

\$107.8K
Median HH Income

0.1%Population Growth



3.2% Unemployment Rate

Source: BLS (Economic Indicators are representative of specific county or MSA.)

U.S. ECONOMIC INDICATORS Q2 2023

YoY 12-Mo. Chg Forecast

2.1%
GDP Growth

7.8%Consumer Spending Growth



1.3% Retail Sales Growth



Source: BEA, Census Bureau

ECONOMIC OVERVIEW

Total nonfarm employment in Orange County (OC) grew by 45,600 or +2.7% year-over-year (YOY) between May 2022 and May 2023, with the leisure and hospitality sector accounting for the most gains or 13,100 jobs added (+6.0% YOY), followed by private education and health services adding 10,300 jobs (+4.1% YOY) and trade, transportation and utilities adding 6,800 jobs (+2.7% YOY). During the same time, the monthly unemployment rate increased from 2.7% last year to 3.2% aligning with the quarterly average of 3.2%. All employment sectors are projected to continue growing at a combined growth rate of 2.5% in 2023 and 0.9% in 2024 compared to the five-year historical average of 0.6%.

SUPPLY AND DEMAND

The overall vacancy rate increased 10 basis points (bps) quarter-over-quarter (QQQ) to 3.9% although still 30 bps lower than a year ago. The current vacancy rate is 10 bps below the five-year quarterly average of 4.0% and 70 bps below the peak rate of 4.6% recorded in Q1 2021. Overall, tenants vacated 4,036 square feet (sf) across all center types in Q2 2023, but occupancy changes were not uniform among the different retail centers. On the positive side, community centers absorbed the most space with 44,682 sf of occupancy gains while tenants in neighborhood centers vacated a net negative 32,208 sf in the second quarter. New leasing activity dropped for the second quarter in a row to 381,948 sf, dropping 34.3% QOQ and down 42.7% from a year ago. Construction activity remained muted in OC with only three buildings totaling 11,903 sf currently under construction. OC hasn't recorded over 100,000 sf under construction since Q4 2018.

On a positive note, the overall average asking rent increased for the fourth consecutive quarter. At \$2.53 per square foot (psf) per month on a triple net basis, the average asking rate increased 0.8% QOQ and 6.8% YOY to an all-time high despite the increase in vacancy rates over the past few quarters. The highest average asking rent was found in power centers, recording an increase of 27.9% YOY to \$2.84 psf, while the most affordable average rent was recorded in neighborhood centers at \$2.41 psf.

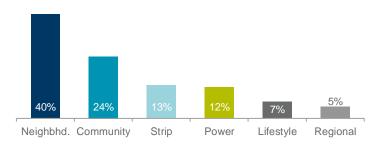
SALES ACTIVITY

The OC retail market recorded over \$151 million (M) in sales volume across 11 properties in Q2 2023 compared to \$78M in Q1 2023 (+94% QOQ) and \$354M in Q2 2022 (-57% YOY). The average price per square foot dropped 3% QOQ and 16% YOY to \$321 psf. Capitalization rates fell 10 bps QOQ to 4.7% which is 90 bps lower than a year ago. Through the second quarter of 2023, private investors comprised 94% of buyers (vs. 75% in 2022) and 78% of sellers (vs. 67% in 2022). Institutional capital continued to shed assets in OC throughout 2023 with no new purchases but comprising 20% of sellers.³

