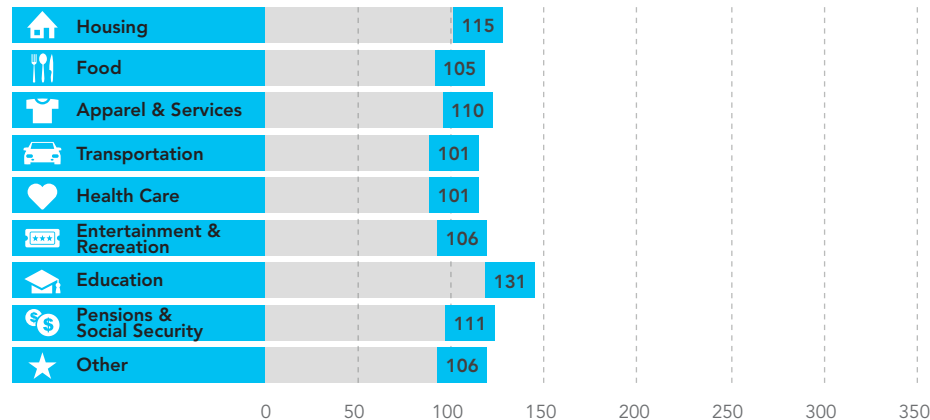


### Median Net Worth



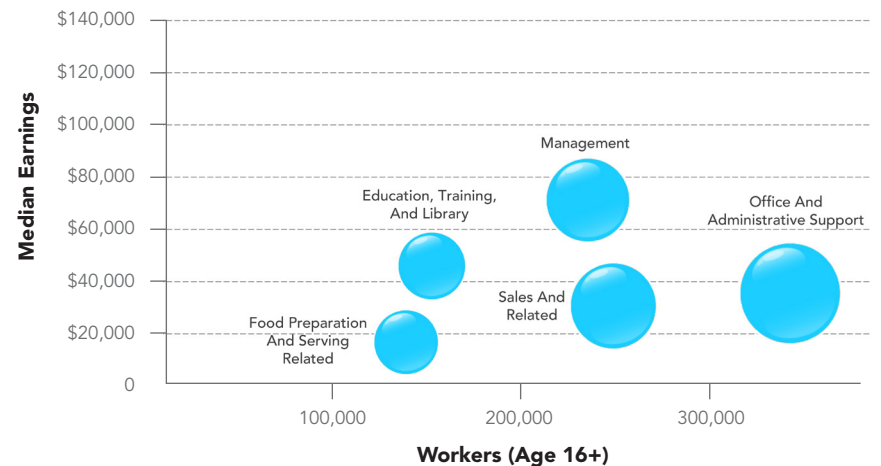
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





## MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Price-conscious consumers, they seek out deals on brands they like at warehouse clubs, Marshalls, Target, or Bed Bath & Beyond.
- Residents are traditional in many ways. They prefer to bank in person but are increasingly paying their bills online. They rarely carry a credit card balance but occasionally buy on credit.
- Most residents have high-speed internet access at home and use their computers for basic browsing and some shopping. Although most still own landlines, they use their cell phones frequently from news to entertainment to redeeming mobile coupons.
- These are health-conscious consumers, who purchase vitamins, low-sodium foods, and spend 7+ hours exercising per week.
- Their taste in music is varied, typically rhythmic, contemporary, urban, and even R&B music, listening at home and during their daily commutes.

## HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



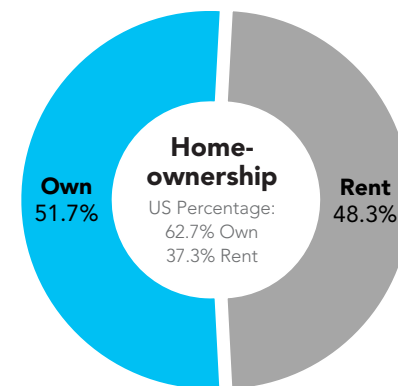
### Typical Housing:

Multis; Single Family

### Median Value:

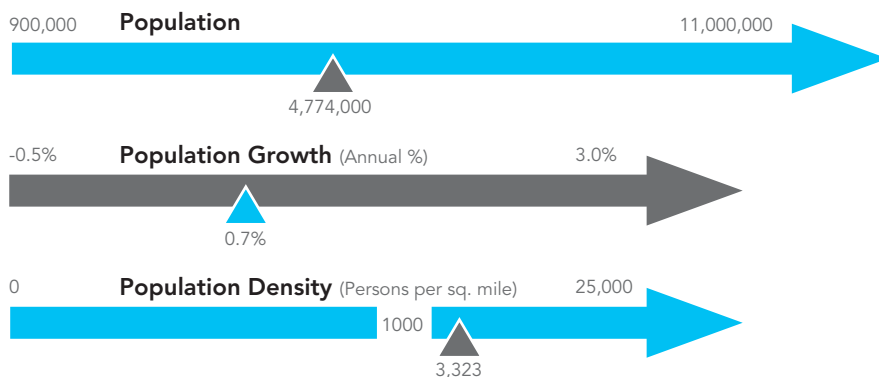
\$383,400

US Median: \$207,300



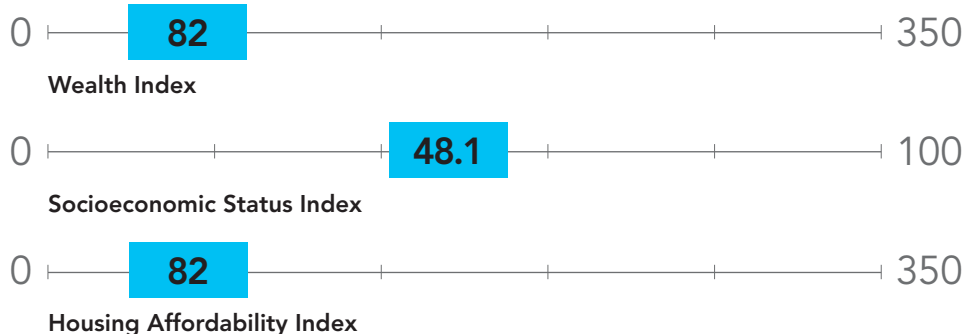
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

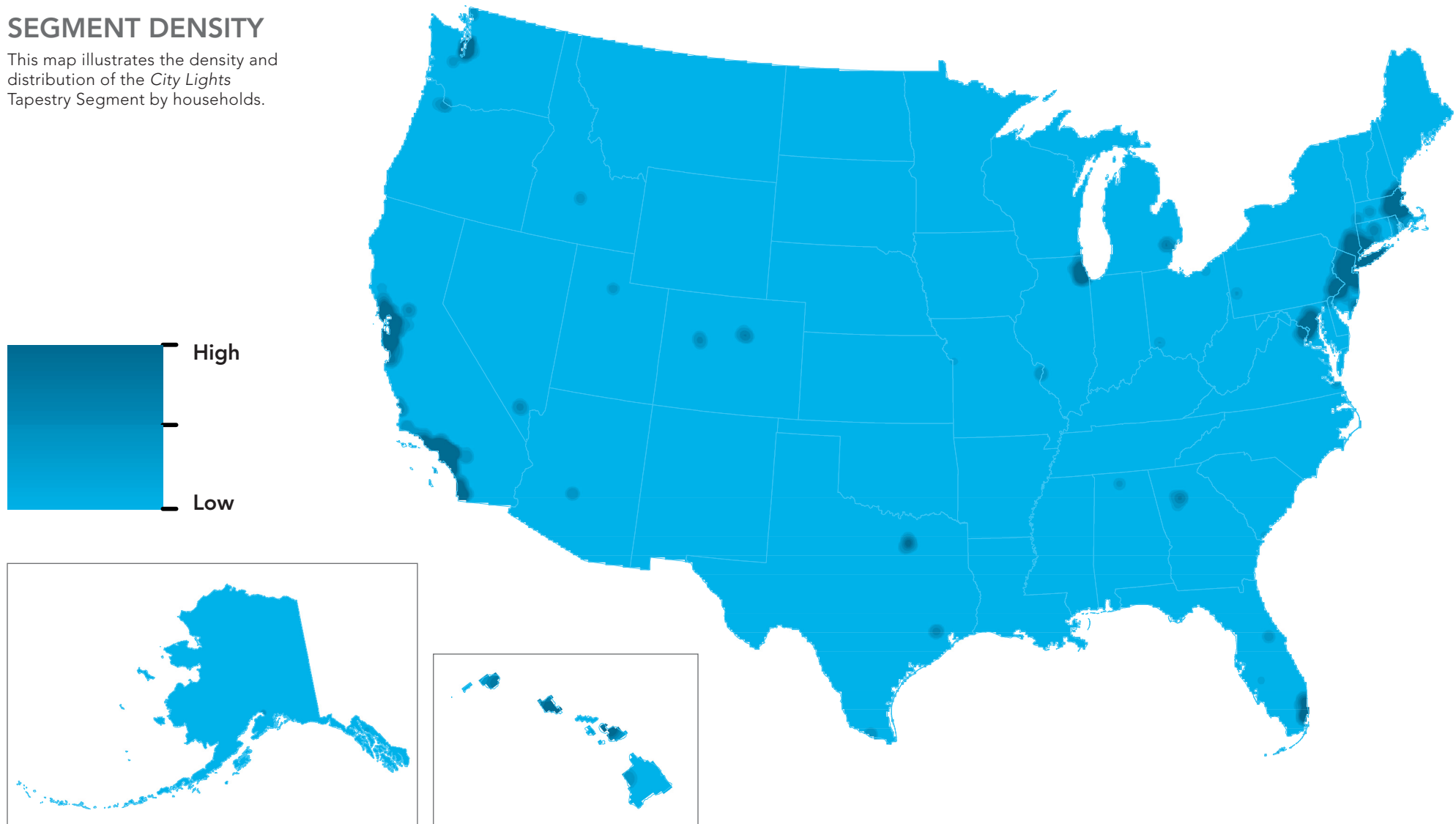






## SEGMENT DENSITY

This map illustrates the density and distribution of the *City Lights* Tapestry Segment by households.





LifeMode Group: Next Wave

# Diverse Convergence

13A

**Households:** 1,528,100

**Average Household Size:** 3.07

**Median Age:** 32.8

**Median Household Income:** \$46,500

## WHO ARE WE?

*Diverse Convergence* neighborhoods are a rich blend of cultures, found in densely populated urban and suburban areas, almost entirely in the Middle Atlantic (especially in New York and New Jersey) or in California. Almost 40% of residents are foreign-born; nearly one in four households is linguistically isolated. Young families renting apartments in older buildings dominate this market; about one-quarter of households have children. Over one-fifth of households have no vehicle, typically those living in the city. Workers are mainly employed in white-collar and service occupations (especially food service and building maintenance). One-fifth of workers commute using public transportation and more walk or bike to work than expected. Median household income is lower, but home values are higher, reflecting the metropolitan areas in which they live. Consumers are attentive to personal style; purchases reflect their youth and their children. Residents visit Spanish-language websites, watch programs on Spanish TV networks, and listen to Hispanic music.

## OUR NEIGHBORHOOD

- Densely settled urban periphery of large metropolitan areas, East and West Coasts.
- Young family market: 41% of families with children (married couple or single parent), plus married couples without children and a notable proportion of multigenerational households (Index 174).
- Approximately 76% of householders live in multiunit apartment buildings, 30% in two and four unit structures (Index 372).
- Majority of apartments built before 1970 (65%), 29% built before 1940 (Index 223).
- One of two vehicles for two-thirds of households; 22% have no vehicle (Index 243).

