Newport Pier Retail Study

For the City of Newport Beach

November 14, 2013

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I. Introduction

Purpose of the Study

The City of Newport Beach has requested that GRC Associates, Inc. prepare a retail study for the vacant restaurant structure at the end of the Newport Pier. The purpose of this study is to analyze the level of demand for various retail categories and determine the highest and best use of the vacant building space based on economic conditions. The City is currently considering alternative uses for the vacant structure at the end of the pier, such as improving or replacing the existing structure for use as a restaurant or to accommodate other uses.

Existing Newport Pier

The City-owned Newport Pier is located at West Ocean Front and 21st Place on the Balboa Peninsula in the City of Newport Beach. It is one of two piers located in the City; the other is the Balboa Pier located approximately one and three-quarter miles southeast from the Newport Pier. The Newport Pier is approximately 1,030 feet long and 25 feet wide. The State Office of Historical Preservation (SHPO) has designated the pier as California Historical Landmark No. 794 because of its statewide historical significance as the original site of McFadden Wharf. This was the site of the seaward terminus of the Santa Ana and Newport Railway, a major distribution point for lumber and other goods that built Orange, San Bernardino and Riverside Counties during the period from 1891 to 1907. SHPO review of a rehabilitation or new construction project on the pier would depend on the scale of project, the funding source(s) and whether CEQA review is required. Ministerial projects would not require SHPO review.

Currently, the Newport Pier is used primarily as a walking and recreational fishing pier, including a vacant 4,055-square foot restaurant structure at the end of the pier. At the base of the pier is the Dory Fishing Fleet Market which was founded in 1891, as well as the Newport Beach Fire Department Lifeguard Headquarters. In addition, within the vicinity of the pier are numerous restaurants, retail establishments and parking. Figure 1 shows an aerial view of the Newport Pier and Figure 2 shows its location within the City. Figures 3 and 4 are photos of the pier, the vacant restaurant structure and the adjacent uses.

Approach

In addition to reviewing economic conditions surrounding the Newport Pier, GRC assessed over 40 piers throughout California in order to evaluate retail uses and economic conditions at these piers. These California piers included those from The Embarcadero waterfront in San Francisco to the pier in Imperial Beach near the U.S.-Mexico border.
Figure 1
NEWPORT PIER
Figure 2
NEWPORT BEACH PIERS

Newport Pier
Balboa Pier
Figure 3
PHOTOS OF NEWPORT PIER
Figure 4
PHOTOS OF NEWPORT PIER
In order to assess the economic conditions, the GRC team collected, reviewed and analyzed demographic, market and recent retail sales data and information within a one-quarter mile radius (generally considered to be a comfortable walking distance) of comparable piers. For some of the piers used in the analysis, GRC obtained this information from the cities in which the piers are located. Based on the market analysis, the highest and best use of the Newport pier space was determined.

The businesses were categorized by North American Industry Classification System ("NAICS") codes. NAICS codes are the standard business classifications used by Federal and State agencies in classifying business establishments for the analysis of statistical data describing the economy.

GRC tabulated and analyzed information collected from the State, County and City sources as well as the survey of 43 piers statewide. Information used in the analysis includes general socioeconomic and demographic data, retail rents and vacancies, and sales by retail categories. Sources used to estimate the revenue of businesses included the California State Board of Equalization, taxable sales figures provided by cities, and estimates from other industry sources.

In order to calculate demand for retail businesses that may be located on piers, GRC researched known per-capita consumer spending on retail and other goods and services. Sources that provide this kind of data include the California State Board of Equalization, US Census Bureau, Nielsen Site Reports, Department of Finance, and others.

II. Retail Analysis

Overview of California Piers

GRC staff assessed over 40 publicly accessible piers in California, from the Imperial Beach pier a few miles from the Mexican border to the piers located along the Embarcadero waterfront in San Francisco. Information was collected for each pier and summarized in this study. Figure 5 shows the location of the various California piers surveyed. Appendix A (Table 1), which is at the end of this study, lists key facts of each pier, including the type and length of pier, latest opening date, number of restaurants on the pier and vacancy rates. The numbers of piers, by county, are listed below:

- San Francisco County: 8 piers
- San Mateo County: 1 pier
- Santa Cruz County: 2 piers
- Monterey County: 2 piers
- San Luis Obispo County: 6 piers
- Santa Barbara County: 2 piers
- Ventura County: 2 piers
- Los Angeles County: 9 piers
- Orange County: 6 piers
- San Diego County: 5 piers

An analysis was completed regarding the primary characteristics of each pier. Appendix A (Table 2) presents the 43 piers categorized by major category. About one-third of the piers (14 of 43) did not have any retail establishments and were primarily recreational fishing or pedestrian piers.

Another one-third of the piers had one or more restaurants either at the base of the pier or at the end of the pier. Restaurants, including both full-service and fast food-type eating and drinking establishments, were the most common type of business located on piers. Appendix A (Table 3) lists the names of all restaurants located either at the end or at the base of the piers. Eleven (11) piers had restaurants at the end of the pier and the others had restaurants at the base of the pier. In Orange County, four piers (Newport, Balboa, Seal Beach and Huntington Beach) had restaurants at the end of the pier, with the San Clemente Pier having a restaurant at its base. In Huntington Beach, there is also a restaurant, Duke’s that is near the base of the pier and Ruby’s at the end of the pier. Currently, the restaurant buildings at the end of the Newport and Seal Beach piers are vacant.

Eight other piers assessed for this study and not mentioned in the preceding paragraph also have restaurants, though are categorized as “dining, shopping and entertainment destination” piers. These piers, which include Fisherman’s Wharf Pier 39 in San Francisco, Stearns Wharf in Santa Barbara and the Santa Monica Pier, all have numerous stores and other attractions such that the piers themselves are primary destinations.
Figure 5
CALIFORNIA PIERS SURVEYED

1  SF Pier 47
2  SF Pier 43/45
3  SF Pier 39
4  SF Pier 15/17
5  SF Pier 7
6  SF Pier 2
7  SF Pier 28
8  SF Pier 14
9  Pacifica
10  Santa Cruz
11  Sea Cliff (Aptos)
12  Monterey
13  Old Fisherman’s Wharf (Monterey)
14  San Simeon
15  Los Cayucos
16  Harford Pier
17  Cal Poly (Avila Beach)
18  Avila
19  Pismo Beach
20  Goleta
21  Stern’s (Santa Barbara)
22  Ventura Co.
23  Port Hueneme
24  Paradise Cove (Malibu)
25  Malibu
26  Santa Monica
27  Venice
28  Manhattan Beach
29  Hermosa Beach
30  Redondo Beach
31  Cabrillo (San Pedro)
32  Belmont (Long Beach)
33  Seal Beach
34  Huntington Beach
35  Newport
36  Balboa
37  Dana Harbor
38  San Clemente
39  Oceanside
40  Scripps (La Jolla)
41  Crystal (San Diego)
42  Ocean Beach (San Diego)
43  Imperial
Of the 43 piers reviewed, a few include unique uses other than restaurants. For example, the Manhattan Beach Pier has an aquarium at the end of the pier; the Crystal Pier in Pacific Beach has rental cabins on the pier; and there are two piers that are exclusively used for university research purposes (University of California at San Diego, Scripps Pier in La Jolla and the Cal Poly Marine Science Pier located in the San Luis Bay near Avila Beach in San Luis Obispo County). A commercial fishing pier (Monterey Municipal Wharf 1) had a few businesses open to the public.

Vacancy data was also gathered for each pier, although, there were very few vacancies. In addition to the Newport Pier, business vacancies were observed at the Seal Beach, Malibu and Harford piers. Ruby’s Diner recently closed its establishments at both the Seal Beach and Malibu locations. At the Seal Beach Pier, Ruby’s Diner had a lease agreement dispute with the City of Seal Beach and vacated the premises after being there for 25 years. Ruby’s Diner also moved out of the Malibu location because of lack of consistent revenues. However, in early August 2013, another restaurant operator was in the process of opening a new restaurant at the Malibu Pier. The Harford Pier in San Luis Obispo County had a vacant restaurant space located in the middle of the pier. A café located at this pier just closed after the summer season.

**Retail Sales – State, County and City**

GRC reviewed retail sales in order to assess demand. **Table A** on the following page lists the per capita taxable retail sales by North American Industry Classification System (NAICS) categories for California, Orange County and the City of Newport Beach. In general, Newport Beach has a large surplus of businesses in almost all retail categories. Total per capita retail sales in Newport Beach in 2011 was $20,785, more than double the State’s per capita retail sales figure of $9,463 and significantly higher than Orange County’s $11,679 per capita figure. The top three retail categories in Newport Beach, highlighted in Table A below, include motor vehicles and parts dealers, restaurants and clothing stores. The only retail sector that Newport Beach’s sales are lower than the state and county averages is the building materials category. Countywide, the average per capita spending on building materials was $744, as compared to $533 in Newport Beach.

Newport Beach’s per capita figure is relatively high due to the City’s regional attraction as a tourist and shopping destination. Visitors from all over come to Newport Beach for its pristine beaches and to shop and dine, especially at regional retail centers such as Fashion Island and the numerous full-service restaurants located throughout the City. According to the Newport Beach Conference and Visitors Bureau, visitors to Newport Beach spend approximately $1.0 billion per year in taxable retail sales, which is approximately one-half of the City’s total taxable retail sales.
Table A
Summary of Per Capita Taxable Retail Sales - 2011

<table>
<thead>
<tr>
<th>NAICS Retail Category</th>
<th>California</th>
<th>Orange County</th>
<th>City of Newport Beach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motor Vehicle and Parts Dealers</td>
<td>$1,419</td>
<td>$1,896</td>
<td>$5,863</td>
</tr>
<tr>
<td>Food Services and Drinking Places</td>
<td>1,457</td>
<td>1,788</td>
<td>4,619</td>
</tr>
<tr>
<td>Clothing and Clothing Accessories Stores</td>
<td>788</td>
<td>1,039</td>
<td>2,752</td>
</tr>
<tr>
<td>General Merchandise Stores</td>
<td>1,283</td>
<td>1,566</td>
<td>1,987</td>
</tr>
<tr>
<td>Gasoline Stations</td>
<td>1,470</td>
<td>1,584</td>
<td>1,667</td>
</tr>
<tr>
<td>Food and Beverage Stores</td>
<td>628</td>
<td>653</td>
<td>1,174</td>
</tr>
<tr>
<td>Bldg. Matri. and Garden Equip. and Supplies</td>
<td>694</td>
<td>744</td>
<td>533</td>
</tr>
<tr>
<td>Furniture and Home Furnishings Stores</td>
<td>247</td>
<td>298</td>
<td>505</td>
</tr>
<tr>
<td>Electronics and Appliance Stores</td>
<td>381</td>
<td>761</td>
<td>*</td>
</tr>
<tr>
<td>Health and Personal Care Stores</td>
<td>274</td>
<td>293</td>
<td>*</td>
</tr>
<tr>
<td>Sporting Goods, Hobby, Book, and Music Stores</td>
<td>282</td>
<td>361</td>
<td>*</td>
</tr>
<tr>
<td>Miscellaneous Store Retailers</td>
<td>457</td>
<td>544</td>
<td>*</td>
</tr>
<tr>
<td>Nonstore Retailers</td>
<td>82</td>
<td>151</td>
<td>*</td>
</tr>
<tr>
<td><strong>Total Per Capita Retail Sales</strong></td>
<td><strong>$9,463</strong></td>
<td><strong>$11,679</strong></td>
<td><strong>$20,785</strong></td>
</tr>
</tbody>
</table>

* Data not available due to small sample size and confidentiality-Source: State Board of Equalization, August 2013

Demographic Analysis and Retail Sales — One-Quarter Mile of Piers

GRC completed additional research of demographic and retail sales within one-quarter mile (considered a comfortable walking distance) from the base of the piers were included in the study. Of the 43 piers reviewed, GRC selected 13 piers that were comparable to the Newport Beach pier, including all five (5) piers located in Orange County (Newport, Balboa, Huntington Beach, Seal Beach, and San Clemente). The list of selected piers also included three (3) piers in Los Angeles County (Manhattan Beach, Malibu, and Santa Monica), three (3) piers in San Diego County (Oceanside, Ocean Beach, and Imperial Beach), the Pismo Beach Pier in San Luis Obispo County, and the Pacifica Municipal Pier in San Mateo County. Appendix A (Tables 5, 6 and 7) at the end of this study, show key demographic data for each pier, including population, race-ethnicity, median age, median household income and average household size by one-quarter mile radius, one-mile radius and three-mile radius from the base of the pier. In summary,
Newport Beach households have median household incomes of $105,405 (Newport Pier), and $79,717 (Balboa Pier) within one-quarter miles (walking distance), $109,405 (Newport Pier), and $87,009 (Balboa Pier) within one mile, and $70,628 (Newport) and $87,391 (Balboa) within a three mile radius of piers. Also, in Newport Beach there are smaller household sizes within one-quarter miles relative to residents within a one-mile and three-mile radius of the pier.

