

# The Platform

## Downtown Santa Barbara Multi-Use Complex

### *For Lease*

126 E. Haley St. & 417 Santa Barbara St.  
Santa Barbara, CA 93101

*Accommodating a broad range of uses, including industrial,  
warehouse, retail and creative office*



#### **Paul Gamberdella**

805.879.9622  
pgamberdella@radiusgroup.com  
CA Lic. 01267748

#### **Gene Deering**

805.879.9623  
gdeering@radiusgroup.com  
CA Lic. 01450943

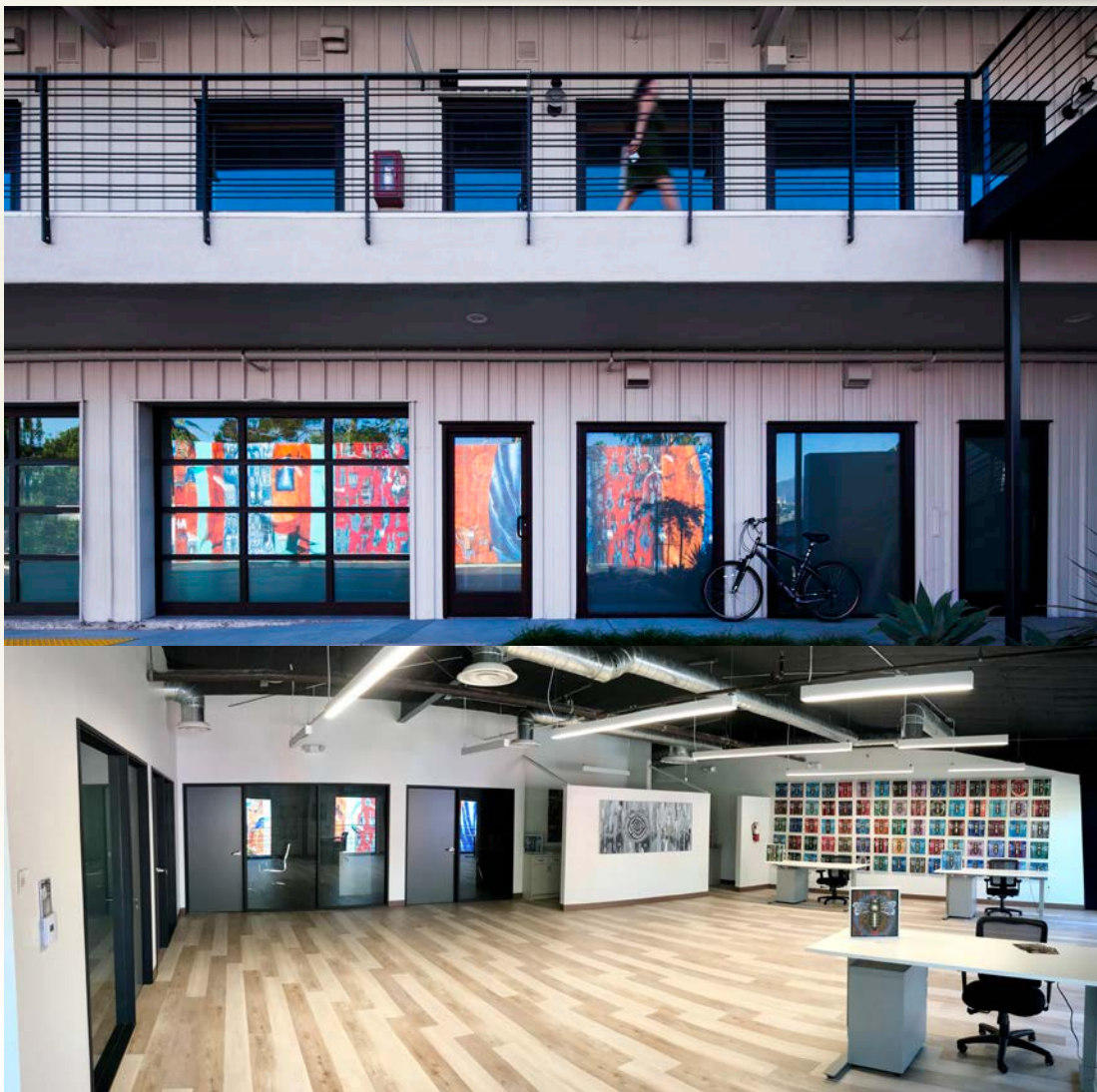
#### **Bob Tuler**

805.879.9605  
btuler@radiusgroup.com  
CA Lic. 00643325



# FOR LEASE :: "THE PLATFORM" DOWNTOWN MULTI-USE COMPLEX

126 E. HALEY ST. & 417 SANTA BARBARA ST. | SANTA BARBARA, CA 93101



## PROPERTY BRIEF

**The Platform** at Haley and Santa Barbara Streets is now one of downtown Santa Barbara's most sought-after new projects. With its ability to accommodate a broad range of uses—from industrial and warehouse to retail and creative office—and convenient location just a few blocks from State Street and the Funk Zone, **The Platform** showcases an eclectic mix of businesses offering a dynamic place to work and a vibrant new destination for customers and patrons. **The Platform's** massive renovation is now complete and has totally transform the look and feel of the property and the neighborhood. Please contact Listing Agents for details about this exciting new downtown multi-use project on one of the hottest corridors in the city.