## SOCIOECONOMIC TRAITS

- Almost 40% of the population were born abroad; almost one of five households has residents who do not speak English.
- 27% have no high school diploma (Index 210); 28% have a high school diploma only (Index 103).
- Labor force participation rate is 67% and higher than the US average.
- Hardworking consumers, striving to get ahead; style matters to them.
- Preserving the environment and being in tune with nature are very important.
- Media used most often is the internet.



## AGE BY SEX (Esri data)

**Median Age: 32.8** US: 38.2

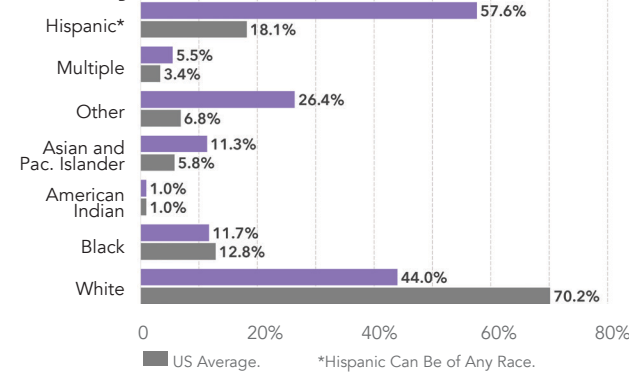
■ Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 88.7** US: 64.0



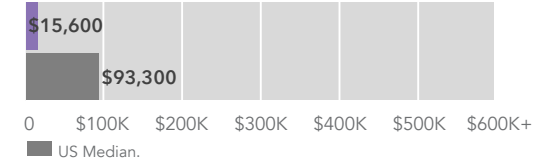
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

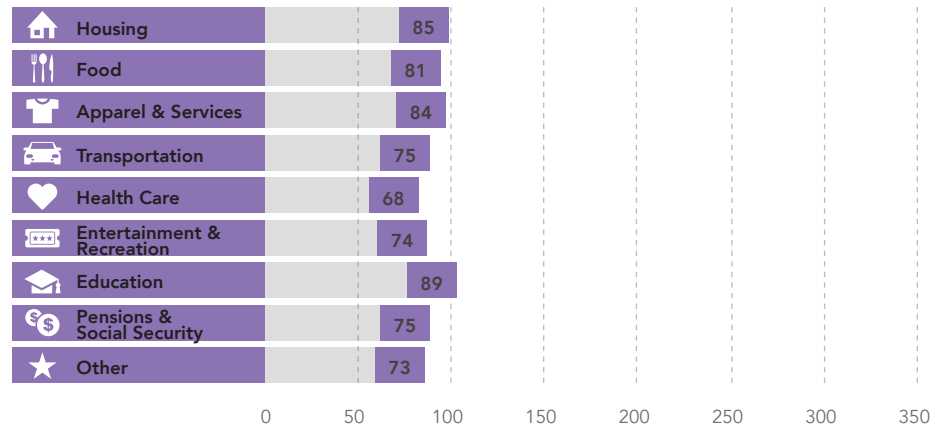


### Median Net Worth



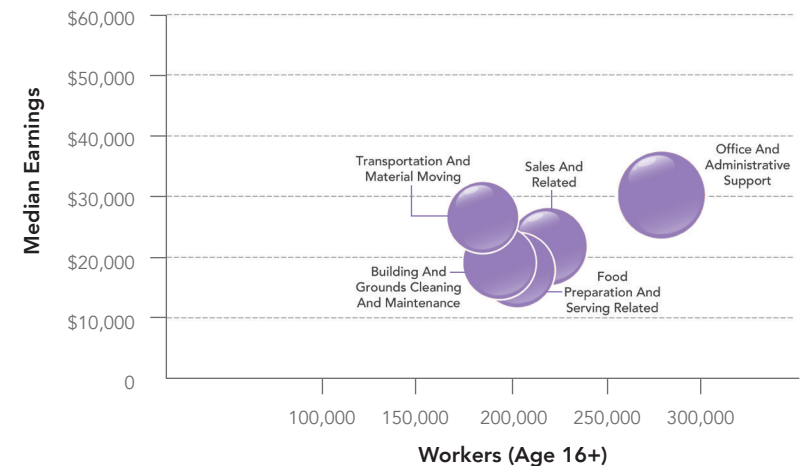
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





## MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Limited funds to invest in retirement savings plans, stocks, or bonds.
- Shop for groceries at warehouse and club stores, as well as specialty markets.
- Read baby magazines and purchase baby products.
- Family activities include visiting theme parks, going to the beach, playing soccer and basketball, and going out for fast food.
- Use the internet to visit Spanish-language websites and download music, access social media sites, watch movies, and play games.
- Watch programs on children's channels and on Spanish TV networks.
- Listen to Spanish and Latin music on cell phones or on the radio at home.

## HOUSING

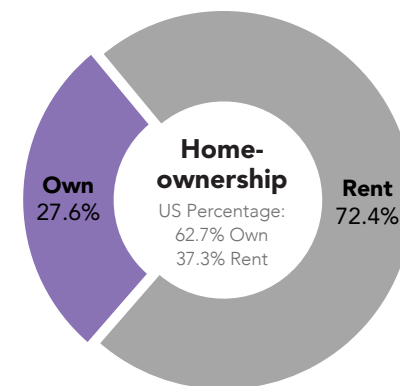
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
High-Density Apartments;  
Single Family

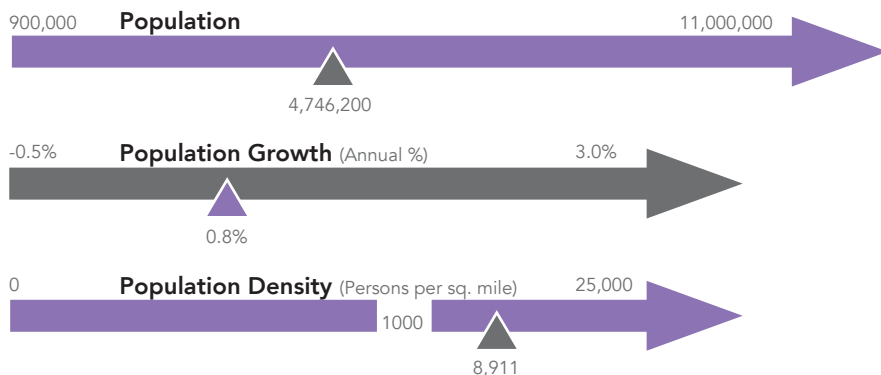
**Average Rent:**  
\$1,191

US Average: \$1,038



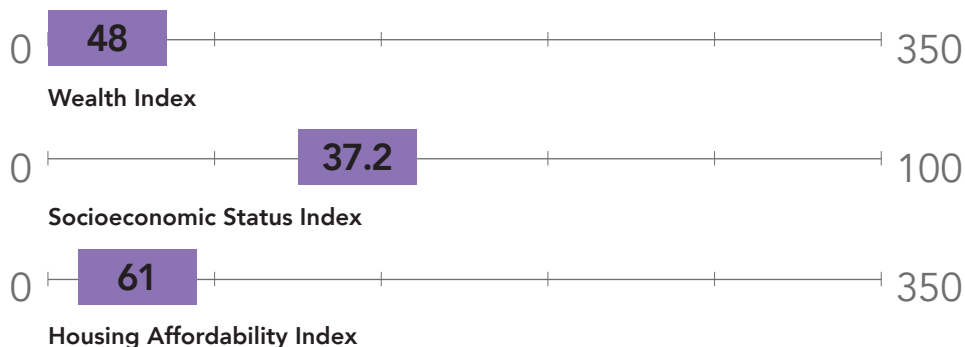
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

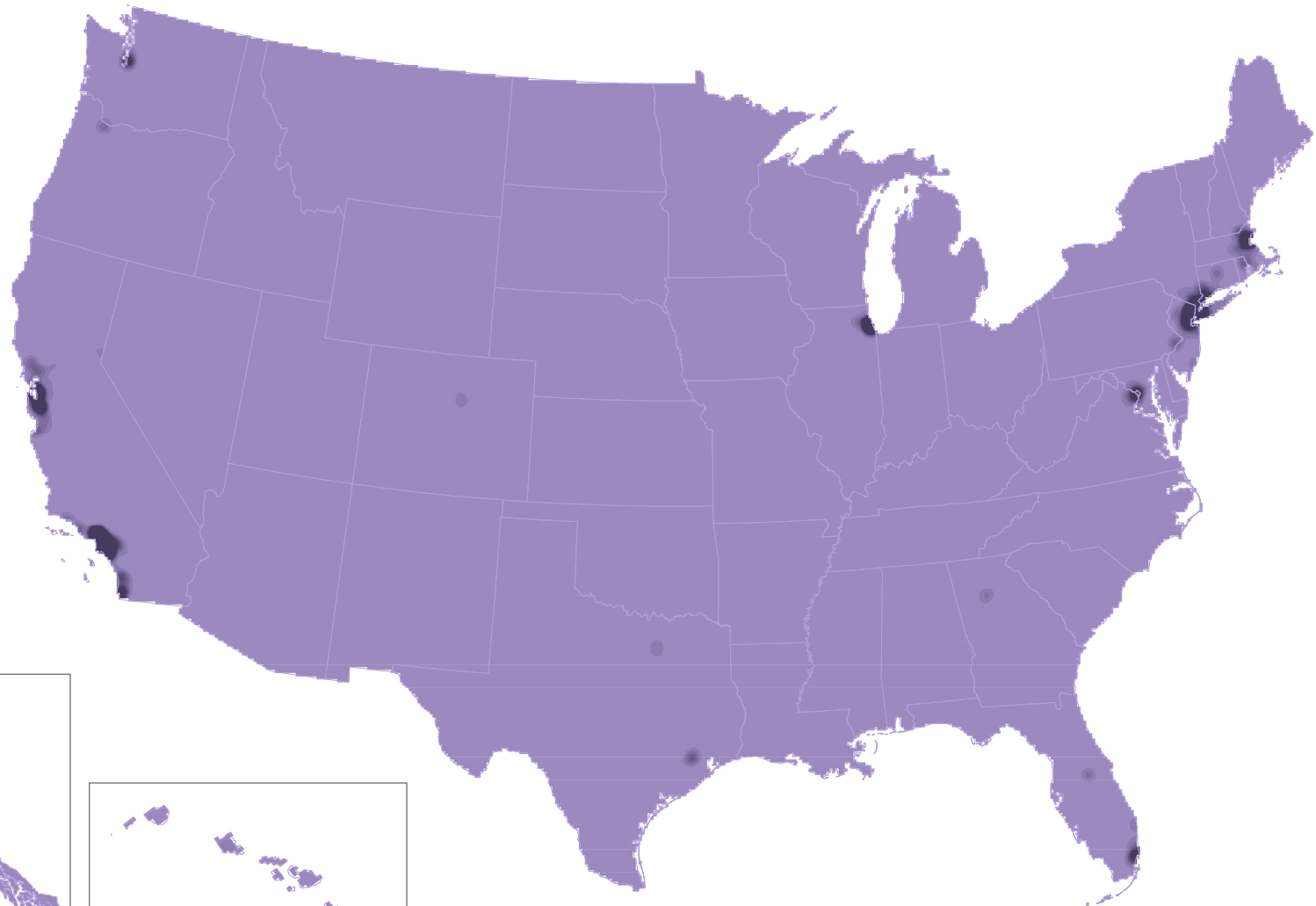
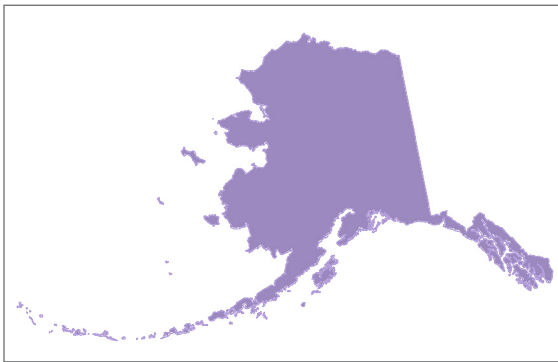
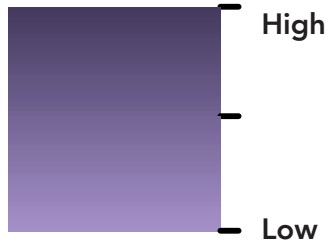
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





## SEGMENT DENSITY

This map illustrates the density and distribution of the *Diverse Convergence* Tapestry Segment by households.







