





# City of Huntington Beach Community Profile Adopted Budget - FY 2013/14

## Commercial

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

## Industrial

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

## Business & Economy

Huntington Beach is the fourth largest city in Orange County and the 16th largest city in California. The City of Huntington Beach is a leading commercial, industrial, and recreational center of Orange County, with a diverse economic base and educated workforce.

Technology and tourism are the leading industries in Huntington Beach. Other major business types include aerospace, automobile sales, home remodeling and goods, public utilities, petroleum, data and computer research, precision instruments, and various types of manufacturing. With a diversified employment base and a highly educated work force, Huntington Beach has a healthy local economy.

Huntington Beach is home to more than 650 industrial businesses, including Boeing, Quiksilver, Dynamic Cooking Systems, Cleveland Golf, Cambro Manufacturing, and C & D Aerospace. Boeing is not only the largest employer in Huntington Beach; it is one of the largest employers in the state.

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

On August 22, 2011, the unincorporated County oceanfront community of Sunset Beach was officially annexed by the City of Huntington Beach. Sunset Beach is a small beachfront community with approximately 1,000 residents and 1.5 square miles of land. Sunset Beach features one of the widest and most pristine beaches in Southern California and is home to the historic Sunset Beach Arts Festival.

## Beach Boulevard of Cars

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

## Facts and Figures

Population	193,616 (2013 Population)
Average Family Household Income	\$99,098 (2012 Estimate)
Median Family Household Income	\$77,642 (2012 Estimate)
28 square miles	Fourth largest city in Orange County – 16th Largest in California