## Property Specifics

Type:	Multi-Use	Available:	See Enclosed
Parking:	Approx. 2/1,000	CSO:	3%

## AVAILABLE

±2,268 SF (1st Flr. Corner Ind/Retail w/ Roll-up Door)	\$2.45/SF NNN (\$0.68)
±2,165 SF (2nd Flr. Office)	\$1.95/SF NNN (\$0.68)
±2,259 SF (2nd Flr. Office)	\$1.85/SF NNN (\$0.68)

Suites of ±3,400 SF, ±4,600 SF, ±5,600 SF and ±7,900 could also be accommodated. Contact Listing Agent.

The information provided here has been obtained from the owner of the property or from other sources deemed reliable. We have no reason to doubt its accuracy, but we do not guarantee it.

### Paul Gamberdella

805.879.9622  
pgamberdella@radiusgroup.com  
CA Lic. 01267748

### Gene Deering

805.879.9623  
gdeering@radiusgroup.com  
CA Lic. 01450943

### Bob Tuler

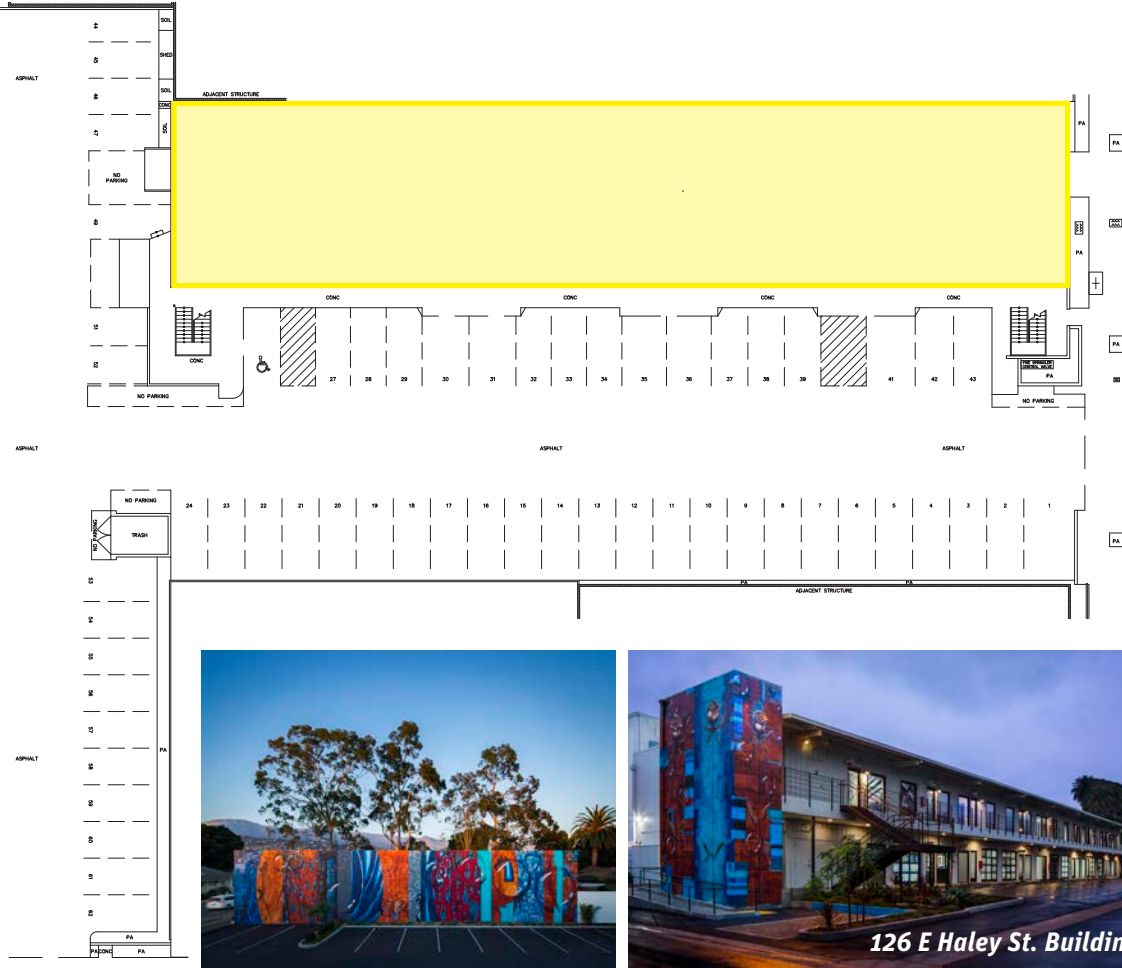
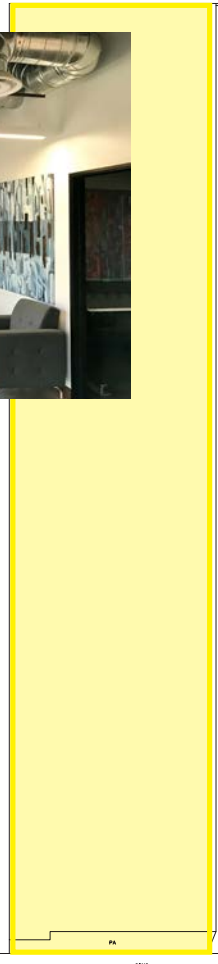
805.879.9605  
btuler@radiusgroup.com  
CA Lic. 00643325