LifeMode Group: Next Wave

# Family Extensions

13B

**Households:** 912,400

**Average Household Size:** 4.12

**Median Age:** 28.3

**Median Household Income:** \$38,300

## WHO ARE WE?

*Family Extensions* is a family-oriented market distinguished by multigenerational households. Their spending reflects their children—baby food and furniture or children's apparel—and convenience—fast-food and family restaurants. Consumer choices also focus on personal style, as well as the latest trends and fashions. Although young and predominantly renters, this market is stable, affected more by immigration from abroad than local moves.

## OUR NEIGHBORHOOD

- Older neighborhoods, which can be found in the urban periphery of large metropolitan areas, primarily on the West Coast.
- Most of the housing built before 1960; 25% built before 1940.
- Housing a mix of single-family homes (less than half) and apartments, primarily in buildings with 2–4 units.
- Primarily renter-occupied homes, with an average rent of \$1,067 monthly.
- Family market, primarily married couples with children, but also a number of multigenerational households; average household size at 4.12.

## SOCIOECONOMIC TRAITS

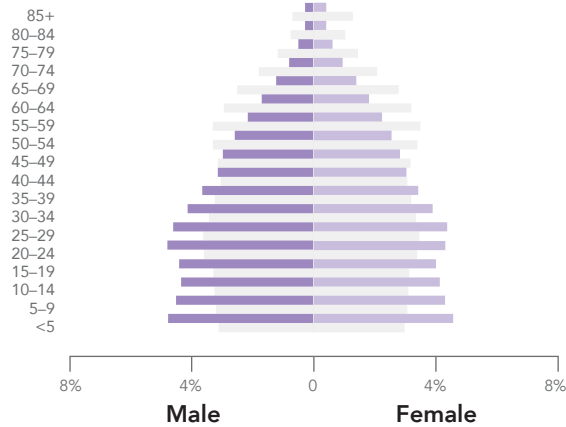
- More than 40% of the population was born abroad (Index 327); 25% of the households have members who speak only Spanish (Index 558).
- Labor force participation is average (Index 98).
- Trendy consumers who focus on style.
- Brand loyalty and environmentally safe products also guide purchasing choices, although these consumers are open to new products.
- Use, but do not rely on, technology.



## AGE BY SEX (Esri data)

**Median Age: 28.3** US: 38.2

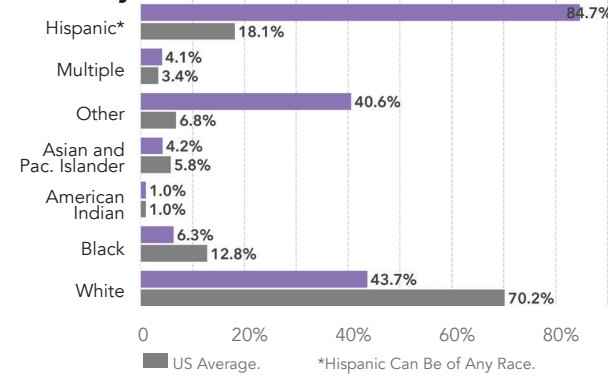
■ Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 85.4** US: 64.0



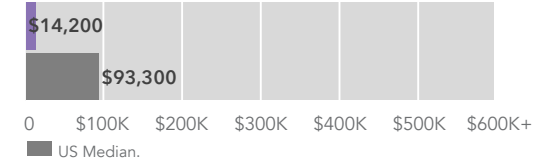
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

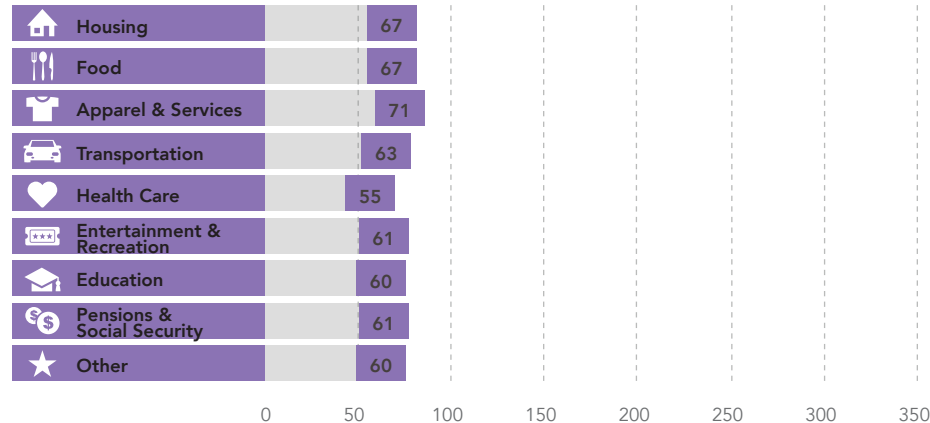


### Median Net Worth



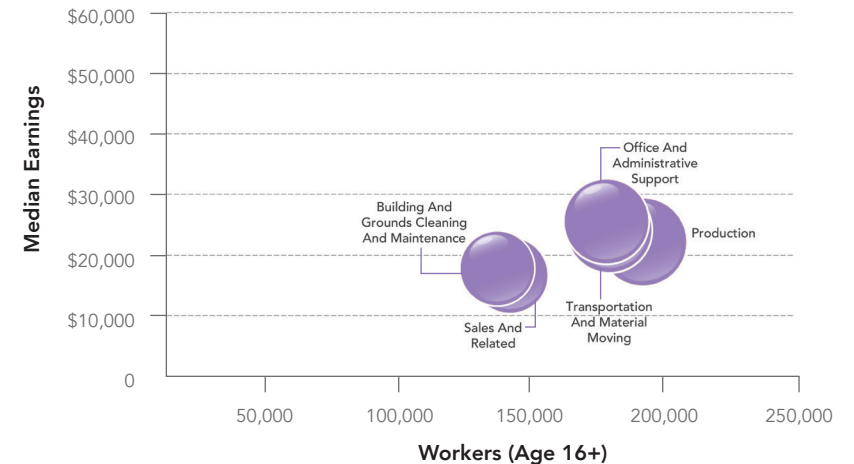
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.







## MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Recent purchases reflect personal style—apparel, personal care products like hair coloring and tooth whiteners.
- Family is reflected in purchases as well—baby products and children's apparel.
- Banking is done primarily in person; savings and debt are minimal.
- Media preferences favor Spanish-language channels and websites.
- Residents are soccer fans.

## HOUSING

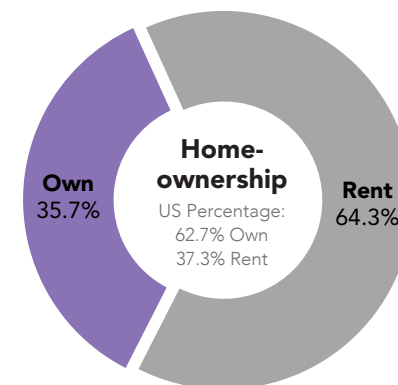
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family;  
Multiunit Rentals

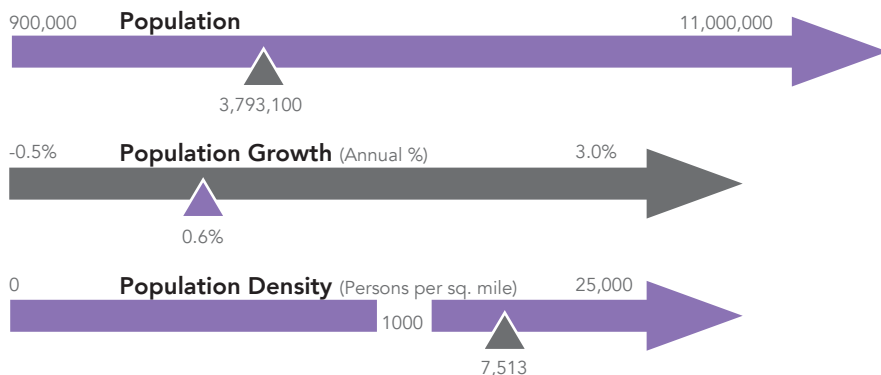
**Average Rent:**  
\$1,067

US Average: \$1,038



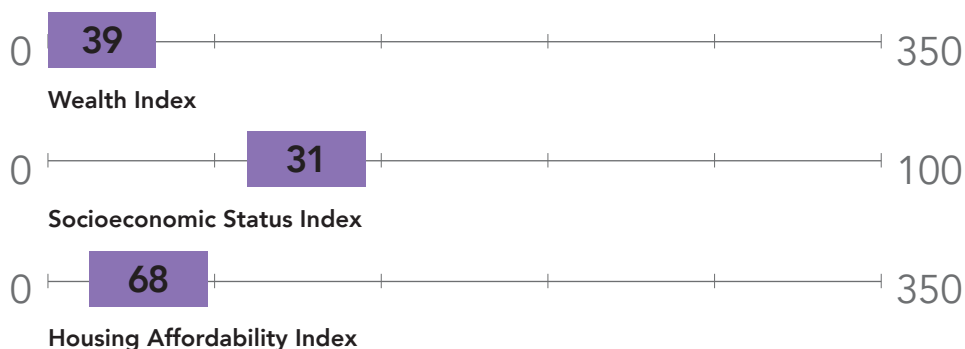
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