Retail sales by key category within one-quarter mile of each of the 13 selected piers are presented in Appendix A (Table 8) at the end of this study. Because of confidentiality and the lack of a significant number of establishments, specific sales information could not be provided for every pier. Within a one-quarter mile radius of the pier, a significant proportion of businesses tend to be restaurants. Table B below summarizes the average annual taxable sales per store of the 13 selected piers. It also shows that restaurants, compared to other major retail categories, have the highest average annual taxable sales ($911,092) per store.

Table B
Summary of Major Retail Categories
One-Quarter Mile Radius of the 13 Selected Piers

<table>
<thead>
<tr>
<th>Major Retail Category</th>
<th>Number of Retail Stores</th>
<th>Average Annual Taxable Sales Per Store</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants</td>
<td>305</td>
<td>$911,092</td>
</tr>
<tr>
<td>Food Stores</td>
<td>42</td>
<td>$727,036</td>
</tr>
<tr>
<td>General Merchandise</td>
<td>5</td>
<td>$511,280</td>
</tr>
<tr>
<td>Apparel</td>
<td>166</td>
<td>$371,163</td>
</tr>
<tr>
<td>Other Retail</td>
<td>543</td>
<td>$169,571</td>
</tr>
<tr>
<td>Furniture and Appliances</td>
<td>68</td>
<td>$75,281</td>
</tr>
<tr>
<td><strong>Total Retail</strong></td>
<td><strong>1,129</strong></td>
<td><strong>$432,398</strong></td>
</tr>
</tbody>
</table>

Source: GRC Associates, Inc., September 2013
Table C below summarizes the average annual taxable sales per store within a one-quarter mile radius of the two piers located in City of Newport Beach. It shows that restaurants’ sales in the vicinity of the Newport Pier averaged $1,246,750 per store and $408,317 per store in the vicinity of the Balboa Pier -- both significantly higher than any other major retail category.

### Table C
Summary of Major Retail Categories
One-Quarter Mile Radius of the Two Newport Beach Piers

<table>
<thead>
<tr>
<th>Major Retail Category</th>
<th>Newport Pier</th>
<th></th>
<th>Balboa Pier</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number of</td>
<td>Average Annual</td>
<td>Number of</td>
<td>Average Annual</td>
</tr>
<tr>
<td></td>
<td>Retail Stores</td>
<td>Taxable Sales</td>
<td>Retail Stores</td>
<td>Taxable Sales</td>
</tr>
<tr>
<td>Restaurants</td>
<td>20</td>
<td>$1,246,750</td>
<td>30</td>
<td>$408,317</td>
</tr>
<tr>
<td>Apparel</td>
<td>9</td>
<td>$193,156</td>
<td>14</td>
<td>$132,007</td>
</tr>
<tr>
<td>Food Stores</td>
<td>*</td>
<td>*</td>
<td>4</td>
<td>$308,375</td>
</tr>
<tr>
<td>Furniture and Appliances</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>General Merchandise</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Other Retail</td>
<td>20</td>
<td>$166,050</td>
<td>36</td>
<td>$226,886</td>
</tr>
<tr>
<td><strong>Total Retail</strong></td>
<td>49</td>
<td><strong>$612,131</strong></td>
<td>84</td>
<td><strong>$279,756</strong></td>
</tr>
</tbody>
</table>

* Data not available due to small sample size and confidentiality
Source: GRC Associates, Inc., September 2013

Table D and Figure 6 below present the number of restaurants and the average annual taxable sales per restaurant located within one-quarter mile of each of the 13 selected piers. The sales per restaurant are highest among those in the vicinity of Santa Monica Pier at approximately $3.48 million per restaurant. This is followed by Manhattan Beach Pier at approximately $1.30 million and Newport Pier at approximately $1.24 million. Balboa Pier is 11th among the 13 piers with average annual sales of approximately $400,000 per restaurant in its vicinity.
### Table D
Average Annual Taxable Sales Per Restaurant
One-Quarter Mile Radius of the 13 Selected Piers

<table>
<thead>
<tr>
<th>Piers</th>
<th>Number of Restaurants</th>
<th>Average Annual Taxable Sales Per Restaurant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa Monica Pier</td>
<td>7</td>
<td>$3,480,171</td>
</tr>
<tr>
<td>Manhattan Beach Pier</td>
<td>51</td>
<td>$1,304,125</td>
</tr>
<tr>
<td><strong>Newport Pier</strong></td>
<td><strong>20</strong></td>
<td><strong>$1,246,750</strong></td>
</tr>
<tr>
<td>Huntington Beach Pier</td>
<td>43</td>
<td>$1,151,772</td>
</tr>
<tr>
<td>Pismo Beach Pier</td>
<td>16</td>
<td>$1,068,863</td>
</tr>
<tr>
<td>San Clemente Pier</td>
<td>16</td>
<td>$938,950</td>
</tr>
<tr>
<td>Seal Beach Pier</td>
<td>19</td>
<td>$635,895</td>
</tr>
<tr>
<td>Oceanside Pier</td>
<td>27</td>
<td>$626,715</td>
</tr>
<tr>
<td>Malibu Pier</td>
<td>7</td>
<td>$611,029</td>
</tr>
<tr>
<td>Ocean Beach Pier</td>
<td>52</td>
<td>$600,360</td>
</tr>
<tr>
<td>Balboa Pier</td>
<td>30</td>
<td>$408,317</td>
</tr>
<tr>
<td>Imperial Beach Pier</td>
<td>11</td>
<td>$259,818</td>
</tr>
<tr>
<td>Pacifica Pier</td>
<td>6</td>
<td>$136,450</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td></td>
<td><strong>$926,637</strong></td>
</tr>
</tbody>
</table>

*Source: Secondary information compiled by GRC Associates, Inc., September 2013*

### Figure 6
Average Annual Taxable Sales Per Restaurant
One-Quarter Mile Radius of the 13 Selected Piers

*Source: Secondary information compiled by GRC Associates, Inc., September 2013*
Table E below, presents the two types (full-service and self-service) of restaurants located at the 13 selected piers. The majority (60%) are full-service restaurants, which is typically defined as eating and drinking establishments that patrons are served at their tables. Self-service restaurants are those where customers order and pick up their own food -- fast-food restaurant are included in this category.

<table>
<thead>
<tr>
<th>Piers</th>
<th>Number of Full-Service Restaurants</th>
<th>Number of Self-Service Restaurants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa Monica Pier</td>
<td>7</td>
<td>7*</td>
</tr>
<tr>
<td>Manhattan Beach Pier</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Newport Pier (vacant space)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Huntington Beach Pier</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Pismo Beach Pier</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>San Clemente Pier</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Seal Beach Pier (vacant space)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Oceanside Pier</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Malibu Pier</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Ocean Beach Pier</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Balboa Pier</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Imperial Beach Pier</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Pacifica Pier</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total (% of Total)</strong></td>
<td><strong>15 (60%)</strong></td>
<td><strong>10 (40%)</strong></td>
</tr>
</tbody>
</table>

* Seven self-serve restaurants in one food court

Source: Survey conducted by GRC Associates, Inc., August-September 2013
Retail Space Available for Lease

In general, the Orange County retail market is strengthening as shown by the recent downward trend in vacancy rates. According to Voit Real Estate Services, over the previous six quarters, Orange County has posted consecutive positive net absorption rates. The countywide retail vacancy rate for the second quarter of 2013 was 5.54 percent, which was less than the annual rate of 6.09 percent for the previous year (2012). Retail vacancy rates in Newport Beach tend to be lower than countywide averages and are generally in the two percent range. According to Voit Services, as vacancy rates decline in Orange County, asking lease rates should begin to stabilize and start to increase. Countywide, asking lease rates are currently averaging $1.82 per square foot per month. In Newport Beach, asking retail lease rates were $2.78 per square foot per month, or $33.36 per square foot per year.

Additional research of the Newport Beach retail market was conducted to determine the relative strength of the restaurant space sub-market. Appendix A (Table 9 and Figure 1) lists all retail space available for lease in Newport Beach and their location, respectively. The properties that are located near the piers are highlighted in Appendix A (Table 9).

Below is a list of retail space available for lease near other piers in southern California:

- **Balboa Pier**: Two retail spaces available near the pier — a) 514 E. Oceanfront/Boardwalk, asking price of $2.95 to $4.50 per square foot per month; and b) 303 Main Street, asking price of $2.80 per square foot per month. In general, locations closer to the ocean demand a higher rental fee.

- **Seal Beach Pier**: One restaurant space available at end of pier (previously occupied by Ruby’s Diner) was renting for an estimated $5,000 to $10,000 per month. Specific figure was not made available.

- **Malibu Pier**: One retail space near the pier at 22969 Pacific Coast Highway is available for $6.00 per square foot per month.

- **Manhattan Beach Pier**: One space available near the pier at 213 Manhattan Beach Boulevard is asking for $7.50 per square foot per month.

- **Long Beach Belmont Memorial Pier**: One restaurant space located two blocks from pier at 4100 E. Ocean is available for lease at $1.50 per square foot per month.

- **Oceanside Pier**: Two retail spaces currently available near the pier — a) 401 N. Coast Hwy, asking $3.00-$3.25 per square foot per month, and b) 316 Mission—rental information is not available.

Newport Pier Restaurant Space

The Newport Pier has a vacant space at the end of the pier that was previously used as a restaurant. The existing building is approximately 4,055 square feet and includes approximately 1,667 square feet on the first floor and approximately 2,388 square feet on the roof deck. Base rent for this space was $2,000 per month, which was adjusted for percentage rent of seven percent of gross sales. In the last full year (2011) for which
sales data is available, the restaurant’s sales were approximately $910,000, which almost equals the average for restaurants located within one-quarter mile of piers reviewed.