# FOR LEASE :: "THE PLATFORM" DOWNTOWN MULTI-USE COMPLEX

126 E. HALEY ST. & 417 SANTA BARBARA ST. | SANTA BARBARA, CA 93101

## SITE PLAN



SANTA BARBARA STREET

**Paul Gamberdella**  
805.879.9622  
pgamberdella@radiusgroup.com  
CA Lic. 01267748

**Gene Deering**  
805.879.9623  
gdeering@radiusgroup.com  
CA Lic. 01450943

**Bob Tuler**  
805.879.9605  
btuler@radiusgroup.com  
CA Lic. 00643325

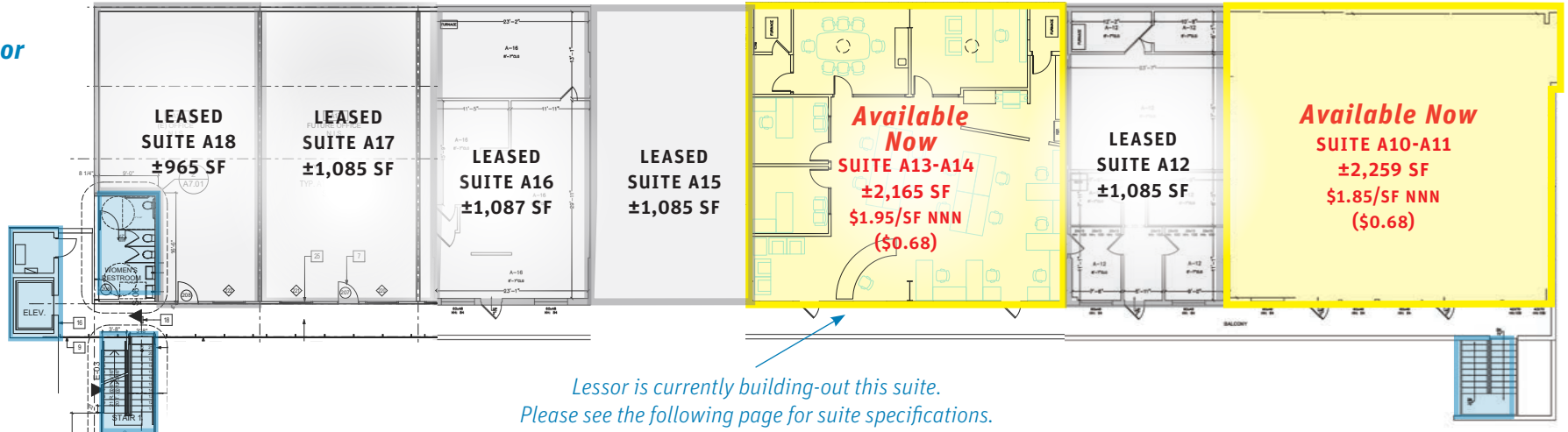


# FOR LEASE :: "THE PLATFORM" DOWNTOWN MULTI-USE COMPLEX

126 E. HALEY ST. & 417 SANTA BARBARA ST. | SANTA BARBARA, CA 93101