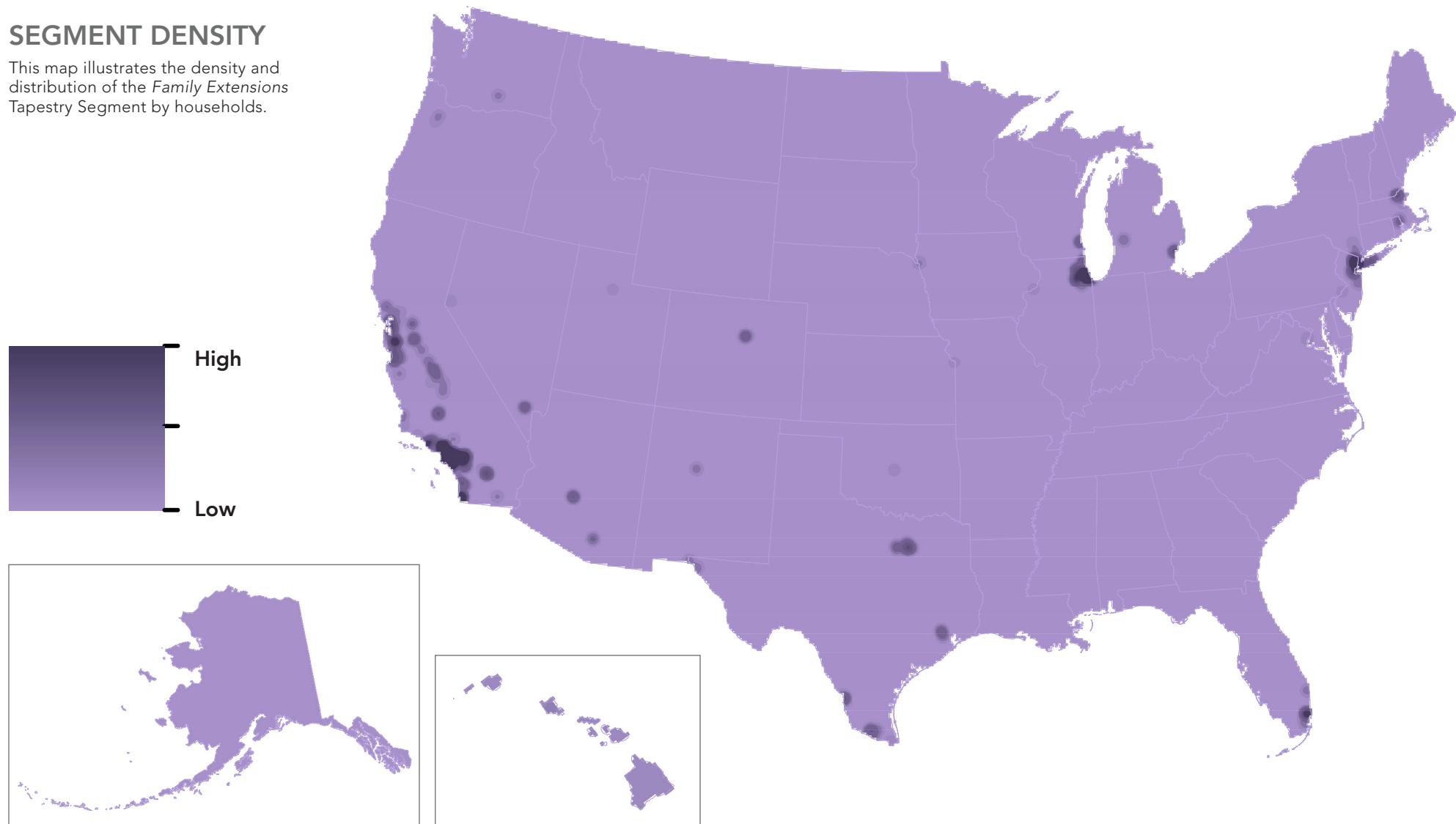
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





## SEGMENT DENSITY

This map illustrates the density and distribution of the *Family Extensions* Tapestry Segment by households.





LifeMode Group: Next Wave

# NeWest Residents

13C

**Households:** 970,800

**Average Household Size:** 3.35

**Median Age:** 27.3

**Median Household Income:** \$30,200

## WHO ARE WE?

NeWest Residents households are new to America and their careers, often with new, young families. Many are new to the English language; nearly one-third of households are linguistically isolated. As residents adopt the American way of life, many pursue risky employment opportunities for the benefit of their extended families. Long hours in blue-collar jobs, primarily in the service industry, are common. Skilled workers steer toward construction and manufacturing sectors. Female labor force participation is somewhat low.

## OUR NEIGHBORHOOD

- Concentrated in larger metropolitan areas (over half a million people) in the South and West.
- Reside in mostly renter-occupied apartments in older, mid- to high-rise buildings. Over 80% of housing units were built before 1990. Rental rates are below the US average (Index 85).
- Half of all households have children, in either married-couple or single-parent families.
- With average household size exceeding three, presence of children less than 5 years old is high compared to the US average. Dependent children represent approximately one-third of the population.

## SOCIOECONOMIC TRAITS

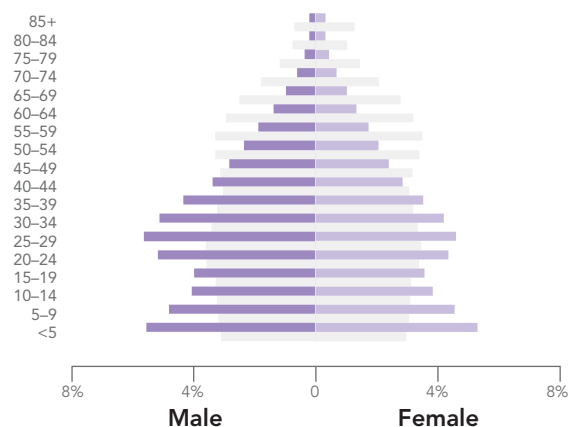
- Female labor participation is slightly lower than the US average, partially attributable to the language barrier in this diverse foreign-born market.
- Male labor force participation (Index 116) is compulsory for these new families.
- Working full-time in blue-collar jobs, this market works hard and dreams big. They seek adventure and take risks for the betterment of their families.
- They are automotive enthusiasts; if they had the savings, they would buy a used, but bold, fun-to-drive vehicle.



## AGE BY SEX (Esri data)

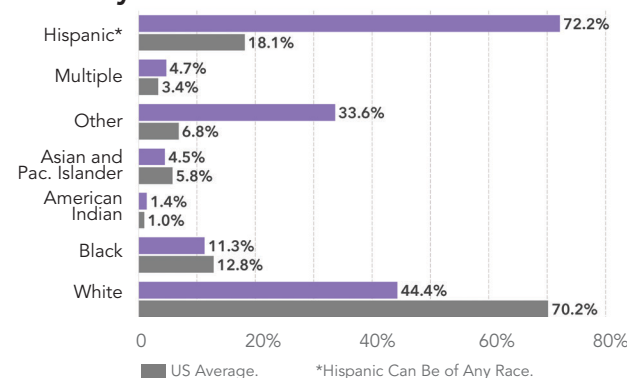
Median Age: **27.3** US: 38.2

■ Indicates US



## RACE AND ETHNICITY (Esri data)

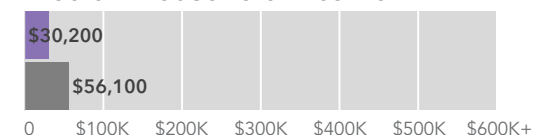
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **87.3** US: 64.0

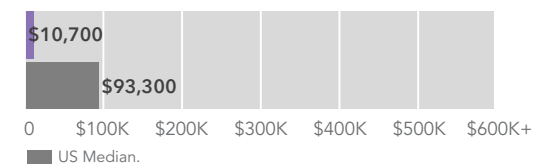
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

## Median Household Income

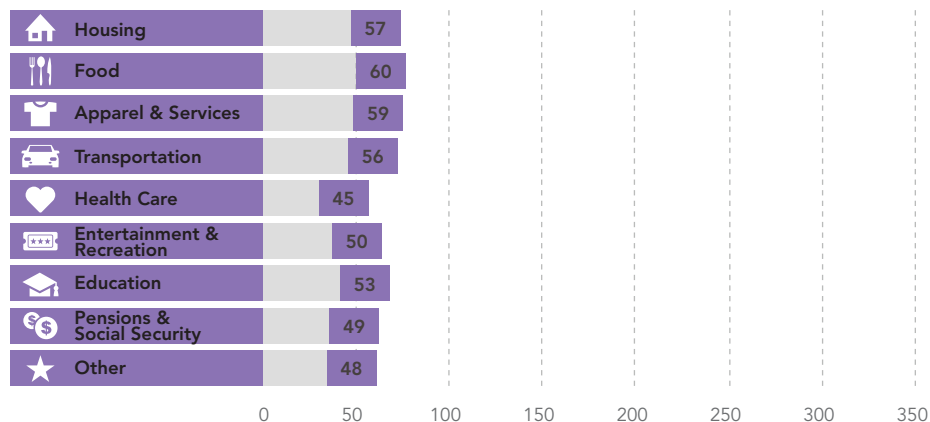


## Median Net Worth



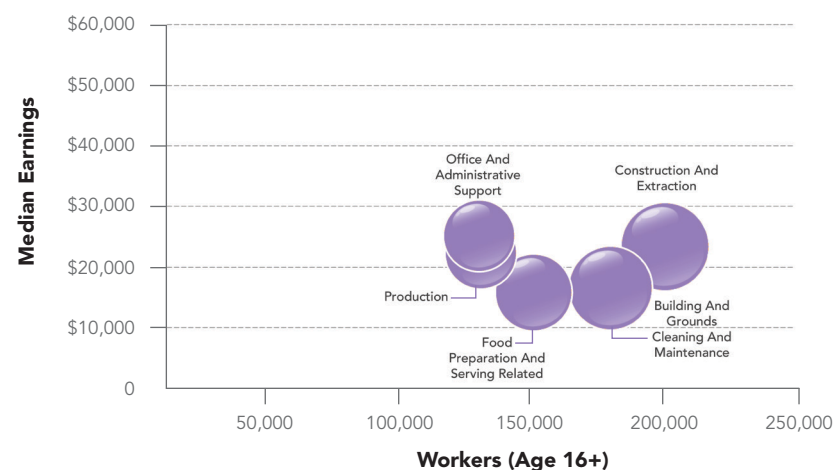
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





## MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- NeWest Residents households prefer watching Spanish-language channels over watching sports on TV or listening to popular music. Fast-food dining is a big hit.
- NeWest Residents consumers love their caffeine; drinking coffee, sodas, sports, and energy drinks.
- A large portion of their income goes toward baby and children products—disposable diapers, baby food, furniture and equipment, and vitamin supplements.
- They prefer to use cash; debit card ownership is low. New immigrants often choose not to obtain a credit card.

## HOUSING

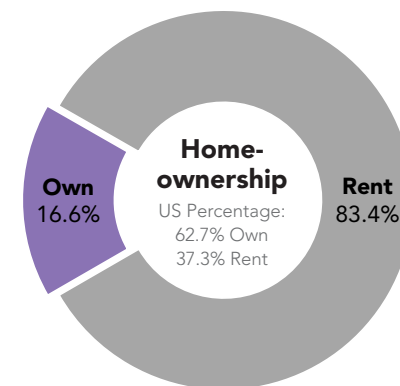
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Multiunit Rentals

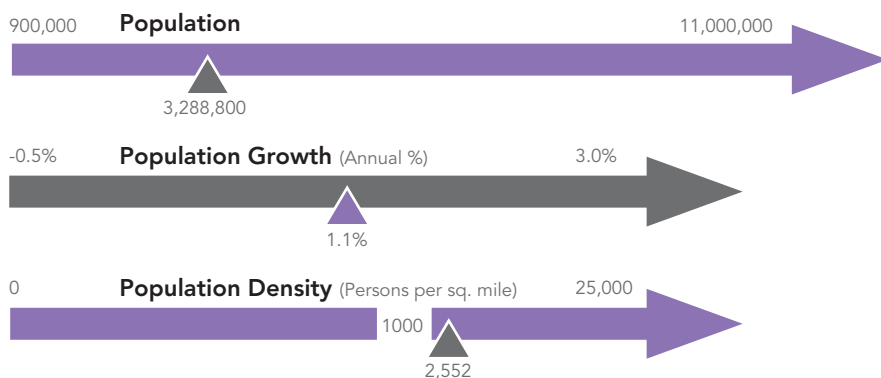
**Average Rent:**  
\$887

US Average: \$1,038



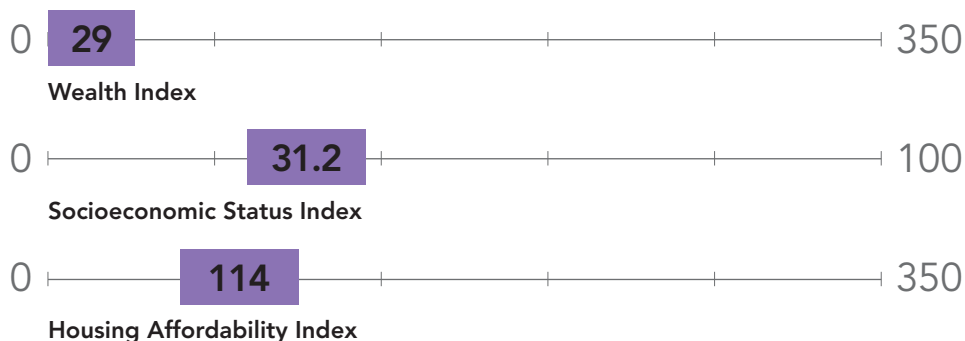
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Next Wave