It is reasonable to expect that with an improved economy and a new restaurant operator — preferably a credit tenant — a future full-service restaurant at the unique pier location would have annual taxable sales of approximately $1.2 to $1.6 million or $300 to $400 per square foot. The potential sales generated at the Newport Pier restaurant are comparable to sales of typical restaurants of the same size, which have taxable sales ranging from $1.1 to $2.3 million or $250 and $575 per square foot per year. Assuming that rent is based on seven percent of gross sales and assuming annual sales of $1.6 million, a restaurant at the end of Newport Pier would pay a monthly rent of approximately $9,300 or $112,000 per year.

It should be noted that other restaurants on piers in southern California have sales significantly higher than GRC’s Newport Pier forecast of $1.2 to $1.6 million per year. For example, the restaurant at the base of San Clemente Pier pays the City of San Clemente approximately $500,000 per year in rent (their lease is at 6% of sales), which calculates to annual sales revenue of $8.3 million. Average sales of restaurants at the Santa Monica Pier average $3.5 million per year. In general, credit-tenant restaurants have sales significantly higher than the projected sales of the Newport Pier restaurant.

### III. Highest and Best Use

Based on the data gathered and current market conditions, the highest and best use for the vacant space at the end of the Newport Pier is a restaurant. A restaurant at the Newport Pier site has the potential to generate approximately $1.2 to $1.6 million in annual sales with an annual rent payment as high as $112,000 to the City of Newport Beach. If liquor sales are allowed at this restaurant, the City could negotiate a higher percentage of sales, similar to terms for pier restaurants in Santa Cruz, perhaps 10 percent of liquor sales and, thus, increasing revenues paid to the City. These projections are reasonable given sales at comparable restaurants near piers and the general strengthening of Orange County’s economy.

A restaurant at the end of Newport Pier should thrive, as it will capture a market generated by the people visiting the City’s clean beaches, restaurants and other amenities. The City is a major regional attraction; it has been estimated that almost 10 million people visit Newport Beach each year. During the summer months, the City’s population increases on an average of 30,000 to 50,000 people and, on some weekends, the figure approaches 125,000 visitors per day. Even though Newport Beach’s public beaches are used extensively, the beaches are maintained in pristine condition. Heal the Bay, a non-profit organization dedicated to cleaning beaches, has given the two beaches near the Newport and Balboa piers the grade of “A+”, the highest possible. Although there are numerous restaurants in the City, the demand is high for a restaurant at a unique location near the beach with sunset views.
Appendix A
<table>
<thead>
<tr>
<th>Num.</th>
<th>Pier</th>
<th>County</th>
<th>Length (Feet)</th>
<th>Latest Pier Opened</th>
<th>Restaurants</th>
<th>Vacancy</th>
<th>Type of Pier - Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pier 47</td>
<td>SF</td>
<td>1,000</td>
<td>3</td>
<td>0%</td>
<td>Three restaurant pier with parking and two restaurants at base</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Fisherman’s Wharf (Pier 43 and 45)</td>
<td>SF</td>
<td>1,100</td>
<td>1978</td>
<td>0%</td>
<td>Major tourist attraction includes</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Pier 15/17</td>
<td>SF</td>
<td>800</td>
<td>2013</td>
<td>2</td>
<td>0%</td>
<td>Exploratorium – science learning campus and museum</td>
</tr>
<tr>
<td>4</td>
<td>Pier 7</td>
<td>SF</td>
<td>840</td>
<td>dedicated</td>
<td>1990</td>
<td>1</td>
<td>Concrete pier with wood boardwalk – recreational fishing and walking with lampposts, furniture</td>
</tr>
<tr>
<td>5</td>
<td>Pier 2</td>
<td>SF</td>
<td>1</td>
<td>0%</td>
<td>Circular pier next to Ferry Terminal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Pier 28</td>
<td>SF</td>
<td>1</td>
<td>Industrial use – currently used as part of America’s Cup</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Pier 14</td>
<td>SF</td>
<td>700</td>
<td>dedicated</td>
<td>2006</td>
<td>0</td>
<td>Concrete L-shaped. Recreational fishing and walk pier. No lightlamps, no restaurants.</td>
</tr>
<tr>
<td>8</td>
<td>Pacifica Municipal Pier</td>
<td>San Mateo</td>
<td>1,140</td>
<td>1973</td>
<td>1</td>
<td>0%</td>
<td>Cement L-shaped. Used for recreational fishing. One café at base of pier selling coffee and deli.</td>
</tr>
<tr>
<td>9</td>
<td>Santa Cruz Wharf</td>
<td>Santa Cruz</td>
<td>2,745</td>
<td>1914</td>
<td>8</td>
<td>0%</td>
<td>Wooden. Longest pier (any type) in Calif.</td>
</tr>
<tr>
<td>10</td>
<td>Los Lagos Pier</td>
<td>San L. O.</td>
<td>953</td>
<td>1876</td>
<td>0</td>
<td>N/A</td>
<td>Wooden. Unique, decaying ship (the Palo Alto) at end of pier.</td>
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<tr>
<td>11</td>
<td>Sea Cliff State Park Pier, Aptos</td>
<td>Santa Cruz</td>
<td>500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Monterey Municipal Wharf 2</td>
<td>Monterey</td>
<td>1,320</td>
<td>1878</td>
<td>2</td>
<td>0%</td>
<td>Cement Pier, mostly commercial businesses on pier.</td>
</tr>
<tr>
<td>13</td>
<td>Old Fisherman's Wharf</td>
<td>Monterey</td>
<td>750+</td>
<td>1870</td>
<td>10</td>
<td>0%</td>
<td>Many restaurants and other</td>
</tr>
<tr>
<td>14</td>
<td>San Simeon Pier</td>
<td>San L. O.</td>
<td>850</td>
<td>1983</td>
<td>0</td>
<td>N/A</td>
<td>Wooden, fishing pier, near Hearst Castle</td>
</tr>
<tr>
<td>15</td>
<td>Los Angeles Pier</td>
<td>San L. O.</td>
<td>953</td>
<td>1876</td>
<td>0</td>
<td>N/A</td>
<td>Wooden. There is an unsafe, blocked off section at end of pier</td>
</tr>
<tr>
<td>16</td>
<td>Harford Pier</td>
<td>San L. O.</td>
<td>1,320</td>
<td>1878</td>
<td>2</td>
<td>0%</td>
<td>Wooden. Pier has many recreational options, including fishing and boating.</td>
</tr>
<tr>
<td>17</td>
<td>Cal Poly Pomona Pier, Avila Beach</td>
<td>San L. O.</td>
<td>2,640</td>
<td>1984</td>
<td>0</td>
<td>N/A</td>
<td>Concrete. Unocal donated pier to Cal Poly.</td>
</tr>
<tr>
<td>18</td>
<td>Avila Pier, Port San Luis, Avila Beach</td>
<td>San L. O.</td>
<td>1,685</td>
<td>1908</td>
<td>0</td>
<td>N/A</td>
<td>Wooden. There is just a bait and snack shop on pier.</td>
</tr>
<tr>
<td>19</td>
<td>Prismo Pier</td>
<td>San L. O.</td>
<td>1,250</td>
<td>1986</td>
<td>0</td>
<td>N/A</td>
<td>Wooden. Just a bait and snack shop on pier.</td>
</tr>
<tr>
<td>20</td>
<td>Goleta Pier</td>
<td>S. Barb.</td>
<td>1,450</td>
<td>1980s</td>
<td>0</td>
<td>0%</td>
<td>Wooden - Just a small bait shop at pier</td>
</tr>
<tr>
<td>21</td>
<td>Stern’s Wharf</td>
<td>S. Barb.</td>
<td>1,950</td>
<td>1872</td>
<td>6</td>
<td>0%</td>
<td>Wooden - Santa Barbara County</td>
</tr>
<tr>
<td>22</td>
<td>Ventura County Pier</td>
<td>Ventura</td>
<td>1,620</td>
<td>1996</td>
<td>2</td>
<td>0%</td>
<td>Wooden, with new steel pylings, originally 1,958 feet long</td>
</tr>
<tr>
<td>23</td>
<td>Port Hueneme Pier</td>
<td>Ventura</td>
<td>1,400</td>
<td>1999</td>
<td>0</td>
<td>N/A</td>
<td>Wooden</td>
</tr>
<tr>
<td>24</td>
<td>Paradise Cove Pier, Malibu</td>
<td>LA</td>
<td>800</td>
<td>2003</td>
<td>2</td>
<td>0%</td>
<td>Concrete, small historical pier</td>
</tr>
<tr>
<td>25</td>
<td>Malibu Pier</td>
<td>LA</td>
<td>780</td>
<td>2003</td>
<td>2</td>
<td>0%</td>
<td>Wooden</td>
</tr>
<tr>
<td>26</td>
<td>Santa Monica Pier</td>
<td>LA</td>
<td>1,080</td>
<td>1988</td>
<td>14</td>
<td>0%</td>
<td>Wooden</td>
</tr>
<tr>
<td>27</td>
<td>Venice Pier</td>
<td>LA</td>
<td>928</td>
<td>1923</td>
<td>1</td>
<td>N/A</td>
<td>Concrete - primarily a fishing pier</td>
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<tr>
<td>28</td>
<td>Manhattan Beach Pier</td>
<td>LA</td>
<td>1,000</td>
<td>1914</td>
<td>19</td>
<td>0%</td>
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</tr>
<tr>
<td>29</td>
<td>Hermosa Beach Pier</td>
<td>LA</td>
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<td>1988</td>
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<tr>
<td>30</td>
<td>Redondo Beach Pier</td>
<td>LA</td>
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<td>1988</td>
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</tr>
<tr>
<td>31</td>
<td>Cabrillo Pier, San Pedro</td>
<td>LA</td>
<td>1,200</td>
<td>1988</td>
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<tr>
<td>32</td>
<td>Long Beach Belmont Memorial Pier</td>
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<tr>
<td>33</td>
<td>Seal Beach Pier</td>
<td>Orange</td>
<td>1,835</td>
<td>1995</td>
<td>0</td>
<td>100%</td>
<td>Wooden</td>
</tr>
<tr>
<td>34</td>
<td>Huntington Beach Pier</td>
<td>Orange</td>
<td>1,836</td>
<td>1992</td>
<td>2</td>
<td>0%</td>
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<tr>
<td>35</td>
<td>Newport Beach Pier</td>
<td>Orange</td>
<td>1,322</td>
<td>1890</td>
<td>0</td>
<td>Wooden</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>Balboa Pier, Newport Beach</td>
<td>Orange</td>
<td>920</td>
<td>1906</td>
<td>1</td>
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<tr>
<td>37</td>
<td>Dana Harbor Pier</td>
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<td>150</td>
<td>1988</td>
<td>0</td>
<td>N/A</td>
<td>Wooden</td>
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<tr>
<td>38</td>
<td>San Clemente Pier</td>
<td>Orange</td>
<td>1,296</td>
<td>1985</td>
<td>1</td>
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<tr>
<td>39</td>
<td>Oceanside Pier</td>
<td>SD</td>
<td>1,942</td>
<td>1987</td>
<td>0</td>
<td>Wooden</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>Scripps Pier, La Jolla</td>
<td>SD</td>
<td>1,090</td>
<td>1988</td>
<td>0</td>
<td>N/A</td>
<td>Concrete - (Private, research pier)</td>
</tr>
<tr>
<td>41</td>
<td>Crystal Pier, San Diego</td>
<td>SD</td>
<td>872</td>
<td>1936</td>
<td>0</td>
<td>0%</td>
<td>Wooden - Has sleeping, rental cabins over the water</td>
</tr>
<tr>
<td>42</td>
<td>Ocean Beach Pier, San Diego</td>
<td>SD</td>
<td>1,971</td>
<td>1966</td>
<td>1</td>
<td>0%</td>
<td>Concrete - Longest in Southern California</td>
</tr>
<tr>
<td>43</td>
<td>Imperial Beach Pier</td>
<td>SD</td>
<td>1,491</td>
<td>1963</td>
<td>0</td>
<td>0%</td>
<td>Concrete</td>
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</table>

