

Pacific CITY

HUNTINGTON BEACH, CA



HUNTINGTON BEACH **ORANGE COUNTY, CA**

HUNTINGTON BEACH IS **CENTRALLY LOCATED** ONLY ONE HOUR FROM DOWNTOWN LOS ANGELES AND 1.5 HOURS FROM SAN DIEGO.

HUNTINGTON BEACH HOLDS THE **FOURTH LARGEST POPULATION** IN ORANGE COUNTY AT NEARLY **200,000 RESIDENTS**.

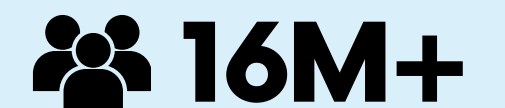
USA TODAY NAMES HUNTINGTON BEACH AS THE **BEST CALIFORNIA BEACH CITY**.

KNOWN AS SURF CITY USA, HUNTINGTON BEACH HOSTS MORE THAN **50 SURF CONTESTS EACH YEAR** INCLUDING THE LEGENDARY U.S. OPEN OF SURFING, ATTRACTING THOUSANDS OF ANNUAL TOURISTS.



7%

INCREASE IN HOME
VALUES OVER THE
PAST YEAR




16M+

VISITORS EACH
YEAR

THE HUB OF RESIDENTIAL & TOURISM


HUNTINGTON BEACH
INTERNATIONAL SURFING MUSEUM

THE RESIDENCES AT PACIFIC CITY
- 516 APARTMENTS & CONDOS
- 6 BUILDINGS


SURF CITY BEACH COTTAGES
- 80+ HOMES

EOUINOX
 *free people*
 SEPHORA
PACIFIC CITY

PASÉA
HOTEL & SPA™
250-ROOM LUXURY HOTEL

 CPD - 39,682
THE LONGEST STATE ROUTE IN
CALIFORNIA STRETCHING ALONG
THE PACIFIC COASTLINE

 The Waterfront
Beach Resort
290-ROOM LUXURY RESORT WITH
6 BALLROOMS

PACIFIC CITY IS SITUATED ON PACIFIC COAST
HIGHWAY, PROVIDING EFFORTLESS ACCESSIBILITY
FOR ITS CONSUMERS, SURROUNDING RESIDENTS
AND TOURISTS.