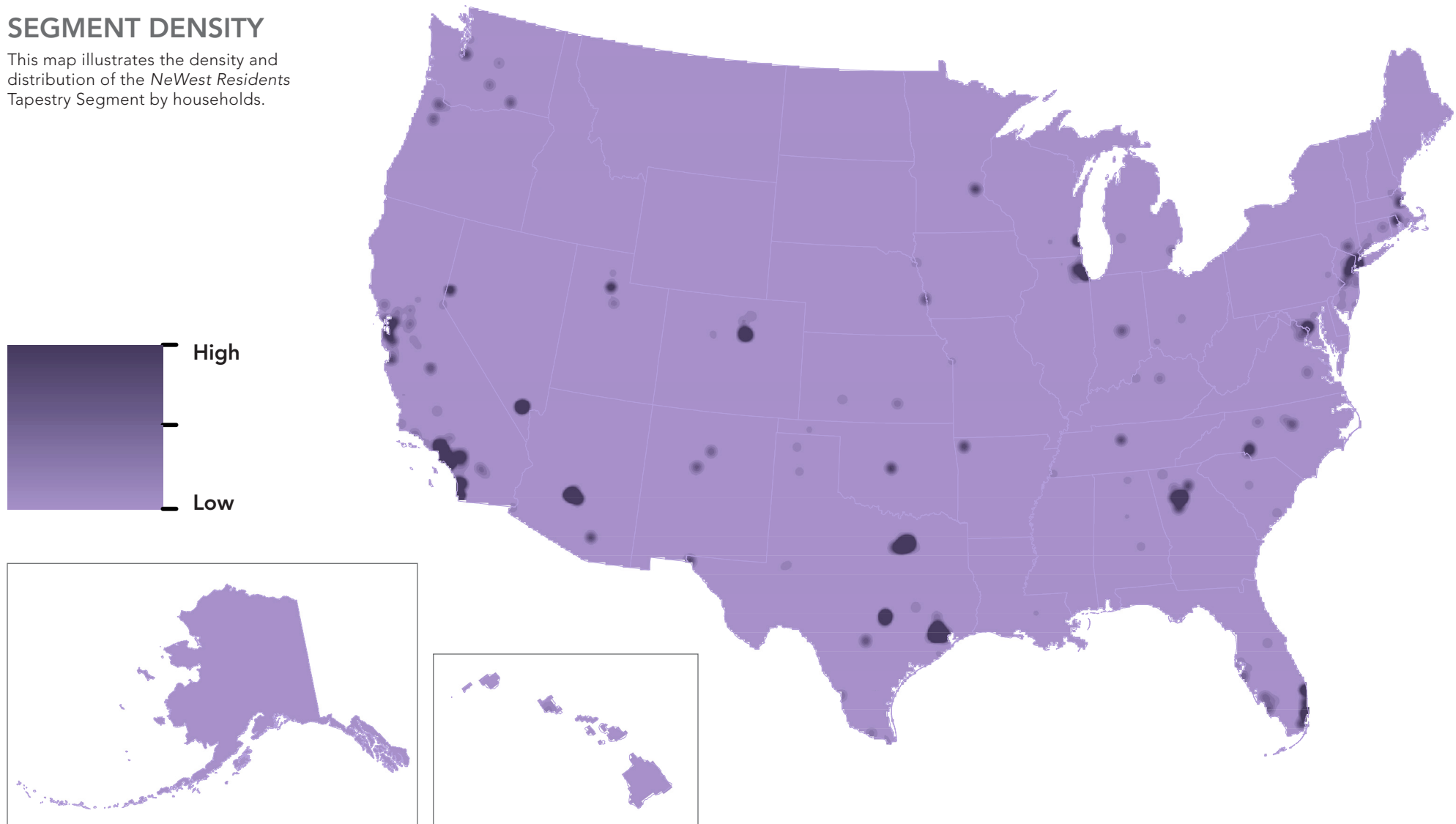
# NeWest Residents



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## SEGMENT DENSITY

This map illustrates the density and distribution of the *NeWest Residents* Tapestry Segment by households.



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[info@esri.com](mailto:info@esri.com)  
[esri.com](http://esri.com)



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LifeMode Group: Midtown Singles

# Metro Fusion

11C

**Households:** 1,753,500

**Average Household Size:** 2.65

**Median Age:** 29.3

**Median Household Income:** \$35,700

## WHO ARE WE?

*Metro Fusion* is a young market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. Most residents live in midsize apartment buildings. *Metro Fusion* is a hardworking market with residents that are dedicated to climbing the ladders of their professional and social lives.

## OUR NEIGHBORHOOD

- Over 60% of the homes are multiunit structures located in the urban periphery.
- Three-quarters of residents are renters, and rents are about 13% less than the US average.
- Most housing units were built before 1990.
- Single-parent and single-person households make up over half of all households.

## SOCIOECONOMIC TRAITS

- Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology.
- They work hard to advance in their professions, including working weekends.
- They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands.
- They spend money readily on what's hot unless saving for something specific.
- Social status is very important; they look to impress with fashion and electronics.

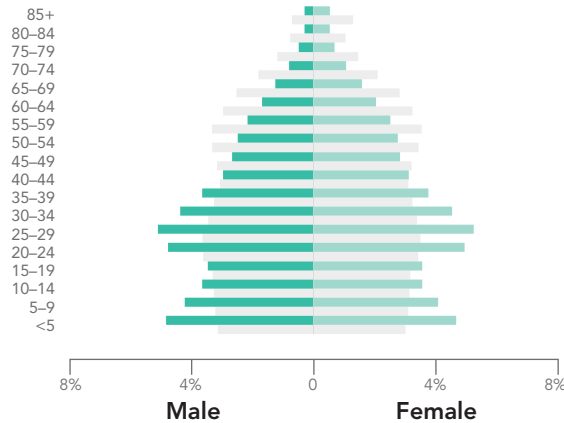




## AGE BY SEX (Esri data)

**Median Age: 29.3** US: 38.2

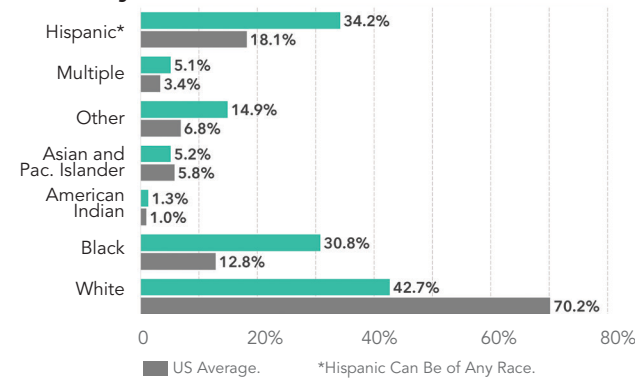
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## RACE AND ETHNICITY (Esri data)

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**Diversity Index: 84.6** US: 64.0



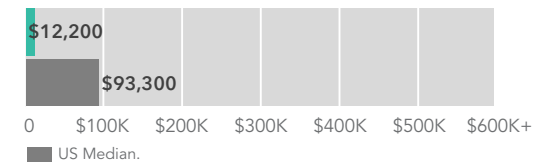
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

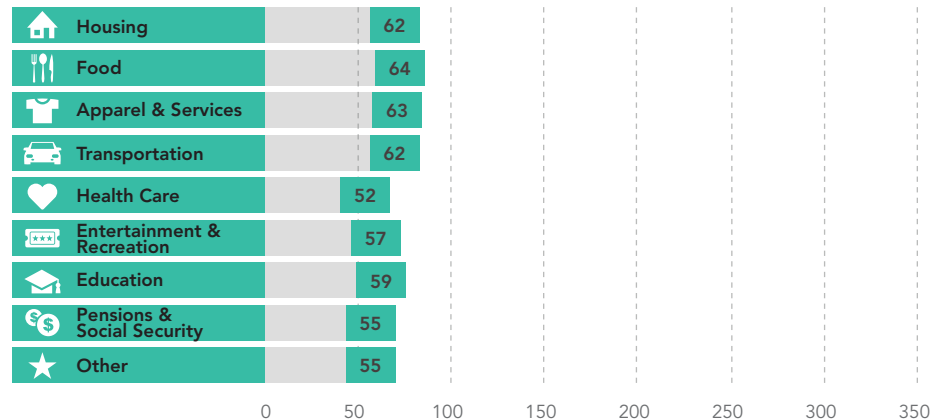


### Median Net Worth



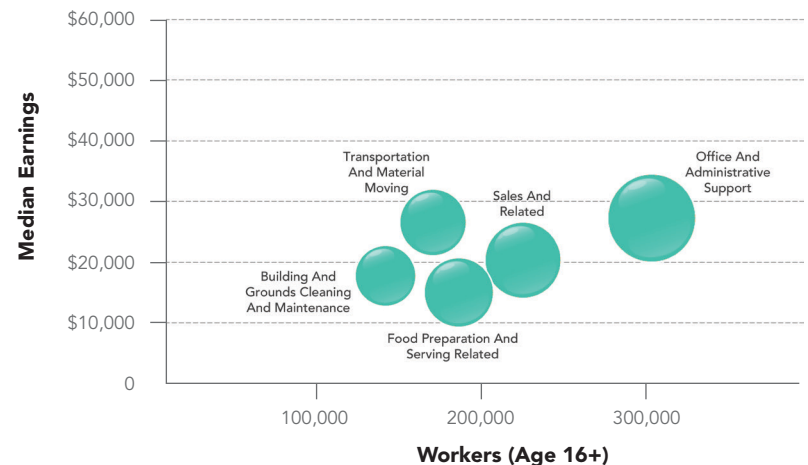
## AVERAGE HOUSEHOLD BUDGET INDEX

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## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





## MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Enjoy watching MTV, BET, Spanish TV networks, and truTV.
- Listen to R&B, rap, Latin, and urban music.
- Football and weight lifting are popular activities.
- Shop at discount grocery stores, Family Dollar, and Walmart.
- Often eat frozen dinners, but when dining out prefer McDonald's, Taco Bell, Burger King, and Pizza Hut.