Sources: GRC Associates, Inc., Vaughts-Calif Piers, August 2013
<table>
<thead>
<tr>
<th>Num.</th>
<th>Pier / Wharf</th>
<th>Full-Service Restaurant at end of pier</th>
<th>Self-Serve Restaurant at end of pier</th>
<th>Full-Service Restaurant at base of pier</th>
<th>Fishing Pier</th>
<th>Dining, Shopping &amp; Entertaining Center</th>
<th>Aquarium</th>
<th>Research/University</th>
<th>Hotel</th>
<th>Industrial - Commercial Fishing</th>
<th>Comments</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Pier 47</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<td>Fisherman’s Wharf (Pier 43 and 45)</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
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<td>Pier 29</td>
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<tr>
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<td>Pier 15/17</td>
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<td>x</td>
<td>x</td>
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<tr>
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<td>Pier 2</td>
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<td>x</td>
<td>x</td>
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<tr>
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<td>Pier 28</td>
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<td>Pier 14</td>
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<td>x</td>
<td>x</td>
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<tr>
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<td>Pacifica Municipal Pier</td>
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<td></td>
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<tr>
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<td>Santa Cruz Wharf</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>11</td>
<td>Sea Cliff State Park Pier</td>
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<td>Monterey Municipal Wharf (1)</td>
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<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
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<td></td>
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<tr>
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<tr>
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<td>x</td>
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<td></td>
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<td>Port Hueneme Pier</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<td></td>
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<tr>
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<td>Paradise Cove, Malibu</td>
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<td>Malibu Pier</td>
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<td>x</td>
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<td>Scripps - UCSD Pier</td>
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<table>
<thead>
<tr>
<th>Num.</th>
<th>Piers</th>
<th>Full Service %</th>
<th>Self Serve %</th>
<th>Full Service %</th>
<th>Fishing Pier</th>
<th>Dining, Shopping &amp; Entertaining Center</th>
<th>Aquarium</th>
<th>Research/University</th>
<th>Hotel</th>
<th>Industrial - Commercial Fishing</th>
<th>Comments</th>
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<tbody>
<tr>
<td>10</td>
<td></td>
<td>23.3%</td>
<td>2.3%</td>
<td>14.0%</td>
<td>32.6%</td>
<td>18.6%</td>
<td>2.3%</td>
<td>4.7%</td>
<td>2.3%</td>
<td>4.7%</td>
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Source: GRC Associates, Aug. 2013
<table>
<thead>
<tr>
<th>Num.</th>
<th>Pier</th>
<th>Length (Feet)</th>
<th>Latest Pier Opened</th>
<th>Full-Service Restaurants</th>
<th>Self-Service Restaurants</th>
<th>Vacancy</th>
<th>Type of Pier - Notes</th>
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<tbody>
<tr>
<td>1</td>
<td>Pier 47</td>
<td>San Francisco County</td>
<td>1,000</td>
<td>1</td>
<td>0%</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>A. Scoma Restaurant on Al Scoma Way (on pier)</td>
<td>1</td>
<td>0%</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>B. Lou's Pier 47 (base)</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>C. Castagnet's (base)</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td>2</td>
<td>Pier 43/45</td>
<td>San Francisco County</td>
<td>1,100</td>
<td>0%</td>
<td>Major tourist attraction includes</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>A. Alioto's</td>
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<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>B. Sabell/La Torre</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>C. Nick's Lighthouse</td>
<td>1</td>
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<tr>
<td></td>
<td>D. No. 9 Fisherman's Grotto</td>
<td>1</td>
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<tr>
<td></td>
<td>E. Chowder Hut Fresh Grill</td>
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<tr>
<td></td>
<td>F. Scoma Restaurant on Al Scoma Way (on pier)</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>G. Lou's Pier 47 (base)</td>
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<tr>
<td></td>
<td>H. Castagnola's (base)</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td>3</td>
<td>Pier 39</td>
<td>San Francisco County</td>
<td>1,100</td>
<td>0%</td>
<td>Major tourist attraction with over 90 shops</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>A. Bubba Gump's Shrimp Co.</td>
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<td>Latest Pier opened on Al Scoma Way (on pier)</td>
<td></td>
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<tr>
<td></td>
<td>B. Crab House</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>C. Eagle Cafe</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>D. Fog Harbor Fish House</td>
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<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>E. Fenton's</td>
<td>1</td>
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<tr>
<td></td>
<td>F. Fish &amp; Chips Japanese Grill and Sushi Bar</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>G. Hard Rock Cafe</td>
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<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>H. Laguna's</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>I. Manger's Taqueria and Cantina</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>J. Neptune's Waterfront Grill and Bar</td>
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<tr>
<td></td>
<td>K. Forbess Island</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>L. Players Sports Grill and Arcade</td>
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<td></td>
<td>M. Menlo Park</td>
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<tr>
<td></td>
<td>N. Swiss Louis Italian and Seafood Restaurant</td>
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<tr>
<td></td>
<td>O. Pier Market</td>
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<tr>
<td>4</td>
<td>Pier 15/17</td>
<td>San Francisco County</td>
<td>800</td>
<td>0%</td>
<td>Exploratorium - science learning campus and museum</td>
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<td>A. Exploratorium Museum Cafe</td>
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<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>B. Seaglass Restaurant (full-service)</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td>5</td>
<td>Pier 7</td>
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<td>840</td>
<td>0%</td>
<td>Concrete pier with wood boardwalk - recreational fishing and walking with lampposts, furniture</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>A. Cosquets (base, full-service)</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>B. Cosquets (full-service)</td>
<td>1</td>
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<tr>
<td>6</td>
<td>Pier 2</td>
<td>San Francisco County</td>
<td>1,140</td>
<td>0%</td>
<td>Concrete pier with wood boardwalk - recreational fishing and walking with lampposts, furniture</td>
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<td>A. Simba's Pier 2 (on pier)</td>
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<td>7</td>
<td>Pier 28</td>
<td>San Francisco County</td>
<td>700</td>
<td>0%</td>
<td>Concrete pier with wood boardwalk - recreational fishing and walking with lampposts, furniture</td>
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<td>A. Red's Java House (base)</td>
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<td>8</td>
<td>Pier 39</td>
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<td>1,140</td>
<td>0%</td>
<td>Concrete pier with wood boardwalk - recreational fishing and walking with lampposts, furniture</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>A. Chin-Chin Cafe, 5 W. Manor Dr., Pacifica, CA 94044</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td>9</td>
<td>Pacifica Municipal Pier</td>
<td>San Mateo County</td>
<td>700</td>
<td>0%</td>
<td>Concrete pier with wood boardwalk - recreational fishing and walking with lampposts, furniture</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>A. Beach Cafe</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td>10</td>
<td>Santa Cruz Wharf</td>
<td>Santa Cruz County</td>
<td>2,745</td>
<td>0%</td>
<td>Wooden. Longest pier (any type) in Calif.</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<td>A. Dolphin Restaurant, 73 Municipal Wharf</td>
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<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<td></td>
<td>B. Steams Restaurant, 79 Municipal Wharf</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>C. O'Leary, 49-B Municipal Wharf</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>D. Miller's Restaurant, 43 Municipal Wharf</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>E. Gallis, 37 Municipal Wharf</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>F. Rise Fish House, 31 Municipal Wharf</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<td></td>
<td>G. Gilbert's Fish Grill, 25 Municipal Wharf</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td></td>
<td>H. Woody's Cafe, 25-B Municipal Wharf</td>
<td>1</td>
<td>Latest Pier opened on Al Scoma Way (on pier)</td>
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<tr>
<td>Num.</td>
<td>Pier</td>
<td>Latest Pier Opened</td>
<td>Full-Service Restaurants</td>
<td>Self-Service Restaurants</td>
<td>Vacancy</td>
<td>Type of Pier - Notes</td>
<td></td>
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<td>--------------------------</td>
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<tr>
<td>11</td>
<td>Sea Cliff State Park Pier, Aptos</td>
<td>1904</td>
<td>0</td>
<td>0</td>
<td>N/A</td>
<td>Wooden. Unique, decaying ship (the Palo Alto) at end of pier.</td>
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<tr>
<td>12</td>
<td>Monterey Municipal Wharf</td>
<td>1870</td>
<td>1</td>
<td>1</td>
<td>0%</td>
<td>Cement Pier, mostly commercial businesses on pier.</td>
<td></td>
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<tr>
<td>13</td>
<td>Old Fisherman’s Wharf</td>
<td>1870</td>
<td>1</td>
<td>1</td>
<td>0%</td>
<td>Many restaurants and other</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>San Simeon Pier</td>
<td>1883</td>
<td>0</td>
<td>0</td>
<td>N/A</td>
<td>Wooden, fishing pier, near Hearst Castle</td>
<td></td>
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<tr>
<td>15</td>
<td>San Caymus Pier</td>
<td>1875</td>
<td>0</td>
<td>0</td>
<td>N/A</td>
<td>Wooden. There is an unsafe, blocked-off section at end of pier.</td>
<td></td>
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<tr>
<td>16</td>
<td>Morro Bay Pier</td>
<td>1878</td>
<td>1</td>
<td>1</td>
<td>15%</td>
<td>Wooden, fishing, boating pier, accessible by car. Full-service, glass-table restaurant, accessible to cars, with parking on-site.</td>
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<tr>
<td>17</td>
<td>Cay Ponto-Fin Fun Pier, Avila Beach</td>
<td>1884</td>
<td>0</td>
<td>0</td>
<td>N/A</td>
<td>Concrete. Used donated pier to Cal Poly.</td>
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<tr>
<td>18</td>
<td>Avila Pier, Port San Luis, Avila Beach</td>
<td>1908</td>
<td>0</td>
<td>0</td>
<td>Wooden. Just a bait and snack shop on pier.</td>
<td></td>
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<tr>
<td>19</td>
<td>Pismo Beach Pier</td>
<td>1986</td>
<td>0</td>
<td>0</td>
<td>Wooden. Just a bait and snack shop on pier.</td>
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<td>20</td>
<td>Goleta Pier</td>
<td>1984</td>
<td>0</td>
<td>0</td>
<td>Wooden. Just a small bait shop at pier.</td>
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<td></td>
</tr>
<tr>
<td>21</td>
<td>Santa Barbara Pier</td>
<td>1872</td>
<td>1</td>
<td>1</td>
<td>0%</td>
<td>Wooden - Santa Barbara County</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Ventura County Pier</td>
<td>1996</td>
<td>1</td>
<td>1</td>
<td>0%</td>
<td>Wooden, with new steel pilings, originally 1,516 feet long.</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Port Hueneme Pier</td>
<td>1979</td>
<td>0</td>
<td>0</td>
<td>N/A</td>
<td>Wooden.</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Paradise Cove Pier, Malibu</td>
<td>2001</td>
<td>0</td>
<td>0</td>
<td>N/A</td>
<td>Concrete, small historical pier</td>
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</tr>
<tr>
<td>25</td>
<td>Malibu Pier</td>
<td>2000</td>
<td>0</td>
<td>0</td>
<td>N/A</td>
<td>Concrete, small historical pier</td>
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</tr>
<tr>
<td>26</td>
<td>Santa Monica Pier</td>
<td>1988</td>
<td>0</td>
<td>0</td>
<td>N/A</td>
<td>Wooden.</td>
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## Table 3
Restaurants on California Piers
San Francisco, San Mateo, Santa Cruz, Monterey, San Luis Obispo, Santa Barbara, Ventura, Los Angeles, Orange and San Diego Counties