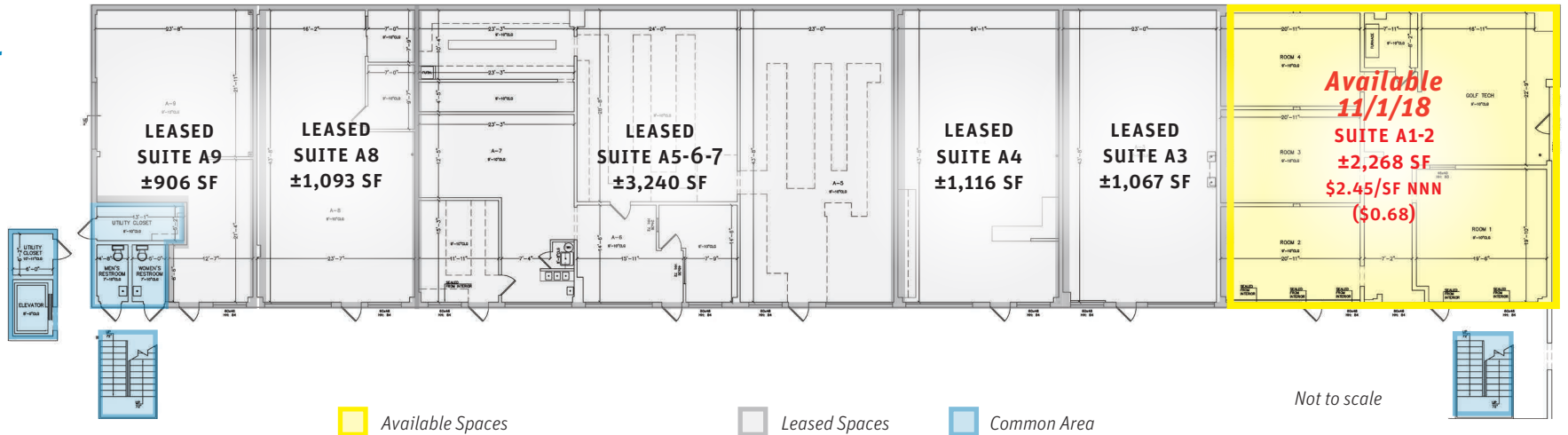
AVAILABLE | 126 E. HALEY ST. FLOOR PLAN

## 2nd Floor



Lessor is currently building-out this suite.  
 Please see the following page for suite specifications.

## 1st Floor



Available Spaces

Leased Spaces

Common Area

Not to scale

**Paul Gamberdella**

805.879.9622  
 pgamberdella@radiusgroup.com  
 CA Lic. 01267748

**Gene Deering**

805.879.9623  
 gdeering@radiusgroup.com  
 CA Lic. 01450943

**Bob Tuler**

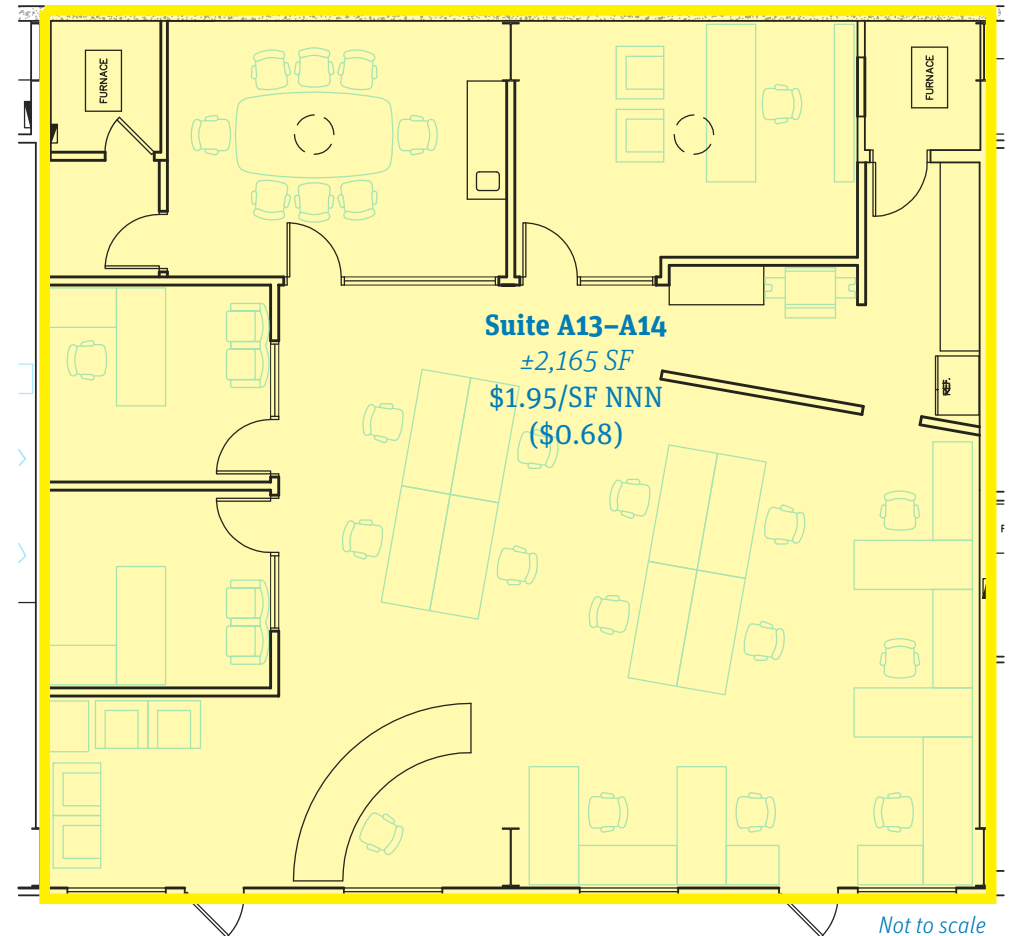
805.879.9605  
 btuler@radiusgroup.com  
 CA Lic. 00643325