## HOUSING

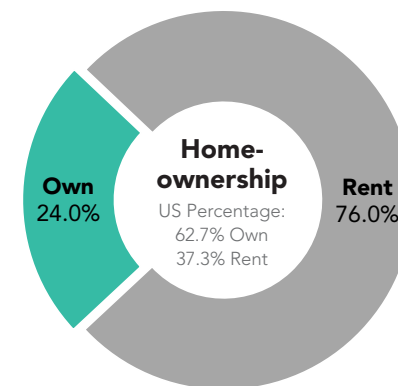
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**Typical Housing:**  
Multiunit Rentals;  
Single Family

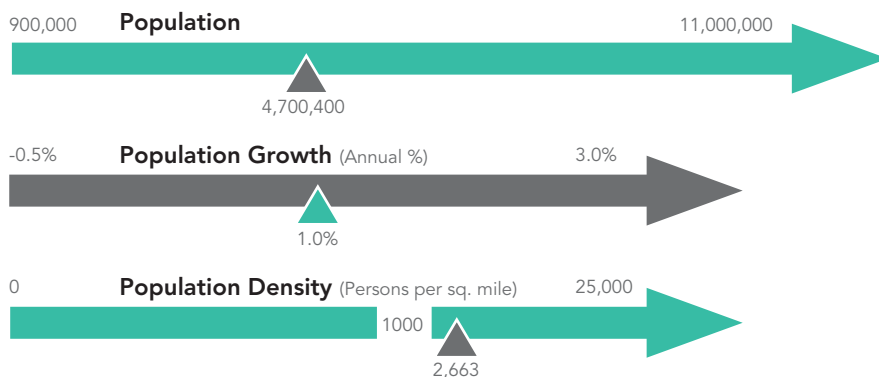
**Average Rent:**  
\$898

US Average: \$1,038



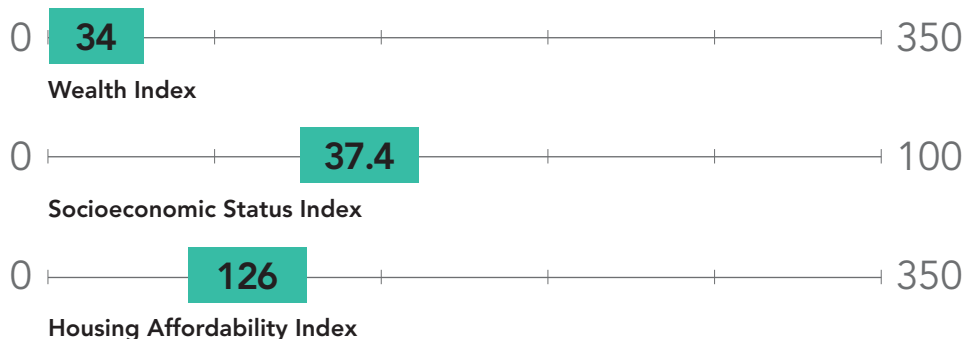
## POPULATION CHARACTERISTICS

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## ESRI INDEXES

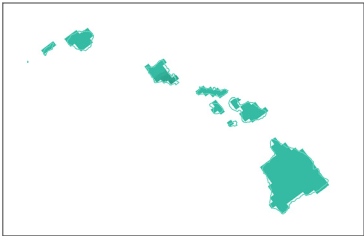
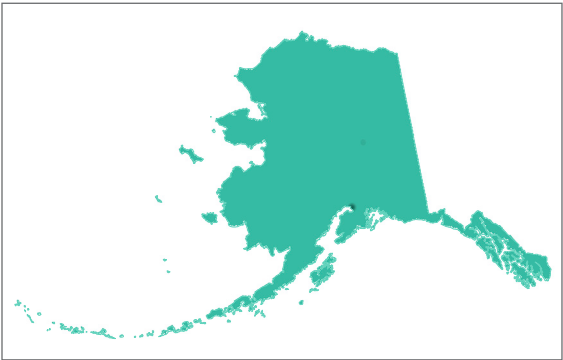
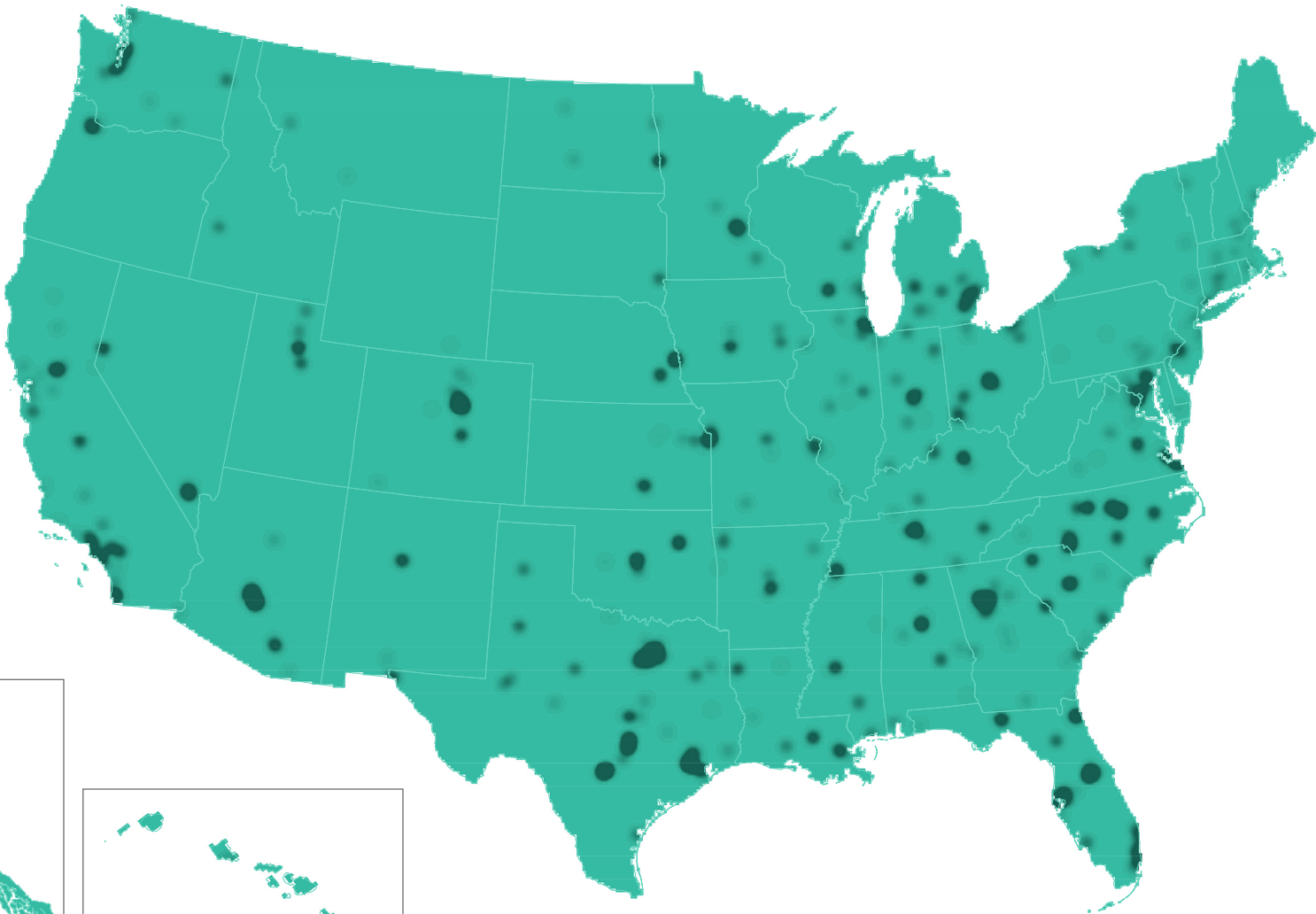
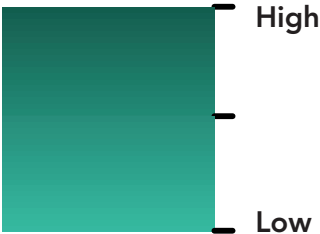
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





## SEGMENT DENSITY

This map illustrates the density and distribution of the *Metro Fusion* Tapestry Segment by households.





## LifeMode Group: Upscale Avenues

# Urban Chic

2A



**Households:** 1,635,200

**Average Household Size:** 2.39

**Median Age:** 43.3

**Median Household Income:** \$109,400

### WHO ARE WE?

*Urban Chic* residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of 43 years, and growing slowly, but steadily.

### OUR NEIGHBORHOOD

- More than half of *Urban Chic* households include married couples; nearly 30% are singles.
- Average household size is slightly lower at 2.39.
- Homes range from prewar to recent construction, high-rise to single family. Over 60% of householders live in single-family homes; more than one in four live in multiunit structures.
- Two-thirds of homes are owner occupied.
- Major concentrations of these neighborhoods are found in the suburban periphery of large metropolitan areas on the California coast and along the East Coast.
- Most households have two vehicles available. Commuting time is slightly longer, but commuting by bicycle is common (Index 252).

### SOCIOECONOMIC TRAITS

- Well educated, more than 65% of residents hold a bachelor's degree or higher (Index 212).
- Labor force participation is higher at 68%.
- Residents are employed in white-collar occupations—in managerial, technical, and legal positions.
- Nearly 40% of households receive income from investments.
- Environmentally aware, residents actively recycle and maintain a “green” lifestyle.
- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current—a top market for Apple computers.



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

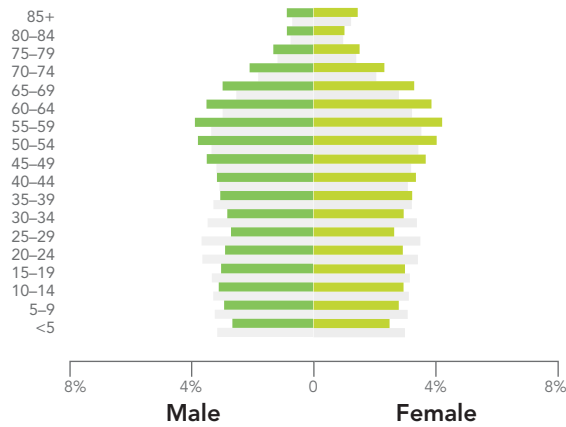
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

**Median Age: 43.3** US: 38.2

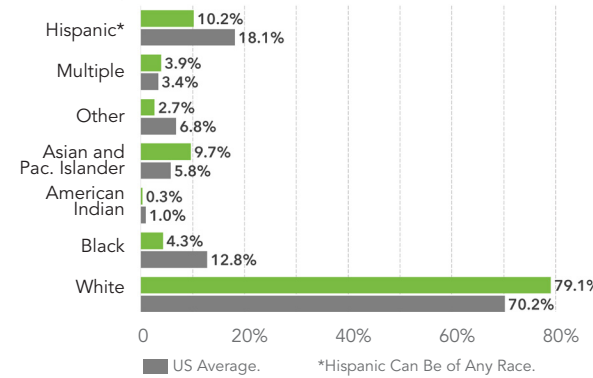
■ Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 48.1** US: 64.0



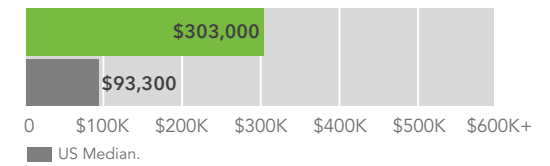
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