<table>
<thead>
<tr>
<th>Num.</th>
<th>Pier</th>
<th>Length (Feet)</th>
<th>Latest Pier Opened</th>
<th>Full-Service Restaurants</th>
<th>Self-Service Restaurants</th>
<th>Vacancy</th>
<th>Type of Pier - Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Restaurant 1</td>
<td>100</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Restaurant 2</td>
<td>200</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
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<table>
<thead>
<tr>
<th>Num.</th>
<th>Pier</th>
<th>Length (Feet)</th>
<th>Latest Pier Opened</th>
<th>Full-Service Restaurants</th>
<th>Self-Service Restaurants</th>
<th>Vacancy</th>
<th>Type of Pier - Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Restaurant 3</td>
<td>300</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Restaurant 4</td>
<td>400</td>
<td>4</td>
<td>4</td>
<td>4</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Num.</th>
<th>Pier</th>
<th>Length (Feet)</th>
<th>Latest Pier Opened</th>
<th>Full-Service Restaurants</th>
<th>Self-Service Restaurants</th>
<th>Vacancy</th>
<th>Type of Pier - Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Restaurant 5</td>
<td>500</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Restaurant 6</td>
<td>600</td>
<td>6</td>
<td>6</td>
<td>6</td>
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Sources: GRC Associates, Inc., Vaughn’s Cal Pier, August 2013
<table>
<thead>
<tr>
<th>Table 4</th>
</tr>
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<tbody>
<tr>
<td>State of California, Orange County &amp; Newport Beach - Taxable Sales - 2011</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NAICS</th>
<th>Business</th>
<th>Number of permits</th>
<th>Taxable Transactions (thousands)</th>
<th>Percent of total</th>
<th>Number of transactions</th>
<th>Taxable Sales (thousands)</th>
<th>Per Capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>4411</td>
<td>Retail - General Merchandise Stores</td>
<td>72,992</td>
<td>67,442,274,430</td>
<td>100</td>
<td>115,879</td>
<td>17,187,402</td>
<td>1,240</td>
</tr>
<tr>
<td>4412</td>
<td>Retail - Furniture and Home Furnishing Stores</td>
<td>9,402</td>
<td>2,584,507</td>
<td>0.04</td>
<td>7,030</td>
<td>4,998,671</td>
<td>574</td>
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<tr>
<td>4413</td>
<td>Retail - Electronics Stores</td>
<td>11,374</td>
<td>5,026,810</td>
<td>0.07</td>
<td>14,238</td>
<td>10,781,608</td>
<td>752</td>
</tr>
<tr>
<td>4414</td>
<td>Retail - Hobby, Toy, and Sports, and Hobby Stores</td>
<td>5,932</td>
<td>3,036,170,038</td>
<td>0.05</td>
<td>1,902,230</td>
<td>9,066,209</td>
<td>234</td>
</tr>
<tr>
<td>4415</td>
<td>Retail - Gas Stations</td>
<td>21,521</td>
<td>17,395,678</td>
<td>0.03</td>
<td>18,801</td>
<td>28,537,819</td>
<td>467</td>
</tr>
<tr>
<td>4416</td>
<td>Retail - Clothing and Clothing Accessories Stores</td>
<td>47,690</td>
<td>13,389,846,170</td>
<td>0.20</td>
<td>28,850</td>
<td>15,712,665</td>
<td>792</td>
</tr>
<tr>
<td>4417</td>
<td>Retail - Book Stores</td>
<td>12,290</td>
<td>1,891,966,038</td>
<td>0.03</td>
<td>3,225</td>
<td>15,407,172</td>
<td>1,238</td>
</tr>
<tr>
<td>4418</td>
<td>Retail - Jewelry, Watches, and Other Accessories Stores</td>
<td>3,570</td>
<td>1,046,107,906</td>
<td>0.02</td>
<td>1,577</td>
<td>5,068,193</td>
<td>324</td>
</tr>
<tr>
<td>4419</td>
<td>Retail - Miscellaneous Store Retailers</td>
<td>27,085</td>
<td>3,176,685,170</td>
<td>0.05</td>
<td>22,796</td>
<td>6,161,609</td>
<td>323</td>
</tr>
<tr>
<td>442</td>
<td>Food Stores</td>
<td>18,297</td>
<td>9,280,688</td>
<td>0.01</td>
<td>1,497</td>
<td>2,883,209</td>
<td>159</td>
</tr>
<tr>
<td>452</td>
<td>Motor Vehicle and Parts Dealers</td>
<td>3,130</td>
<td>4,910,653,038</td>
<td>0.08</td>
<td>2,659</td>
<td>14,238,665</td>
<td>454</td>
</tr>
<tr>
<td>454</td>
<td>Durable Goods (Nondurable)</td>
<td>453,537</td>
<td>567,769,358</td>
<td>0.91</td>
<td>453,537</td>
<td>607,769,358</td>
<td>1,339</td>
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## Table 5
### Demographic Data
#### 0.25 Miles From Piers

<table>
<thead>
<tr>
<th>Description</th>
<th>Newport Pier</th>
<th>Balboa Pier</th>
<th>Huntington Beach Pier</th>
<th>Seal Beach Pier</th>
<th>San Clemente Pier</th>
<th>Oceanside Pier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>242</td>
<td>300</td>
<td>876</td>
<td>1,655</td>
<td>838</td>
<td>436</td>
</tr>
<tr>
<td>Race/Ethnicity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>217 (89.7%)</td>
<td>277 (92.3%)</td>
<td>750 (85.6%)</td>
<td>1,451 (87.7%)</td>
<td>769 (91.8%)</td>
<td>365 (83.7%)</td>
</tr>
<tr>
<td>Black</td>
<td>2 (0.8%)</td>
<td>3 (1.0%)</td>
<td>3 (0.3%)</td>
<td>10 (0.6%)</td>
<td>3 (0.4%)</td>
<td>14 (3.2%)</td>
</tr>
<tr>
<td>Am. Indian</td>
<td>1 (0.4%)</td>
<td>1 (0.3%)</td>
<td>6 (0.7%)</td>
<td>4 (0.2%)</td>
<td>4 (0.5%)</td>
<td>4 (0.9%)</td>
</tr>
<tr>
<td>Asian</td>
<td>8 (3.3%)</td>
<td>6 (2.0%)</td>
<td>60 (6.8%)</td>
<td>89 (5.4%)</td>
<td>17 (2.0%)</td>
<td>14 (3.2%)</td>
</tr>
<tr>
<td>Nat. Haw.</td>
<td>1 (0.4%)</td>
<td>- (0.0%)</td>
<td>2 (0.2%)</td>
<td>12 (0.7%)</td>
<td>5 (0.6%)</td>
<td>1 (0.2%)</td>
</tr>
<tr>
<td>Other</td>
<td>7 (2.9%)</td>
<td>6 (2.0%)</td>
<td>27 (3.1%)</td>
<td>42 (2.5%)</td>
<td>20 (2.4%)</td>
<td>21 (4.8%)</td>
</tr>
<tr>
<td>Two +</td>
<td>6 (2.5%)</td>
<td>5 (1.7%)</td>
<td>28 (3.2%)</td>
<td>48 (2.9%)</td>
<td>20 (2.4%)</td>
<td>19 (4.4%)</td>
</tr>
<tr>
<td>Total</td>
<td>242 (100.0%)</td>
<td>298 (99.3%)</td>
<td>876 (100.0%)</td>
<td>1,655 (100.0%)</td>
<td>838 (100.0%)</td>
<td>436 (100.0%)</td>
</tr>
<tr>
<td>Hispanic</td>
<td>23 (9.5%)</td>
<td>21 (7.0%)</td>
<td>111 (12.7%)</td>
<td>163 (9.8%)</td>
<td>120 (14.3%)</td>
<td>64 (14.7%)</td>
</tr>
<tr>
<td>Median Age</td>
<td>39.7</td>
<td>43.7</td>
<td>41.4</td>
<td>43.7</td>
<td>43.7</td>
<td>44.0</td>
</tr>
<tr>
<td>Med. HH Income</td>
<td>$105,405</td>
<td>$79,717</td>
<td>$71,834</td>
<td>$72,870</td>
<td>$70,615</td>
<td>$43,490</td>
</tr>
<tr>
<td>Avg. HH Size</td>
<td>1.92</td>
<td>1.86</td>
<td>1.88</td>
<td>1.81</td>
<td>1.97</td>
<td>1.78</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>Ocean Beach Pier</th>
<th>Imperial Beach Pier</th>
<th>Manhattan Beach Pier</th>
<th>Malibu Pier</th>
<th>Pismo Beach Pier</th>
<th>Pacifica Mun. Pier</th>
<th>Santa Monica Pier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>2,190</td>
<td>1,596</td>
<td>1,464</td>
<td>7</td>
<td>307</td>
<td>493</td>
<td>847</td>
</tr>
<tr>
<td>Race/Ethnicity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>1,930 (88.1%)</td>
<td>1,182 (74.1%)</td>
<td>1,349 (92.1%)</td>
<td>6 (85.7%)</td>
<td>255 (83.1%)</td>
<td>316 (64.1%)</td>
<td>644 (76.0%)</td>
</tr>
<tr>
<td>Black</td>
<td>28 (1.3%)</td>
<td>75 (4.7%)</td>
<td>8 (0.5%)</td>
<td>- (0.0%)</td>
<td>3 (1.0%)</td>
<td>16 (3.2%)</td>
<td>90 (10.6%)</td>
</tr>
<tr>
<td>Am. Indian</td>
<td>16 (0.7%)</td>
<td>18 (1.1%)</td>
<td>1 (0.1%)</td>
<td>- (0.0%)</td>
<td>2 (0.7%)</td>
<td>2 (0.4%)</td>
<td>4 (0.5%)</td>
</tr>
<tr>
<td>Asian</td>
<td>54 (2.5%)</td>
<td>58 (3.6%)</td>
<td>55 (3.8%)</td>
<td>- (0.0%)</td>
<td>9 (2.9%)</td>
<td>97 (19.7%)</td>
<td>66 (7.8%)</td>
</tr>
<tr>
<td>Nat. Haw.</td>
<td>5 (0.2%)</td>
<td>10 (0.6%)</td>
<td>1 (0.1%)</td>
<td>- (0.0%)</td>
<td>- (0.0%)</td>
<td>2 (0.4%)</td>
<td>1 (0.1%)</td>
</tr>
<tr>
<td>Other</td>
<td>73 (3.3%)</td>
<td>148 (9.3%)</td>
<td>8 (0.5%)</td>
<td>- (0.0%)</td>
<td>28 (9.1%)</td>
<td>24 (4.9%)</td>
<td>18 (2.1%)</td>
</tr>
<tr>
<td>Two +</td>
<td>84 (3.8%)</td>
<td>104 (6.5%)</td>
<td>42 (2.9%)</td>
<td>- (0.0%)</td>
<td>10 (3.3%)</td>
<td>36 (7.3%)</td>
<td>24 (2.8%)</td>
</tr>
<tr>
<td>Total</td>
<td>2,190 (100.0%)</td>
<td>1,596 (100.0%)</td>
<td>1,464 (100.0%)</td>
<td>6 (85.7%)</td>
<td>307 (100.0%)</td>
<td>493 (100.0%)</td>
<td>847 (100.0%)</td>
</tr>
<tr>
<td>Hispanic</td>
<td>226 (10.3%)</td>
<td>549 (34.4%)</td>
<td>76 (5.2%)</td>
<td>- (0.0%)</td>
<td>67 (21.8%)</td>
<td>92 (18.7%)</td>
<td>79 (9.3%)</td>
</tr>
<tr>
<td>Median Age</td>
<td>33.2</td>
<td>32.9</td>
<td>40.7</td>
<td>47.5</td>
<td>38.3</td>
<td>41.4</td>
<td>44.2</td>
</tr>
<tr>
<td>Med. HH Income</td>
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<td>$45,442</td>
<td>$111,989</td>
<td>$99,441</td>
<td>$45,625</td>
<td>$78,236</td>
<td>$42,270</td>
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<tr>
<td>Avg. HH Size</td>
<td>1.69</td>
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<td>2.04</td>
<td>2.13</td>
<td>1.67</td>
<td>2.31</td>
<td>1.29</td>
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</table>