# FOR LEASE :: "THE PLATFORM" DOWNTOWN MULTI-USE COMPLEX

126 E. HALEY ST. & 417 SANTA BARBARA ST. | SANTA BARBARA, CA 93101

## SUITE SPECIFICATIONS | SUITE A13-14



### Paul Gamberdella

805.879.9622  
pgamberdella@radiusgroup.com  
CA Lic. 01267748

### Gene Deering

805.879.9623  
gdeering@radiusgroup.com  
CA Lic. 01450943

### Bob Tuler

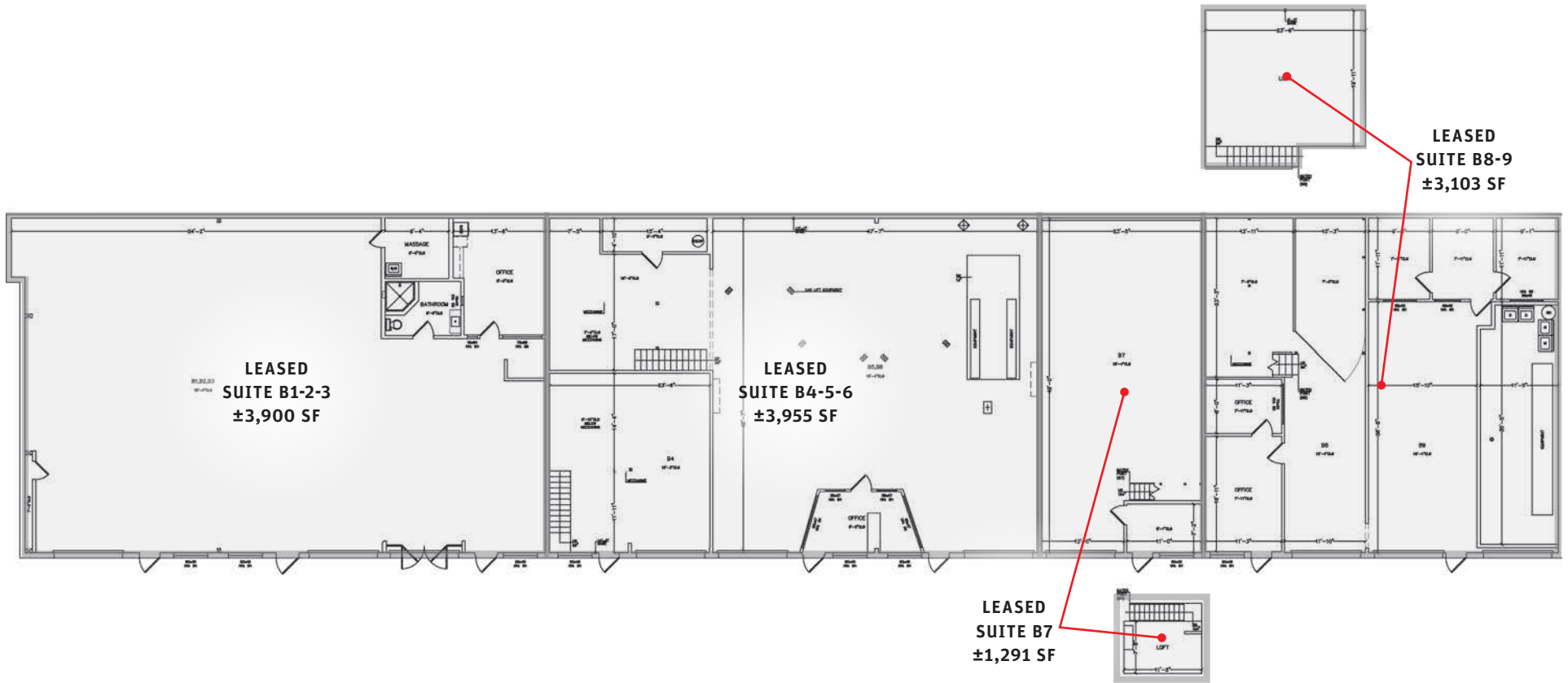
805.879.9605  
btuler@radiusgroup.com  
CA Lic. 00643325