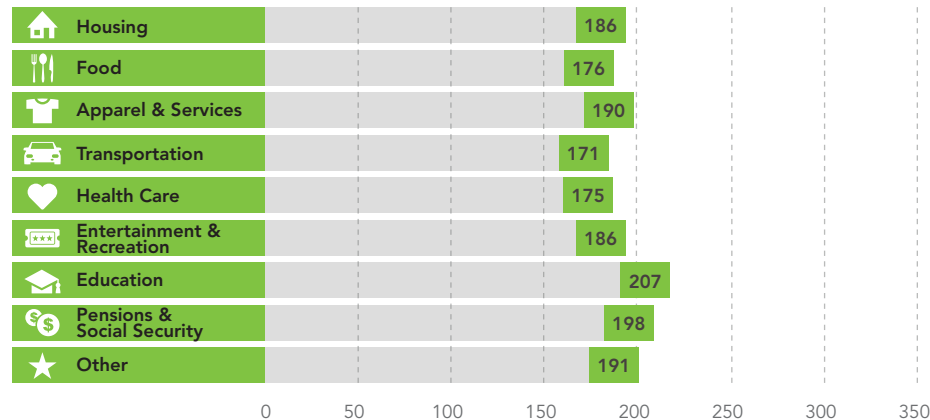


### Median Net Worth



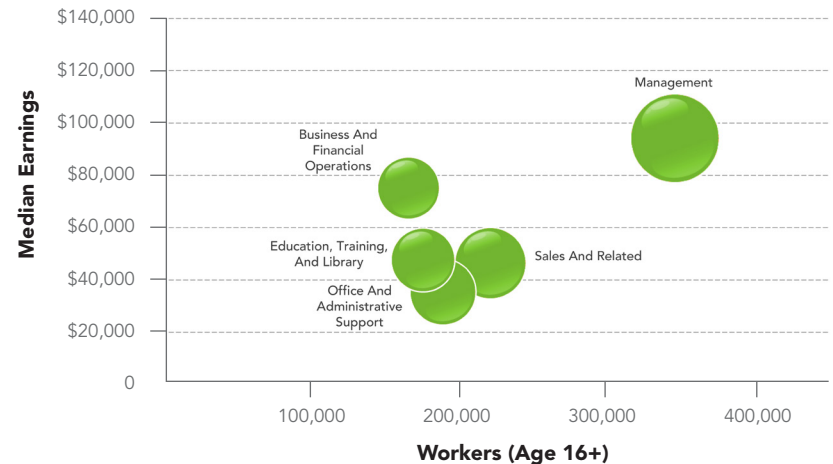
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





## MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Shop at Trader Joe's, Costco, or Whole Foods.
- Eat organic foods, drink imported wine, and truly appreciate a good cup of coffee.
- Travel extensively (domestically and internationally).
- Prefer to drive luxury imports and shop at upscale establishments.
- Embrace city life by visiting museums, art galleries, and movie theaters for a night out.
- Avid book readers of both digital and audio formats.
- Financially shrewd residents that maintain a healthy portfolio of stocks, bonds, and real estate.
- In their downtime, enjoy activities such as skiing, yoga, hiking, and tennis.

## HOUSING

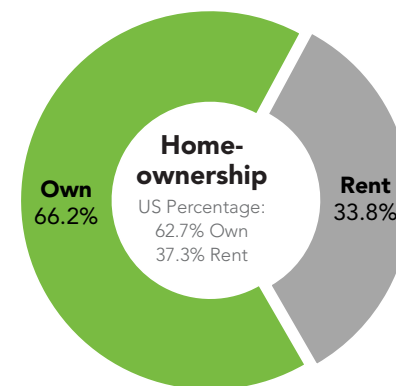
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

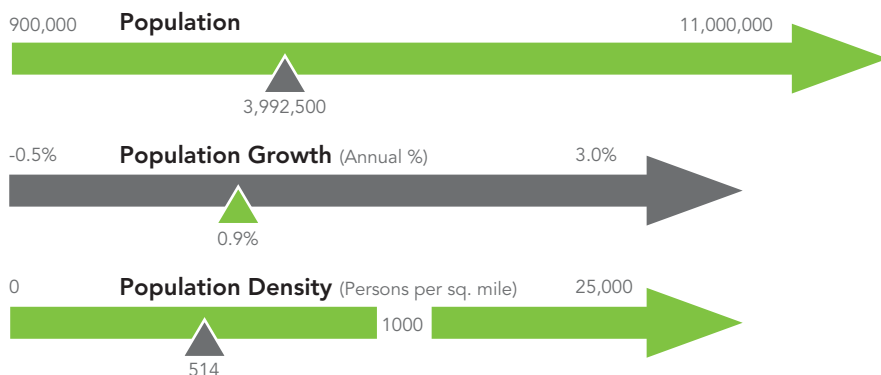
**Median Value:**  
\$623,400

US Median: \$207,300



## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

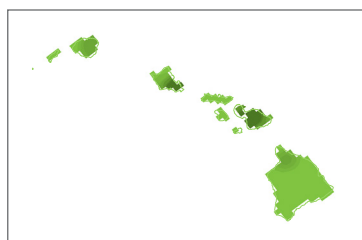
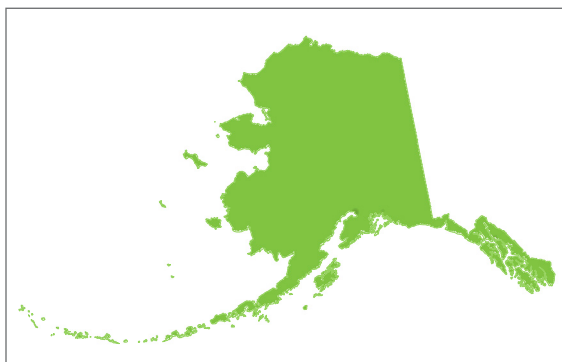
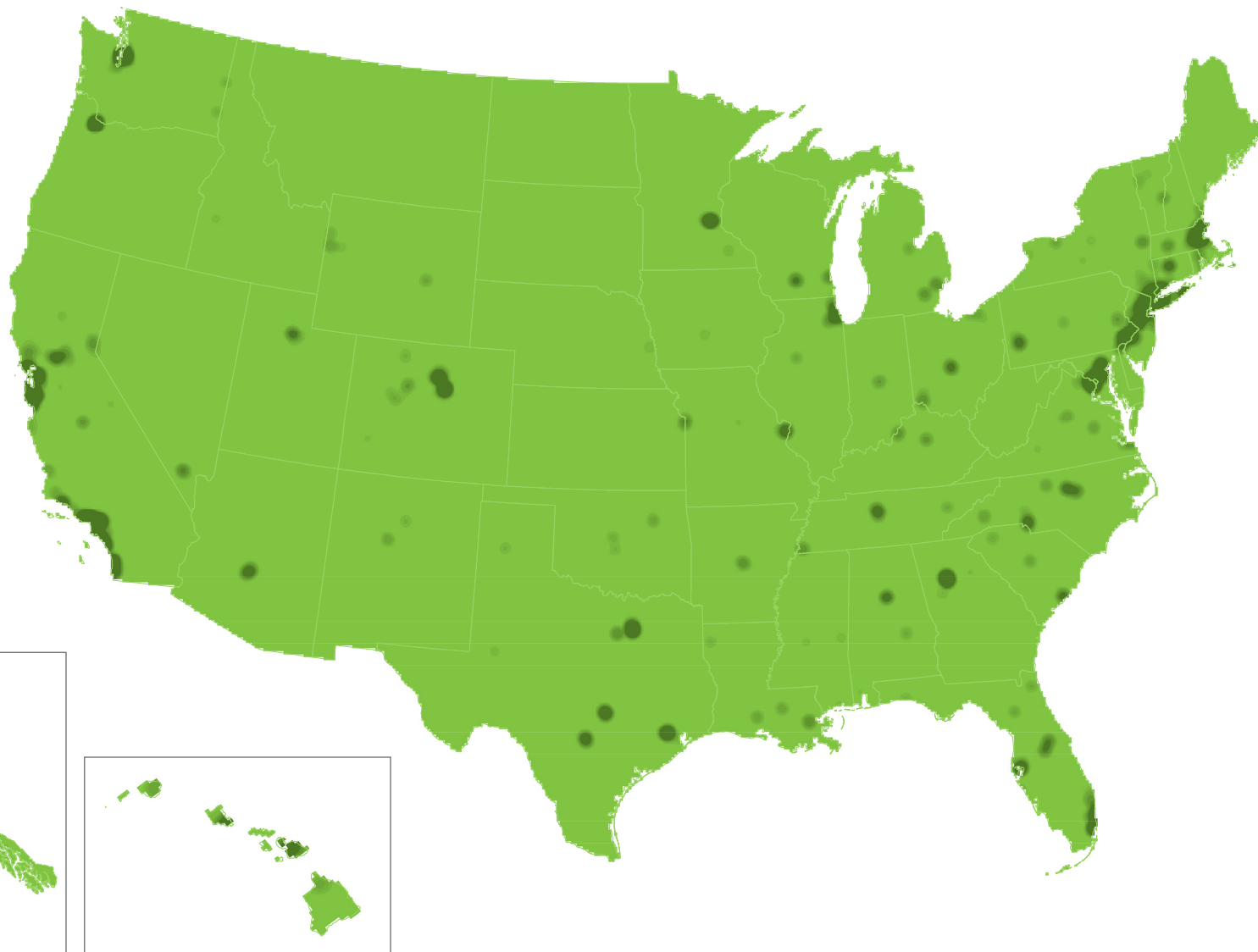
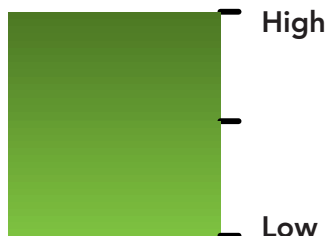






## SEGMENT DENSITY

This map illustrates the density and distribution of the *Urban Chic* Tapestry Segment by households.







## LifeMode Group: Upscale Avenues

# Pacific Heights

2C

**Households:** 889,400

**Average Household Size:** 3.17

**Median Age:** 42.7

**Median Household Income:** \$93,300

### WHO ARE WE?

*Pacific Heights* is one of the smaller markets (with less than 1% of households), composed of upscale neighborhoods in the urban periphery of metropolitan areas, along the Pacific Coast in California, in Hawaii, and in the Northeast. This market includes the highest percentage of multiracial populations. This is a family market, distinguished by married-couple families, with and without children, some in multigenerational households. They own their homes, mainly high-priced single-family homes, with a higher proportion of town houses. Workers are generally employed in white-collar occupations such as business, computer, architecture, and engineering roles. Median household income and net worth are much higher than the US. These trendy residents buy nice food and clothing, as well as the latest gadgets.

### OUR NEIGHBORHOOD

- These are diverse, densely populated neighborhoods in the urban periphery of metropolitan areas.
- Homes are primarily owner occupied and older, most built in 1950–1979 (57%).
- Two-thirds of homes are single family; 14% are town houses (Index 244).
- Nearly 70% of owned homes are valued at over \$500,000 (Index 492).
- Percentage of vacant housing units at 4.1% is one of the lowest (Index 36).
- About 61% of households are composed of married-couple families, with or without children under 18 years, with a higher ratio of adult children living at home (Index 157).
- Two-thirds of households own one or two vehicles, but 28% own three or more (Index 141).

### SOCIOECONOMIC TRAITS

- Education completed: Over 67% of residents have some college education; 41% have a bachelor's degree or higher (Index 131).
- Labor force participation rate is average at 62%.
- Salaries account for most of the household income among these professionals, but investment income adds to their affluence.
- Financially conservative, these consumers tend to opt for low-risk investments.
- They keep up-to-date with the latest styles and trends, as well as the latest technology.