RENT / VACANCY RATE



TOTAL AVAILABILITY BY PRODUCT TYPE



MARKET STATISTICS

| SUBMARKET | INVENTORY (SF) | DIRECT VACANT (SF) | SUBLET VACANT (SF) | OVERALL VACANCY RATE | CURRENT QTR OVERALL NET ABSORPTION (SF) | YTD OVERALL NET ABSORPTION (SF) | UNDER CNSTR (SF) | OVERALL AVERAGE ASKING RENT (All Center Types) |
|----------------------|----------------|-----------------------|-----------------------|-------------------------|--------------------------------------------|---------------------------------|---------------------|------------------------------------------------|
| North County | 24,551,145 | 1,314,043 | 67,012 | 4.2% | -57,182 | 79,241 | 0 | \$2.10 |
| Greater Airport Area | 13,615,446 | 427,174 | 12,473 | 2.6% | 16,558 | 14,803 | 0 | \$4.35 |
| South County | 22,027,879 | 1,410,623 | 18,715 | 4.8% | -28,586 | -83,122 | 0 | \$2.88 |
| West County | 21,510,174 | 863,260 | 59,754 | 3.7% | 49,684 | 54,028 | 11,903 | \$2.48 |
| Central County | 15,103,076 | 677,929 | 119,990 | 3.6% | 15,490 | -154,997 | 0 | \$2.55 |
| Community | 23,781,231 | 941,303 | 39,610 | 3.9% | 44,682 | 14,024 | 0 | \$2.76 |
| Lifestyle | 4,751,493 | 305,093 | 600 | 5.7% | 8,790 | 23,582 | 0 | N/A |
| Neighborhood | 30,978,203 | 1,404,472 | 100,720 | 4.6% | -32,208 | 94,666 | 0 | \$2.41 |
| Power | 12,478,582 | 665,426 | 9,364 | 3.6% | -21,805 | -88,943 | 0 | \$2.84 |
| Regional | 12,941,016 | 863,332 | 120,478 | 1.6% | -3,072 | -119,967 | 8,500 | N/A |
| Strip | 11,877,195 | 513,403 | 7,172 | 4.2% | -423 | -13,409 | 3,403 | \$2.52 |
| OC TOTALS | 96,807,720 | 4,693,029 | 277,944 | 3.9% | -4,036 | -90,047 | 11,903 | \$2.53 |

^{*}Rental rates reflect triple net asking \$PSF/month. **Renewals included in leasing statistics.

KEY LEASE TRANSACTIONS Q2 2023

| PROPERTY | SUBMARKET | TENANT | SF | TYPE |
|----------------------------|----------------------|--------------------------------------|--------|-----------|
| 27241-27291 La Paz Rd. | South County | Off Broadway Shoe Warehouse | 20,236 | Renewal** |
| 17020-17150 Magnolia St. | West County | Goodwill Industries of Orange County | 15,000 | Direct |
| 7979 Center Ave. | West County | Buca Di Beppo | 9,998 | Renewal** |
| 8787 Irvine Center Dr. | Greater Airport Area | Discount Tire Centers | 8,932 | Direct |
| 2902 W. Pacific Coast Hwy. | Greater Airport Area | Undisclosed | 7,016 | Direct |

KEY SALES TRANSACTIONS Q2 2023

| PROPERTY | SUBMARKET | SELLER / BUYER | SF | PRICE / \$ PSF |
|-------------------------------|----------------|------------------------------------------------------------------------------------------------------|--------|-----------------|
| Adams Marketplace | West County | Fortress Investment Group c/o DJM Capital Partners / Frank Dabby | 65,116 | \$29.2M / \$448 |
| Bristol Place Shopping Center | Central County | Cadence Capital Investments c/o Oakwood Real Estate Partners / Kenneth T. Kim & Johanna Kim Trust | 62,802 | \$36.5M / \$581 |
| 41-45 Auto Center Dr. | South County | Kahl & Goveia RE / Henry H. Lee | 32,592 | \$19.5M / \$598 |

DALTON BRUSSEAU

Research Analyst

+1 949 930 9244 / dalton.brusseau@cushwake.com

JOLANTA CAMPION

Senior Research Director, Southern California +1 858 625 5235 / jolanta.campion@cushwake.com

A CUSHMAN & WAKEFIELD RESEARCH PUBLICATION

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in approximately 400 offices and 60 countries. In 2022, the firm reported revenue of \$10.1 billion across its core services of property, facilities and project management, leasing, capital markets, and valuation and other services. It also receives numerous industry and business accolades for its award-winning culture and commitment to Diversity, Equity and Inclusion (DEI), Environmental, Social and Governance (ESG) and more. For additional information, visit www.cushmanwakefield.com.

©2023 Cushman & Wakefield. All rights reserved. The information contained within this report is gathered from multiple sources believed to be reliable. The information may contain errors or omissions and is presented without any warranty or representations as to its accuracy.

cushmanwakefield.com

Sources: 1www.bls.gov2Moody's Analytics economy.com 6/2023 Real Capital Analytics.