Table 6
Demographic Data
1 Mile From Piers

<table>
<thead>
<tr>
<th>Description</th>
<th>Newport</th>
<th>Balboa</th>
<th>Huntington Beach Pier</th>
<th>Seal Beach Pier</th>
<th>San Clemente Pier</th>
<th>Oceanside Pier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>6,552</td>
<td>7,568</td>
<td>17,725</td>
<td>9,034</td>
<td>16,300</td>
<td>12,429</td>
</tr>
<tr>
<td>Race/Ethnicity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>5,928</td>
<td>7,102</td>
<td>15,169</td>
<td>7,650</td>
<td>13,605</td>
<td>7,786</td>
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<td>52</td>
<td>110</td>
<td>100</td>
<td>143</td>
<td>158</td>
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<tr>
<td>Am. Indian</td>
<td>28</td>
<td>23</td>
<td>84</td>
<td>35</td>
<td>143</td>
<td>158</td>
</tr>
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<td>Asian</td>
<td>236</td>
<td>180</td>
<td>1,133</td>
<td>571</td>
<td>352</td>
<td>394</td>
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<td>Nat. Haw.</td>
<td>24</td>
<td>11</td>
<td>53</td>
<td>28</td>
<td>28</td>
<td>73</td>
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<td>378</td>
<td>258</td>
<td>1,559</td>
<td>3,040</td>
</tr>
<tr>
<td>Two +</td>
<td>166</td>
<td>126</td>
<td>798</td>
<td>392</td>
<td>527</td>
<td>565</td>
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<td>1,038</td>
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<td>5,662</td>
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<tr>
<td>Median Age</td>
<td>39.2</td>
<td>52.8</td>
<td>39.0</td>
<td>45.9</td>
<td>36.8</td>
<td>34.2</td>
</tr>
<tr>
<td>Med. HH Income</td>
<td>$ 109,405</td>
<td>$ 87,009</td>
<td>$ 79,914</td>
<td>$ 78,583</td>
<td>$ 64,581</td>
<td>$ 41,301</td>
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<tr>
<td>Avg. HH Size</td>
<td>2.05</td>
<td>1.87</td>
<td>2.14</td>
<td>2.01</td>
<td>2.43</td>
<td>2.48</td>
</tr>
<tr>
<td>Total</td>
<td>6,552</td>
<td>7,568</td>
<td>17,725</td>
<td>9,034</td>
<td>16,299</td>
<td>12,428</td>
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</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>Ocean Beach Pier</th>
<th>Imperial Beach Pier</th>
<th>Manhattan Beach Pier</th>
<th>Malibu Pier</th>
<th>Pismo Beach Pier</th>
<th>Pacifica Mun. Pier</th>
<th>Santa Monica Pier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>16,324</td>
<td>9,377</td>
<td>19,588</td>
<td>1,146</td>
<td>3,127</td>
<td>11,876</td>
<td>27,551</td>
</tr>
<tr>
<td>Race/Ethnicity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>14,433</td>
<td>6,708</td>
<td>17,367</td>
<td>1,039</td>
<td>2,779</td>
<td>5,732</td>
<td>21,793</td>
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<td>133</td>
<td>16</td>
<td>20</td>
<td>475</td>
<td>1,230</td>
</tr>
<tr>
<td>Am. Indian</td>
<td>82</td>
<td>91</td>
<td>30</td>
<td>3</td>
<td>3</td>
<td>58</td>
<td>96</td>
</tr>
<tr>
<td>Asian</td>
<td>395</td>
<td>496</td>
<td>1,069</td>
<td>41</td>
<td>90</td>
<td>3,980</td>
<td>2,307</td>
</tr>
<tr>
<td>Nat. Haw.</td>
<td>32</td>
<td>54</td>
<td>32</td>
<td>3</td>
<td>4</td>
<td>130</td>
<td>44</td>
</tr>
<tr>
<td>Other</td>
<td>532</td>
<td>1,106</td>
<td>179</td>
<td>19</td>
<td>120</td>
<td>711</td>
<td>882</td>
</tr>
<tr>
<td>Two +</td>
<td>639</td>
<td>589</td>
<td>778</td>
<td>25</td>
<td>95</td>
<td>790</td>
<td>1,198</td>
</tr>
<tr>
<td>Hispanic</td>
<td>1,715</td>
<td>3,491</td>
<td>1,223</td>
<td>68</td>
<td>393</td>
<td>2,276</td>
<td>2,957</td>
</tr>
<tr>
<td>Median Age</td>
<td>34.5</td>
<td>35.5</td>
<td>40.4</td>
<td>47.5</td>
<td>53.5</td>
<td>53.5</td>
<td>40.3</td>
</tr>
<tr>
<td>Med. HH Income</td>
<td>$ 54,755</td>
<td>$ 46,762</td>
<td>$ 119,404</td>
<td>$ 99,441</td>
<td>$ 57,913</td>
<td>$ 80,421</td>
<td>$ 58,511</td>
</tr>
<tr>
<td>Avg. HH Size</td>
<td>1.87</td>
<td>2.48</td>
<td>2.42</td>
<td>2.13</td>
<td>1.96</td>
<td>2.71</td>
<td>1.60</td>
</tr>
</tbody>
</table>

Table 7
Demographic Data
3 Miles From Piers

<table>
<thead>
<tr>
<th>Description</th>
<th>Newport 64,538</th>
<th>Balboa 68,944</th>
<th>Huntington Beach Pier 97,630</th>
<th>Seal Beach Pier 60,772</th>
<th>San Clemente Pier 41,559</th>
<th>Oceanside Pier 58,145</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>70,437</td>
<td>68,944</td>
<td>97,630</td>
<td>60,772</td>
<td>41,559</td>
<td>58,145</td>
</tr>
<tr>
<td>Race/Ethnicity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>56,505 80.2%</td>
<td>61,464 89.2%</td>
<td>77,913 79.8%</td>
<td>49,914 82.1%</td>
<td>35,419 85.2%</td>
<td>40,450 69.6%</td>
</tr>
<tr>
<td>Black</td>
<td>662 0.9%</td>
<td>549 0.8%</td>
<td>755 0.8%</td>
<td>1,338 2.2%</td>
<td>274 0.7%</td>
<td>2,257 3.9%</td>
</tr>
<tr>
<td>Am. Indian</td>
<td>341 0.5%</td>
<td>203 0.3%</td>
<td>430 0.4%</td>
<td>224 0.4%</td>
<td>286 0.7%</td>
<td>641 1.1%</td>
</tr>
<tr>
<td>Asian</td>
<td>2,583 3.7%</td>
<td>2,989 4.3%</td>
<td>10,940 11.2%</td>
<td>4,959 8.2%</td>
<td>1,350 3.2%</td>
<td>2,237 3.8%</td>
</tr>
<tr>
<td>Nat. Haw.</td>
<td>177 0.3%</td>
<td>122 0.2%</td>
<td>292 0.3%</td>
<td>118 0.2%</td>
<td>72 0.2%</td>
<td>530 0.9%</td>
</tr>
<tr>
<td>Other</td>
<td>7,720 11.0%</td>
<td>1,612 2.3%</td>
<td>2,980 3.1%</td>
<td>1,757 2.9%</td>
<td>2,676 6.4%</td>
<td>8,912 15.3%</td>
</tr>
<tr>
<td>Two +</td>
<td>2,449 3.5%</td>
<td>2,006 2.9%</td>
<td>4,320 4.4%</td>
<td>2,460 4.0%</td>
<td>1,483 3.6%</td>
<td>3,118 5.4%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>7,812 25.3%</td>
<td>6,102 8.9%</td>
<td>1,226 1.3%</td>
<td>7,912 19.0%</td>
<td>20,765 35.7%</td>
<td>3,118 5.4%</td>
</tr>
<tr>
<td>Median Age</td>
<td>38.5</td>
<td>44.3</td>
<td>42.2</td>
<td>50.3</td>
<td>40.8</td>
<td>31.2</td>
</tr>
<tr>
<td>Med. HH Income</td>
<td>$70,628</td>
<td>$87,391</td>
<td>$78,567</td>
<td>$62,607</td>
<td>$69,499</td>
<td>$48,416</td>
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<tr>
<td>Avg. HH Size</td>
<td>2.33</td>
<td>2.10</td>
<td>2.46</td>
<td>1.87</td>
<td>2.50</td>
<td>2.66</td>
</tr>
<tr>
<td>Total</td>
<td>70,437 100.0%</td>
<td>68,945 100.0%</td>
<td>97,630 100.0%</td>
<td>60,770 100.0%</td>
<td>41,560 100.0%</td>
<td>58,145 100.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>Ocean Beach Pier 64,538</th>
<th>Imperial Beach Pier 47,877</th>
<th>Manhattan Beach Pier 116,936</th>
<th>Malibu Pier 6,826</th>
<th>Pismo Beach Pier 29,565</th>
<th>Pacifica Mun.Pier 105,374</th>
<th>Santa Monica Pier 153,119</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>6,826 47.2%</td>
<td>116,936 100.0%</td>
<td>6,826 100.0%</td>
<td>29,565 100.0%</td>
<td>105,374</td>
<td>153,119</td>
<td></td>
</tr>
<tr>
<td>Race/Ethnicity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>54,139 83.9%</td>
<td>28,357 59.2%</td>
<td>90,906 77.7%</td>
<td>3,562 84.4%</td>
<td>23,577 79.7%</td>
<td>52,845 71.2%</td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>2,122 3.3%</td>
<td>1,819 3.8%</td>
<td>2,467 2.1%</td>
<td>194 2.8%</td>
<td>275 0.9%</td>
<td>3,163 3.0%</td>
<td></td>
</tr>
<tr>
<td>Am. Indian</td>
<td>386 0.6%</td>
<td>426 0.9%</td>
<td>398 0.3%</td>
<td>14 0.2%</td>
<td>326 1.1%</td>
<td>382 0.4%</td>
<td></td>
</tr>
<tr>
<td>Asian</td>
<td>2,201 3.4%</td>
<td>4,017 8.4%</td>
<td>11,951 10.2%</td>
<td>448 6.6%</td>
<td>1,045 3.5%</td>
<td>54,717 12.8%</td>
<td></td>
</tr>
<tr>
<td>Nat. Haw.</td>
<td>199 0.3%</td>
<td>272 0.6%</td>
<td>330 0.3%</td>
<td>9 0.1%</td>
<td>56 0.2%</td>
<td>1,241 1.2%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>2,618 4.1%</td>
<td>10,087 21.1%</td>
<td>4,366 3.7%</td>
<td>138 2.0%</td>
<td>2,915 9.9%</td>
<td>7,154 6.8%</td>
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</tr>
<tr>
<td>Two +</td>
<td>2,819 4.4%</td>
<td>2,899 6.1%</td>
<td>6,519 5.6%</td>
<td>260 3.8%</td>
<td>1,371 4.6%</td>
<td>5,871 5.6%</td>
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</tr>
<tr>
<td>Hispanic</td>
<td>8,107 12.6%</td>
<td>27,881 58.2%</td>
<td>16,255 13.9%</td>
<td>7,912 19.0%</td>
<td>20,765 35.7%</td>
<td>3,118 5.4%</td>
<td></td>
</tr>
<tr>
<td>Median Age</td>
<td>35.5</td>
<td>33.1</td>
<td>39.3</td>
<td>34.7</td>
<td>40.8</td>
<td>31.2</td>
<td></td>
</tr>
<tr>
<td>Med. HH Income</td>
<td>$58,964</td>
<td>$44,281</td>
<td>$97,740</td>
<td>$108,378</td>
<td>$51,642</td>
<td>$84,476</td>
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<tr>
<td>Avg. HH Size</td>
<td>2.10</td>
<td>3.04</td>
<td>2.40</td>
<td>2.24</td>
<td>2.36</td>
<td>3.01</td>
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</tbody>
</table>