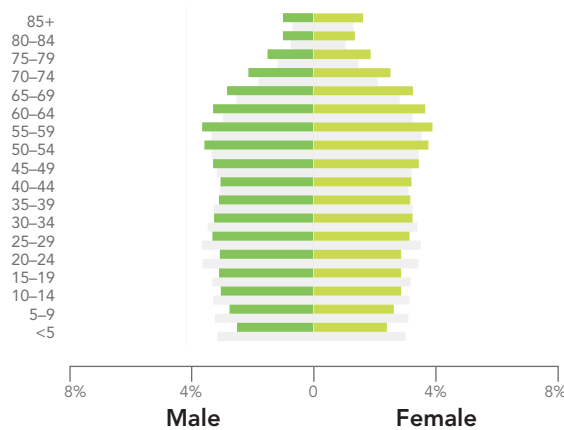
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

Median Age: **42.7** US: 38.2

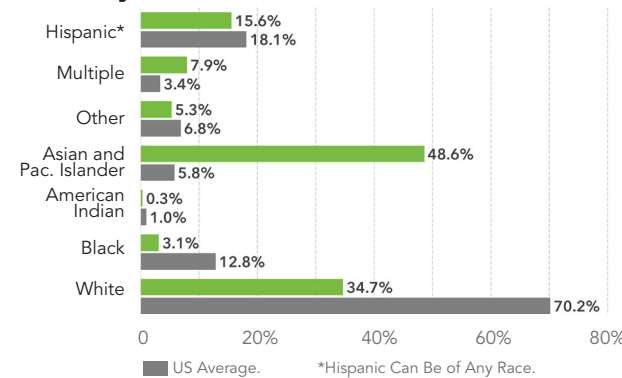
■ Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **75.0** US: 64.0



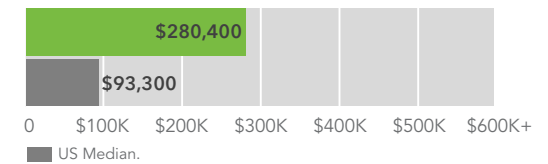
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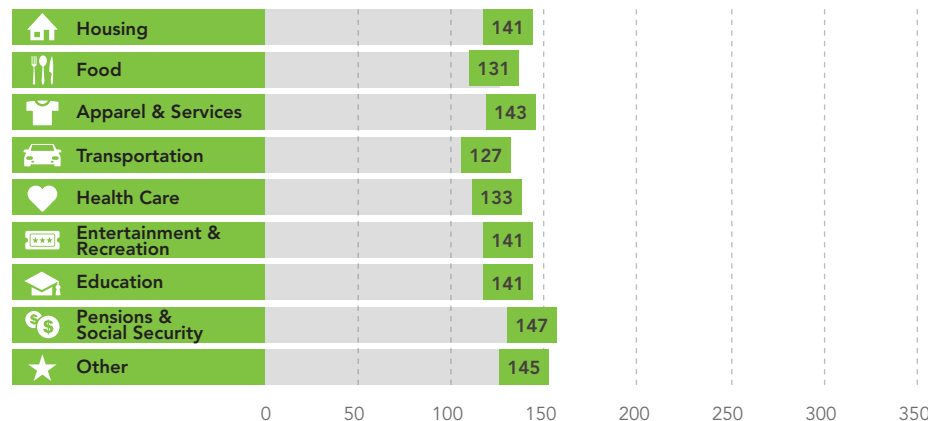


### Median Net Worth



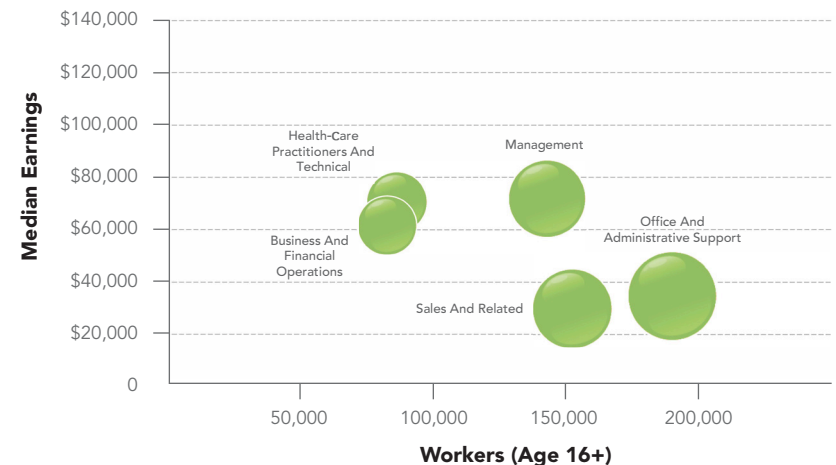
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## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





## MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Prefer imported vehicles, owning later models.
- Favor trendier stores for apparel; Costco and specialty markets for groceries.
- Own iPads and newer Mac computers.
- Use the internet to visit online blogs and chat rooms, watch TV programs and movies, trade and track investments, and make purchases.
- Enjoy visiting theme parks; eating out at family restaurants; stopping by Starbucks for coffee; listening to all news, contemporary, and hit radio music; and reading fashion magazines.
- Partial to Showtime, HBO, Travel Channel, and CNN.
- Make phone calls overseas; some foreign travel over the last three years.

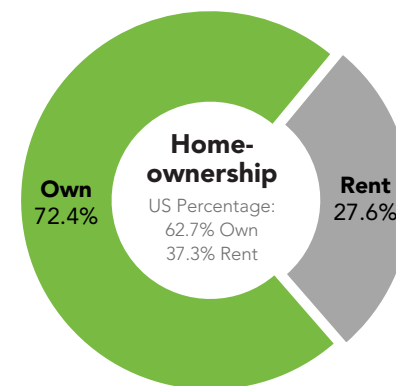
## HOUSING

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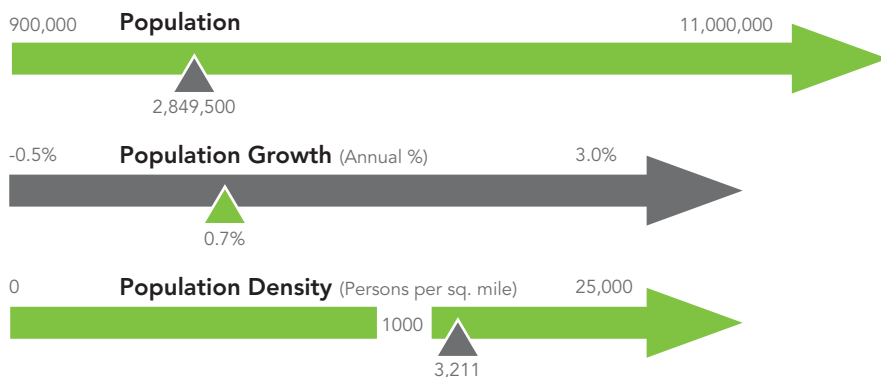
**Typical Housing:**  
Single Family

**Median Value:**  
\$611,700  
US Median: \$207,300



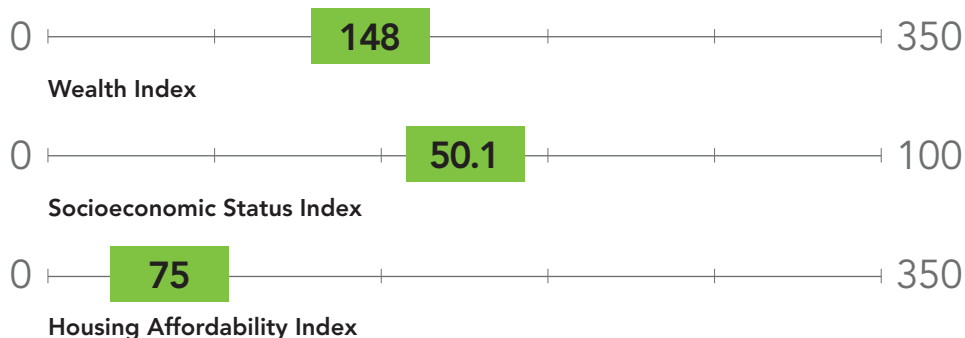
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LifeMode Group: Upscale Avenues

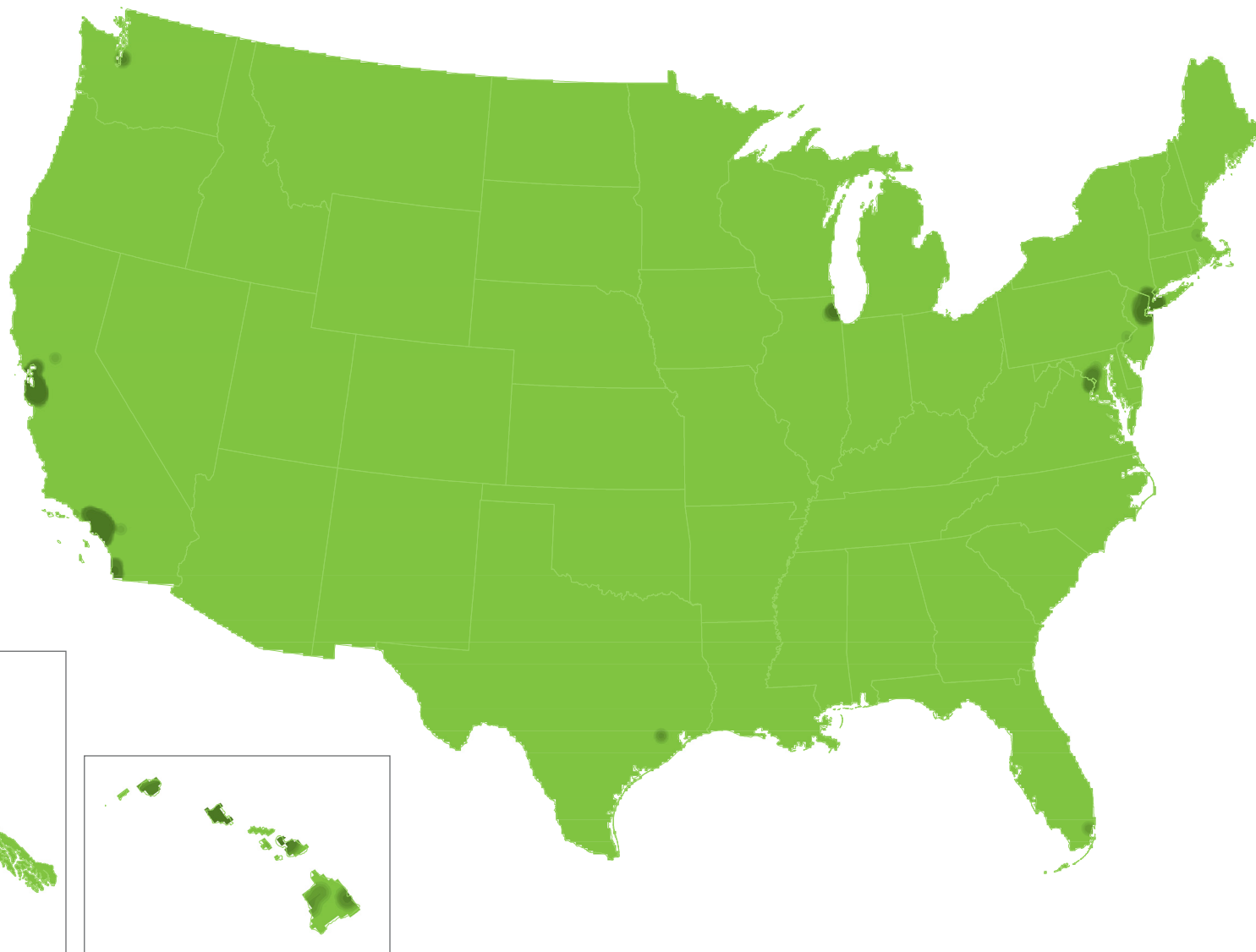
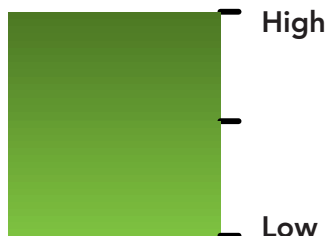
# Pacific Heights



**TAPESTRY**  
SEGMENTATION  
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## SEGMENT DENSITY

This map illustrates the density and distribution of the *Pacific Heights* Tapestry Segment by households.



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