# FOR LEASE :: "THE PLATFORM" DOWNTOWN MULTI-USE COMPLEX

126 E. HALEY ST. & 417 SANTA BARBARA ST. | SANTA BARBARA, CA 93101

## 417 SANTA BARBARA ST. FLOOR PLAN



▣ Leased Spaces

Not to scale

**Paul Gamberdella**  
805.879.9622  
pgamberdella@radiusgroup.com  
CA Lic. 01267748

**Gene Deering**  
805.879.9623  
gdeering@radiusgroup.com  
CA Lic. 01450943

**Bob Tuler**  
805.879.9605  
btuler@radiusgroup.com  
CA Lic. 00643325



# FOR LEASE :: "THE PLATFORM" DOWNTOWN MULTI-USE COMPLEX

126 E. HALEY ST. & 417 SANTA BARBARA ST. | SANTA BARBARA, CA 93101

LOCATION | DOWNTOWN SANTA BARBARA & THE FUNK ZONE



**Paul Gamberdella**

805.879.9622  
pgamberdella@radiusgroup.com  
CA Lic. 01267748

**Gene Deering**

805.879.9623  
gdeering@radiusgroup.com  
CA Lic. 01450943

**Bob Tuler**

805.879.9605  
btuler@radiusgroup.com  
CA Lic. 00643325



# FOR LEASE :: "THE PLATFORM" DOWNTOWN MULTI-USE COMPLEX

126 E. HALEY ST. & 417 SANTA BARBARA ST. | SANTA BARBARA, CA 93101

## Haley Street Corridor Surrounding Businesses

- 1 Carr Winery
- 2 Santa Barbara Design Center
- 3 Ace Hardware
- 4 The French Press
- 5 Smart & Final
- 6 Arnoldi's Cafe
- 7 Pure Order Brewing Co.
- 8 Telegraph Brewing Co.
- 9 Hofman Architecture
- 10 Paragon Academy Jiu Jitsu Boxing
- 11 Ooty's Scooters
- 12 Santa Barbara Dance Arts
- 13 Buena Onda
- 14 Bici Centro
- 15 ah juice
- 16 Art from Scrap
- 17 Antioch University
- 18 The Mill: Wildwood Kitchen, Potek Winery, Third Window Brewing Co.



### Paul Gamberdella

805.879.9622  
pgamberdella@radiusgroup.com  
CA Lic. 01267748

### Gene Deering

805.879.9623  
gdeering@radiusgroup.com  
CA Lic. 01450943

### Bob Tuler

805.879.9605  
btuler@radiusgroup.com  
CA Lic. 00643325







**Demographics, Tourism & Market Info.**

# FOR LEASE :: "THE PLATFORM" DOWNTOWN MULTI-USE COMPLEX

126 E. HALEY ST. & 417 SANTA BARBARA ST. | SANTA BARBARA, CA 93101

## MARKET OVERVIEW

### Santa Barbara | The American Riviera

Symbolizing the ultimate in casual California lifestyle, Santa Barbara is undoubtedly one of America's most desirable destinations to live and travel. Located on a pristine coastline approximately 337 miles south of San Francisco and 93 miles north of Los Angeles, Santa Barbara is nestled between the Pacific Ocean and the Santa Ynez Mountains on a stretch of coast known as the "American Riviera" because of its favorable Mediterranean climate.



With a population of approximately 92,000, Santa Barbara is both small and vibrant. Locals and visitors alike are drawn to the city's charming downtown and picturesque State Street with its rich Spanish architecture and historical sites, and wide variety of shops and galleries, numerous Zagat-rated restaurants, thriving open-air shopping centers like the famed Paseo Nuevo, pristine, sunny beaches and harbor, and countless other outdoor attractions including the Santa Barbara Zoo, Santa Barbara Mission, Stearns Wharf and Santa Barbara Museum of Natural History, to name just a few. Plus, with nearly 100 wineries within a short drive, Santa Barbara County is a world renowned wine region.



#### Paul Gamberdella

805.879.9622  
pgamberdella@radiusgroup.com  
CA Lic. 01267748

#### Gene Deering

805.879.9623  
gdeering@radiusgroup.com  
CA Lic. 01450943

#### Bob Tuler

805.879.9605  
btuler@radiusgroup.com  
CA Lic. 00643325



# FOR LEASE :: "THE PLATFORM" DOWNTOWN MULTI-USE COMPLEX

126 E. HALEY ST. & 417 SANTA BARBARA ST. | SANTA BARBARA, CA 93101

## MARKET OVERVIEW

### Economy

As a major travel destination, Santa Barbara's tourism and hospitality industry are vital components of the local economy, which also includes a very large service sector (nearly 35%), education, technology, health care, finance, agriculture, manufacturing, and local government. Education in particular is well-represented with five higher learning institutions including UCSB, Santa Barbara City College and Westmont College. Santa Barbara has a vibrant, growing tech industry, expanding hotels with over 500 new rooms coming online in the near future, and additional extensive development.

Rank	Employer	# Employees	Rank	Employer	# Employees
1	University of California, Santa Barbara	6,200	6	Raytheon	1,500
2	County of Santa Barbara	4,000	7	Sansum Clinic	1,500
3	Santa Barbara Cottage Hospital	2,500	8	City Of Santa Barbara	1,000
4	Santa Barbara City College	2,000	9	United States Postal Service	1,000
5	Santa Barbara School Districts	1,800	10	Union Bank	950



### Demographics

2015 Population	±91,842
2016 Population Density	±10,431 / sq. mile (1-mile radius)
2016 Est. Population	±32,756 (1-mile radius) ±92,606 (3-mile radius) ±115,992 (5-mile radius)
Annual Tourism	±6.1 million / yr.
Visitor-Related Spending	±1.5 billion / yr.
Households	±35,449
Age 0-18	±18.6%
Age 18-44	±42.0%
Age 44-64	±25.2%
Age 65+	±14.2%