Table 8
Taxable Sales by Major Retail Category
1/4-Mile From Pier

<table>
<thead>
<tr>
<th>Pier</th>
<th>Apparel</th>
<th></th>
<th></th>
<th>Eating and Drinking</th>
<th></th>
<th></th>
<th>Food Stores</th>
<th></th>
<th></th>
<th>Furniture and Appliance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Num. of Stores</td>
<td>Taxable Sales</td>
<td>Avg. Sales Per Store</td>
<td>Num. of Stores</td>
<td>Taxable Sales</td>
<td>Avg. Sales Per Store</td>
<td>Num. of Stores</td>
<td>Taxable Sales</td>
<td>Avg. Sales Per Store</td>
<td>Num. of Stores</td>
</tr>
<tr>
<td>Newport</td>
<td>9</td>
<td>1,738,400</td>
<td>193,156</td>
<td>20</td>
<td>24,935,000</td>
<td>1,246,750</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balboa</td>
<td>14</td>
<td>1,848,100</td>
<td>132,007</td>
<td>30</td>
<td>12,249,500</td>
<td>408,317</td>
<td>4</td>
<td>1,233,500</td>
<td>308,375</td>
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</tr>
<tr>
<td>Huntington Beach</td>
<td>39</td>
<td>13,590,200</td>
<td>348,467</td>
<td>43</td>
<td>49,526,200</td>
<td>1,151,772</td>
<td>9</td>
<td>412,100</td>
<td>45,789</td>
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</tr>
<tr>
<td>Seal Beach</td>
<td>11</td>
<td>2,238,600</td>
<td>203,509</td>
<td>19</td>
<td>12,082,000</td>
<td>635,895</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Clemente</td>
<td>15</td>
<td>3,078,000</td>
<td>205,200</td>
<td>16</td>
<td>15,023,200</td>
<td>938,950</td>
<td>4</td>
<td>687,800</td>
<td>171,950</td>
<td>16</td>
</tr>
<tr>
<td>Oceanside</td>
<td>27</td>
<td>16,921,300</td>
<td>626,715</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Diego Ocean Pier</td>
<td>25</td>
<td>8,622,100</td>
<td>344,884</td>
<td>52</td>
<td>31,218,700</td>
<td>600,360</td>
<td>5</td>
<td>3,267,100</td>
<td>653,420</td>
<td>42</td>
</tr>
<tr>
<td>Imperial Beach</td>
<td>11</td>
<td>2,858,000</td>
<td>259,818</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manhattan Beach</td>
<td>46</td>
<td>25,290,500</td>
<td>549,793</td>
<td>51</td>
<td>66,510,400</td>
<td>1,304,125</td>
<td>10</td>
<td>1,286,300</td>
<td>128,630</td>
<td></td>
</tr>
<tr>
<td>Malibu</td>
<td>7</td>
<td>4,277,200</td>
<td>611,029</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pismo Beach</td>
<td>16</td>
<td>5,207,200</td>
<td>743,886</td>
<td>16</td>
<td>17,101,800</td>
<td>1,068,863</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pacifica</td>
<td>6</td>
<td>818,700</td>
<td>136,450</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Santa Monica</td>
<td>7</td>
<td>24,361,200</td>
<td>3,480,171</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total - Average</strong></td>
<td><strong>166</strong></td>
<td><strong>61,613,100</strong></td>
<td><strong>371,163</strong></td>
<td><strong>305</strong></td>
<td><strong>277,883,200</strong></td>
<td><strong>911,092</strong></td>
<td><strong>22</strong></td>
<td><strong>5,600,500</strong></td>
<td><strong>254,568</strong></td>
<td><strong>68</strong></td>
</tr>
</tbody>
</table>

### Table 8
Taxable Sales
1/4-Mile Fronts

<table>
<thead>
<tr>
<th>Pier</th>
<th>General Merchandise</th>
<th>Other Retail</th>
<th>Total Retail</th>
<th>Mfgrs and Whole.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Num. of Stores</td>
<td>Taxable Sales</td>
<td>Avg. Sales Per Store</td>
<td>Num. of Stores</td>
</tr>
<tr>
<td>Newport</td>
<td>20</td>
<td>3,321,000</td>
<td>166,050</td>
<td>49</td>
</tr>
<tr>
<td>Balboa</td>
<td>36</td>
<td>8,167,900</td>
<td>226,886</td>
<td>84</td>
</tr>
<tr>
<td>Huntington Beach</td>
<td>62</td>
<td>22,649,000</td>
<td>365,306</td>
<td>153</td>
</tr>
<tr>
<td>Seal Beach</td>
<td>36</td>
<td>2,281,000</td>
<td>63,361</td>
<td>66</td>
</tr>
<tr>
<td>San Clemente</td>
<td>54</td>
<td>3,520,000</td>
<td>65,185</td>
<td>105</td>
</tr>
<tr>
<td>Oceanside</td>
<td>5</td>
<td>2,556,400</td>
<td>511,280</td>
<td>58</td>
</tr>
<tr>
<td>San Diego Ocean Pier</td>
<td>98</td>
<td>15,109,500</td>
<td>154,179</td>
<td>222</td>
</tr>
<tr>
<td>Imperial Beach</td>
<td>26</td>
<td>875,800</td>
<td>33,685</td>
<td>37</td>
</tr>
<tr>
<td>Manhattan Beach</td>
<td>50</td>
<td>14,564,600</td>
<td>291,292</td>
<td>157</td>
</tr>
<tr>
<td>Malibu</td>
<td>8</td>
<td>1,606,500</td>
<td>200,813</td>
<td>15</td>
</tr>
<tr>
<td>Pismo Beach</td>
<td>39</td>
<td>4,195,400</td>
<td>107,574</td>
<td>62</td>
</tr>
<tr>
<td>Pacifica</td>
<td>40</td>
<td>678,200</td>
<td>16,955</td>
<td>46</td>
</tr>
<tr>
<td>Santa Monica</td>
<td>16</td>
<td>2,313,000</td>
<td>144,563</td>
<td>23</td>
</tr>
<tr>
<td><strong>Total - Average</strong></td>
<td>5</td>
<td>2,556,400</td>
<td>511,280</td>
<td>543</td>
</tr>
</tbody>
</table>

Source: GRC Assn
### Table 8
#### Taxable Sales
##### 1/4-Mile From

<table>
<thead>
<tr>
<th>Pier</th>
<th>Num. of Stores</th>
<th>Taxable Sales</th>
<th>Avg. Sales Per Store</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newport</td>
<td>66</td>
<td>30,962,300</td>
<td>469,126</td>
</tr>
<tr>
<td>Balboa</td>
<td>95</td>
<td>23,641,900</td>
<td>248,862</td>
</tr>
<tr>
<td>Huntington Beach</td>
<td>185</td>
<td>87,413,500</td>
<td>472,505</td>
</tr>
<tr>
<td>Seal Beach</td>
<td>90</td>
<td>16,990,100</td>
<td>188,779</td>
</tr>
<tr>
<td>San Clemente</td>
<td>129</td>
<td>24,307,200</td>
<td>188,428</td>
</tr>
<tr>
<td>Oceanside</td>
<td>116</td>
<td>34,952,400</td>
<td>301,314</td>
</tr>
<tr>
<td>San Diego Ocean Pier</td>
<td>269</td>
<td>62,833,600</td>
<td>233,582</td>
</tr>
<tr>
<td>Imperial Beach</td>
<td>44</td>
<td>3,779,900</td>
<td>85,907</td>
</tr>
<tr>
<td>Manhattan Beach</td>
<td>205</td>
<td>110,757,600</td>
<td>540,281</td>
</tr>
<tr>
<td>Malibu</td>
<td>22</td>
<td>8,493,700</td>
<td>386,077</td>
</tr>
<tr>
<td>Pismo Beach</td>
<td>77</td>
<td>29,589,900</td>
<td>384,284</td>
</tr>
<tr>
<td>Pacifica</td>
<td>63</td>
<td>2,423,000</td>
<td>38,460</td>
</tr>
<tr>
<td>Santa Monica</td>
<td>25</td>
<td>26,777,700</td>
<td>1,071,108</td>
</tr>
<tr>
<td><strong>Total - Average</strong></td>
<td><strong>1386</strong></td>
<td><strong>462,922,800</strong></td>
<td><strong>333,999</strong></td>
</tr>
</tbody>
</table>