WELCOME TO PACIFIC CITY



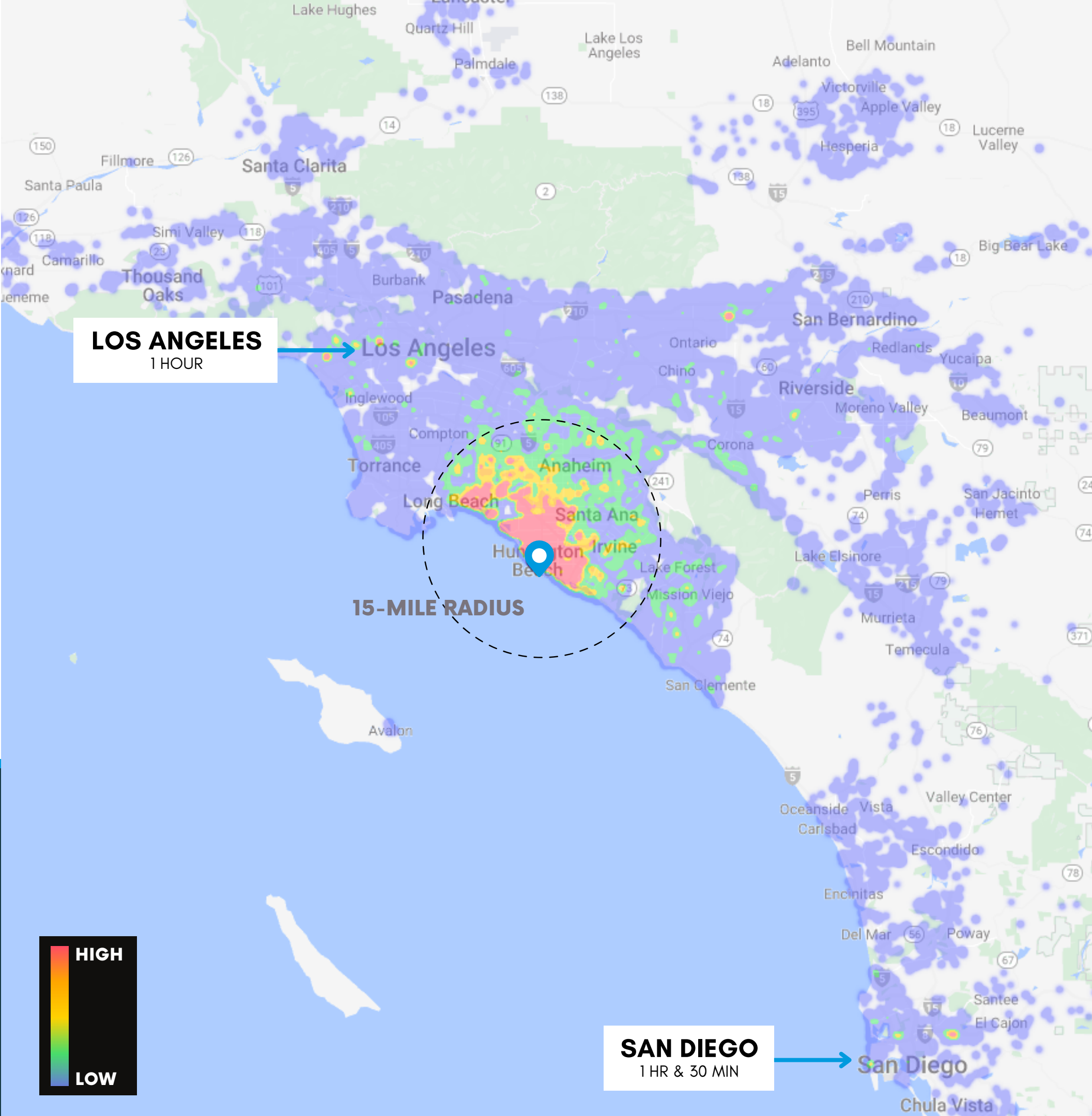
TRAFFIC DATA

Annual Number of Visits	3.2M
Annual Avg. Visit Frequency	2.42
Avg. Dwell Time	82 MINS

TRUE TRADE AREA DEMOGRAPHICS

Population	1.7M
Daytime Population	2.1M
Households	569,203
Family Households	369,282
Average HHI	\$131,000
College Degree+	69%

15,500+ HOUSEHOLDS
WITHIN 5 MILES OF PACIFIC CITY
EARN \$200K OR HIGHER





OUR CORE CUSTOMER

DATA BASED ON 40% OF TRADE AREA

SPENDING PATTERNS

Avg. Household Income	\$139,693	ABOVE U.S. AVERAGE +1.4X
Household Income \$500K+	3.5%	+2.6X
Avg. Discretionary Income	\$69,759	+1.3X
Discretionary Income \$150K+	4.4%	+1.7X

PSYCHOGRAPHICS

BOOMING WITH CONFIDENCE 28%

Prosperous, established couples in their peak earning years living in suburban homes.

SIGNIFICANT SINGLES 10%

Diversely aged singles earning mid-scale incomes supporting active city styles of living

POWER ELITE 8.6%

The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer.



OUR CORE CUSTOMERS ARE IDENTIFIED AS SOME OF THE MOST AFFLUENT PSYCHOGRAPHIC SEGMENTS IN PLACER.AI.



PROVEN PERFORMANCE & EXCLUSIVITY

PACIFIC CITY IS HOME TO SOME OF THE **HIGHEST-PERFORMING** BRANDS IN THE STATE AVERAGING **\$790 PSF** IN ANNUAL CENTER SALES.

FOUR **ONE-OF-A-KIND EXCLUSIVE** RESTAURANTS - THE BRANT KITCHEN AND BAR, KAI MODERN JAPANESE, NARDO ITALIAN KITCHEN, AND BLUEGOLD & LSXO.

RAD BIKES **ONLY LOCATION** IN LOS ANGELES AND ORANGE COUNTY.

BRANDY MELVILLE
TOP PERFORMING
STORE OF CHAIN

URBAN OUTFITTERS
#1 OF 19 IN STATE
BASED ON VISITS



ARTISAN MARKET



PETTING ZOO



KIDS CLUB

MORE THAN 300 EVENTS EACH YEAR WITH THOUSANDS OF ATTENDEES



ART WALK



ARTS & CRAFTS



READING REEF STORY TIME



INSTA-WORTHY

MORE THAN 87.4K POSTS ON INSTAGRAM MENTION PACIFIC CITY

NATIONAL LEASING

GLENN ROSEN

GROSEN@CENTENNIALREC.COM

310.597.0505

LOCAL LEASING, NATIONAL POP UPS, ADVERTISING & EVENT TOURS

BIL INGRAHAM

BINGRAHAM@CENTENNIALREC.COM

773.715.1194



 GOPACIFICCITY.COM