#### Paul Gamberdella

805.879.9622  
pgamberdella@radiusgroup.com  
CA Lic. 01267748

#### Gene Deering

805.879.9623  
gdeering@radiusgroup.com  
CA Lic. 01450943

#### Bob Tuler

805.879.9605  
btuler@radiusgroup.com  
CA Lic. 00643325



# FOR LEASE :: “THE PLATFORM” DOWNTOWN MULTI-USE COMPLEX

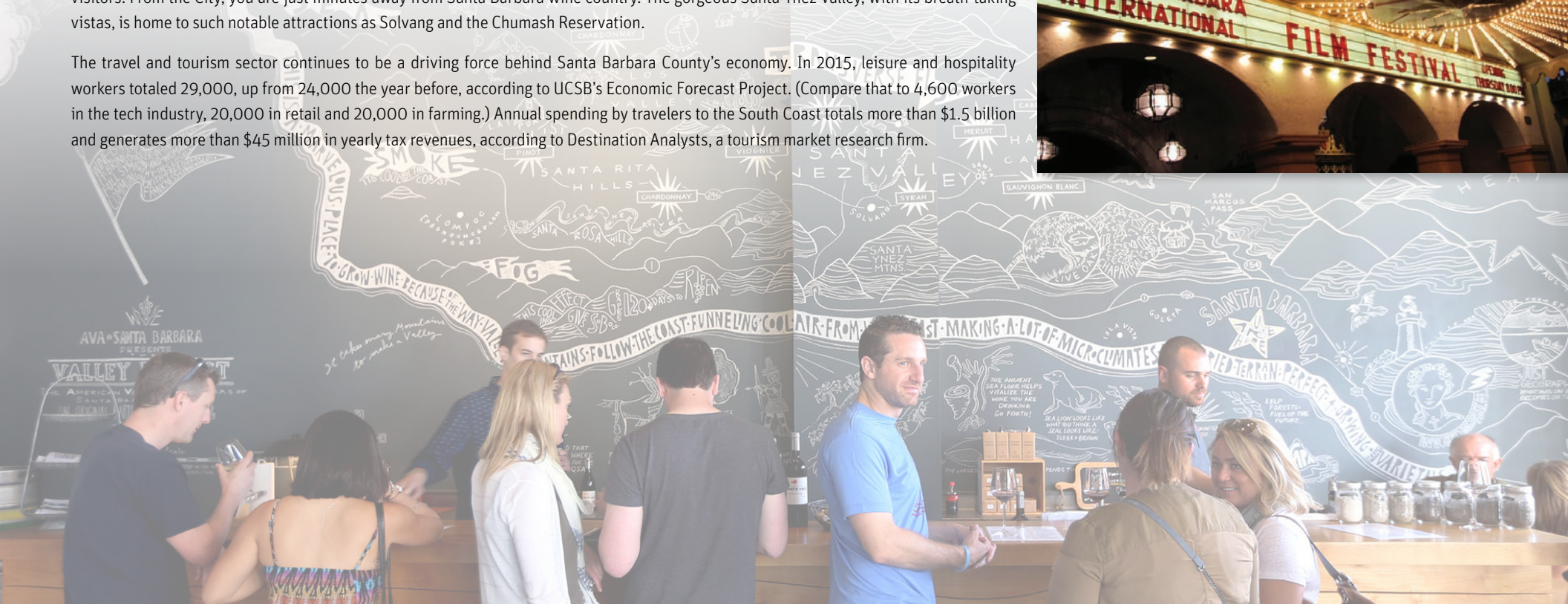
126 E. HALEY ST. & 417 SANTA BARBARA ST. | SANTA BARBARA, CA 93101

TOURISM

**Santa Barbara welcomes over 6.1 million tourist per year and approximately 30 cruise ships per year that generate over \$1.5 billion in visitor spending per year.** In 2016, twenty-nine cruise ships with a total of 80,831 passengers visited Santa Barbara.

Santa Barbara is sometimes referred to as the American Riviera. Its beautiful beaches, majestic mountains, and colorful culture make Santa Barbara a premier resort destination as well as an attraction for neighbor counties such as Ventura County (Population 839,620), San Luis Obispo County (Population 276,443) and Los Angeles County (Population 10.2 Million). World-class accommodations and dining await many visitors. From the City, you are just minutes away from Santa Barbara wine country. The gorgeous Santa Ynez Valley, with its breath-taking vistas, is home to such notable attractions as Solvang and the Chumash Reservation.

The travel and tourism sector continues to be a driving force behind Santa Barbara County's economy. In 2015, leisure and hospitality workers totaled 29,000, up from 24,000 the year before, according to UCSB's Economic Forecast Project. (Compare that to 4,600 workers in the tech industry, 20,000 in retail and 20,000 in farming.) Annual spending by travelers to the South Coast totals more than \$1.5 billion and generates more than \$45 million in yearly tax revenues, according to Destination Analysts, a tourism market research firm.