Source: GRC Assi
<table>
<thead>
<tr>
<th>Num.</th>
<th>Address</th>
<th>Asking Rate (Mo.)</th>
<th>Size Sq. Ft.</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3400 Via Lido, Newport Beach, CA 92663</td>
<td>$ 2.00</td>
<td>2,593</td>
<td>Single story building in Lido Village. Wood paneled interior and dual purpose office or retail space. High exposure across the street from the water and docks.</td>
</tr>
<tr>
<td>2</td>
<td>2120 Bison Avenue, Newport Beach, CA 92660</td>
<td>n/a</td>
<td>900</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>1000 Bristol Street N, Newport Beach, CA 92660</td>
<td>$ 0.75</td>
<td>1,100 - 1,200</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>21103 Via Newport Coast Drive, Newport Beach, CA 92667</td>
<td>n/a</td>
<td>2,788</td>
<td>3 strips anchored by a other owned Pavilions.</td>
</tr>
<tr>
<td>5</td>
<td>2523 2555 Eastbluff Drive, Newport Beach, CA 92660</td>
<td>n/a</td>
<td>1,800</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>1000 Bayside Drive, Newport Beach, CA 92660</td>
<td>n/a</td>
<td>1,500</td>
<td>Bayside Center serves neighborhoods of Lido Isle, Balboa Island, and Promontory Point (516 units). This bay-facing center near the Newport Yacht Club caters to nearby residents, including bay front real estate and Corona del Mar Village. Tenants at Bayside Center include Pavilions, Rite-Aid, Bayside Restaurant, Union Bank, Saporri Ristorante, UPS Store, and Java Bakery &amp; Cafe. The center also features monument signage and parking.</td>
</tr>
<tr>
<td>7</td>
<td>3424 Via Oporto, Newport Beach, CA 92663</td>
<td>$ 1.81</td>
<td>$ 72-880</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>3420 Via Oporto, Newport Beach, CA 92663</td>
<td>$ 2.75</td>
<td>3,124</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>3929bb Birch Street, Newport Beach, CA 92660</td>
<td>$ 1.95</td>
<td>822</td>
<td>Former tenant was West Marine. Available October 1st. Storefront glass to be installed where West Marine had blocked out storefront. $4.25/$F plus $0.55 CAM. 5:1 parking ratio.</td>
</tr>
<tr>
<td>10</td>
<td>377 E Coast Highway, Newport Beach, CA 92660</td>
<td>$ 3.75</td>
<td>3,000</td>
<td>1,400 square foot standing building on Balboa Peninsula. On site parking. Retail/Office Building Prominent signage and high traffic counts - doubled in summer.</td>
</tr>
<tr>
<td>11</td>
<td>2001 W Balboa Boulevard, Newport Beach, CA 92663</td>
<td>$ 4.50</td>
<td>1,400</td>
<td>Mariner’s Pointe is a retail and restaurant development, positioned next to Newport Harbor. This property features on site parking via a 3-story garage and immediate proximity to many amenities.</td>
</tr>
<tr>
<td>12</td>
<td>Pacific Coast Highway &amp; Dover, Newport Beach, CA 92660</td>
<td>n/a</td>
<td>125-2,439</td>
<td>McLaren Plaza is located along Marine’s Mile across from the Newport Beach Harbor where traffic counts are approximately 53,000 cars per day. This center was recently renovated and consists of approximately 10,000 square feet.</td>
</tr>
<tr>
<td>13</td>
<td>120 Tustin Avenue, Newport Beach, CA 92663</td>
<td>$ 3.50</td>
<td>500-1,000</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>303 Main Street, Newport Beach, CA 92661</td>
<td>$ 2.80</td>
<td>900-2,100</td>
<td>May rent entire space as is, but would like to subdivide the space in two 1.5 blocks to ocean.</td>
</tr>
<tr>
<td>15</td>
<td>1000 Avocado Avenue, Newport Beach, CA 92660</td>
<td>n/a</td>
<td>600</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>2801 W Coast Highway, Newport Beach, CA 92663</td>
<td>$ 2.90</td>
<td>3,660</td>
<td>Former Chart House restaurant, waterfront dining.</td>
</tr>
<tr>
<td>17</td>
<td>2072 Orchard Dr., Newport Beach, CA 92660</td>
<td>$ 3.66</td>
<td>3,650</td>
<td>Airport Area. Recently remodeled. Dense daytime population.</td>
</tr>
<tr>
<td>18</td>
<td>4229 Birch Street, Newport Beach, CA 92660</td>
<td>$ 2.25</td>
<td>1,971-4,624</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>3601 Jamboree Road, Newport Beach, CA 92660</td>
<td>$ 3.00</td>
<td>2,637</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>514 E Oceanfront Boardwalk, Newport Beach, CA 92661</td>
<td>$ 2.95</td>
<td>$ 4.50</td>
<td>1,000 - 5,000</td>
</tr>
<tr>
<td>21</td>
<td>3201 Newport Boulevard, Newport Beach, CA 92663</td>
<td>$ 3.46</td>
<td>4,275</td>
<td>Free standing building, located on NWC Newport Blvd. &amp; 32nd Street. Serves both the high-end and seasonal residential communities - Located in close proximity to Pacific Coast Highway.</td>
</tr>
<tr>
<td>22</td>
<td>3442 Via Lido, Newport Beach, CA 92663</td>
<td>$ 3.00</td>
<td>6,000</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>3418 Via Lido, Newport Beach, CA 92663</td>
<td>$ 2.05</td>
<td>842</td>
<td>APN: 423-122-05, 423-122-06</td>
</tr>
<tr>
<td>24</td>
<td>3450 Via Oporto, Newport Beach, CA 92663</td>
<td>$ 2.50</td>
<td>3,566 - 9,441</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>3440 Via Oporto, Newport Beach, CA 92663</td>
<td>$ 1.95</td>
<td>484</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>3014 W Balboa Boulevard, Newport Beach, CA 92663</td>
<td>$ 5.50</td>
<td>880</td>
<td>Turn-Key Restaurant space available for lease. Visibility from all points including the public beach access area. Indoor and outdoor seating areas. Located in the heart of the Newport Beach Peninsula. Only one block from the Newport Beach Pier, the boardwalk, and many renown restaurants and retailers. Highly visible retail/restaurant space fronting Balboa Blvd. Street front and rear parking available.</td>
</tr>
<tr>
<td>27</td>
<td>2233 W Balboa Boulevard, Newport Beach, CA 92663</td>
<td>$ 1.85</td>
<td>$ 3.00</td>
<td>630 - 1,220</td>
</tr>
</tbody>
</table>
### Table 9
Retail Space Available For Lease
Newport Beach, CA

<table>
<thead>
<tr>
<th>Num.</th>
<th>Address</th>
<th>Asking Rate (Mo.)</th>
<th>Size Sq. Ft.</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>2072 Orchard, Newport Beach, CA 92660</td>
<td>$ 2.78</td>
<td>110-720</td>
<td>This is a single floor handicap access building which was just renovated and approved as a coffee shop. There is a backyard with water fountain. People can sit outside and enjoy their meal with public WIFI access. 4 / 1000 plus street parking. Plus 4 individual offices with 130 sq ft each unit</td>
</tr>
<tr>
<td>29</td>
<td>503 31st Street, Newport Beach, CA 92663</td>
<td>$ 2.15</td>
<td>3,338</td>
<td>First time on the market in 20 years. Unique, standalone building with 10' ceilings, large sliding doors, dedicated restroom and industrial sink. The space is an open plan, ab light and concrete floors. Great for architects, engineers, or showroom space. There is parking behind the building and additional parking available next door. The net charges are approximately $0.44/SF and excludes utilities and janitorial.</td>
</tr>
<tr>
<td>30</td>
<td>434 Old Newport Boulevard, Newport Beach, CA 92663</td>
<td>$ 3.05</td>
<td>1,295</td>
<td>Mixed Use: Work and property. This is a freestanding commercial building with a residence in the back. Close to Hoag Hospital other retail amenities and the beach. Private offices, open area, kitchen and residence in the rear.</td>
</tr>
<tr>
<td>31</td>
<td>3732 East Coast Highway, Corona del Mar, CA 92625</td>
<td>$ 6.11</td>
<td>1,800</td>
<td>Under construction/rehabilitation retail space</td>
</tr>
</tbody>
</table>

Sources: Loopnet, City Feet, GRC Assoc., Aug. 2013
Figure 1
Retail Space for Lease
City of Newport Beach, CA

<table>
<thead>
<tr>
<th>Num.</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3400 Via Lido</td>
</tr>
<tr>
<td>2</td>
<td>1280 Bison Avenue</td>
</tr>
<tr>
<td>3</td>
<td>1000 Bristol Street N</td>
</tr>
<tr>
<td>4</td>
<td>21103 21171 Newport Coast Drive</td>
</tr>
<tr>
<td>5</td>
<td>2523 2555 Eastbluff Drive</td>
</tr>
<tr>
<td>6</td>
<td>1000 Bayside Drive</td>
</tr>
<tr>
<td>7</td>
<td>3424 Via Oporto</td>
</tr>
<tr>
<td>8</td>
<td>3420 Via Oporto</td>
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<td>9</td>
<td>3929bb Birch Street</td>
</tr>
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<td>2001 W Balboa Boulevard</td>
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<td>303 Main Street</td>
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<td>3442 Via Lido</td>
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<tr>
<td>23</td>
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<td>3014 W Balboa Boulevard</td>
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<td>30</td>
<td>434 Old Newport Boulevard</td>
</tr>
<tr>
<td>31</td>
<td>3732 East Coast Highway</td>
</tr>
</tbody>
</table>
Pier 1
San Francisco Pier 47
Pier 1
San Francisco Pier 47
Pier 2
San Francisco
Fisherman’s Wharf
Pier 2
San Francisco
Fisherman’s Wharf
Pier 3
San Francisco Pier 39
Pier 3
San Francisco Pier 39

¼ mile
Pier 4
San Francisco Pier 15/17
Pier 4
San Francisco Pier 15/17
Pier 5
San Francisco Pier 7
Pier 5
San Francisco Pier 7
Pier 6
San Francisco Pier 2
Pier 6
San Francisco Pier 2
Pier 7
San Francisco Pier 30
Pier 8
San Francisco Pier 14
Pier 8
San Francisco Pier 14
Pier 9
Pacifica Municipal Pier
Pier 10
Santa Cruz Wharf
Pier 11
Sea Cliff State Park
Pier 12
Monterey Municipal Wharf 2
Pier 13
Monterey Old Fisherman’s Wharf
Pier 13
Monterey Old Fisherman’s Wharf
Pier 15
Los Cayucos Pier
Pier 16
Harford Pier
Pier 16
Harford Pier
Pier 17
Cal Poly Pier
Pier 18
Avila Pier
Pier 19
Pismo Beach Pier
Pier 19
Pismo Beach Pier
Pier 20
Goleta Pier
Pier 20
Goleta Pier
Pier 21
Stearns Wharf  Santa Barbara
Pier 22
Ventura Pier
Pier 23
Port Hueneme Pier
Pier 24
Malibu Paradise Cove Pier
Pier 24
Malibu Paradise Cove Pier
Pier 25
Malibu Pier
Pier 26
Santa Monica Pier
Pier 27
Vénice Fishing Pier
Pier 28
Manhattan Beach Pier
Pier 29
Hermosa Beach Pier
Pier 30
Redondo Beach Pier
Pier 30
Redondo Beach Pier
Pier 31
Cabrillo Pier
Pier 32
Belmont Pier Long Beach
Pier 32
Belmont Pier Long Beach
Pier 33
Seal Beach Pier
Pier 34
Huntington Beach Pier
Pier 36
Balboa Pier
Pier 37
Dana Point Pier
Pier 38
San Clemente Pier
Pier 39
Oceanside Pier
Pier 40
La Jolla Scripps Pier
Pier 40
La Jolla Scripps Pier
Pier 41
Pacific Beach Crystal Pier
Pier 42
San Diego Ocean Beach Pier
Pier 43
Imperial Beach Pier
Pier 43
Imperial Beach Pier