**Paul Gamberdella**

805.879.9622  
pgamberdella@radiusgroup.com  
CA Lic. 01267748

**Gene Deering**

805.879.9623  
gdeering@radiusgroup.com  
CA Lic. 01450943

**Bob Tuler**

805.879.9605  
btuler@radiusgroup.com  
CA Lic. 00643325



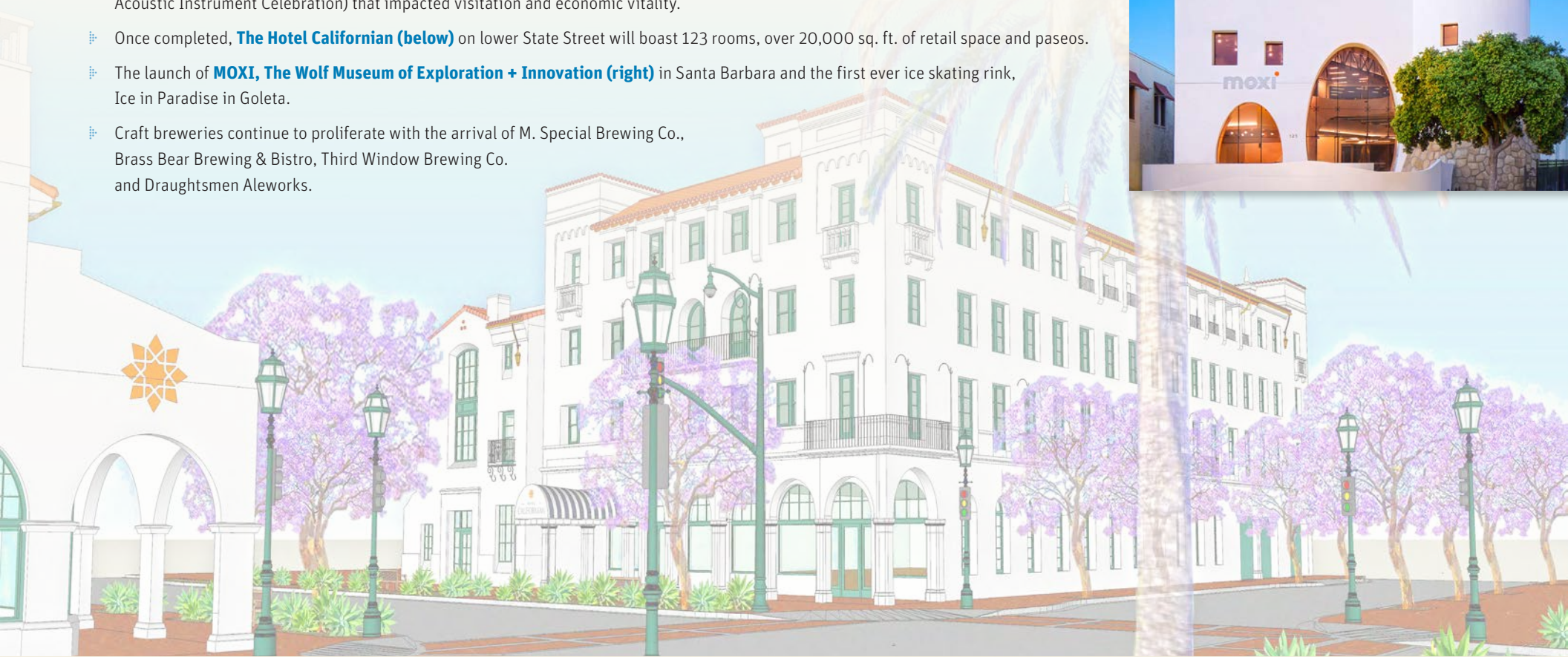
# FOR LEASE :: "THE PLATFORM" DOWNTOWN MULTI-USE COMPLEX

126 E. HALEY ST. & 417 SANTA BARBARA ST. | SANTA BARBARA, CA 93101

TOURISM

## 2017 Regional Highlights

- The launch of American Airlines' new nonstop flight from Dallas Fort-Worth to Santa Barbara.
- Development of new festivals and events (Santa Barbara 100, FestForward, International Wine Film Festival and Santa Barbara Acoustic Instrument Celebration) that impacted visitation and economic vitality.
- Once completed, **The Hotel Californian (below)** on lower State Street will boast 123 rooms, over 20,000 sq. ft. of retail space and paseos.
- The launch of **MOXI, The Wolf Museum of Exploration + Innovation (right)** in Santa Barbara and the first ever ice skating rink, Ice in Paradise in Goleta.
- Craft breweries continue to proliferate with the arrival of M. Special Brewing Co., Brass Bear Brewing & Bistro, Third Window Brewing Co. and Draughtsmen Aleworks.



**Paul Gamberdella**

805.879.9622  
pgamberdella@radiusgroup.com  
CA Lic. 01267748

**Gene Deering**

805.879.9623  
gdeering@radiusgroup.com  
CA Lic. 01450943

**Bob Tuler**

805.879.9605  
btuler@radiusgroup.com  
CA Lic. 00643325

