



Pacific
CITY

TWO-STORY OPEN-AIR LIFESTYLE CENTER

21010 Pacific Coast Hwy
Huntington Beach, CA 92648



Centennial

Pacific
CITY

21022

OLD CROW SMOKEHOUSE

WAYS & MEANS

10

HUNTINGTON BEACH

orange county, ca

Pacific City is a premier oceanfront shopping, dining and entertainment destination in Huntington Beach boasting prime location in Southern California, just one hour from downtown L.A, and approximately 90 miles from San Diego.

ABOUT THE AREA

BEST PLACE TO LIVE

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

BOOMING POPULATION

HUNTINGTON BEACH IS ONE OF THE LARGEST POPULATIONS IN ORANGE COUNTY WITH NEARLY 200K RESIDENTS.

MAJOR TOURISM HUB

WITH 11M+ VISITORS EACH YEAR, HUNTINGTON BEACH IS KNOWN AS SURF CITY USA HOSTING 50+ SURF CONTESTS ANNUALLY, INCLUDING THE LEGENDARY U.S. OPEN OF SURFING.




HUNTINGTON BEACH INTERNATIONAL SURFING MUSEUM

THE RESIDENCES AT PACIFIC CITY
- 516 APARTMENTS + CONDOS

SURF CITY BEACH COTTAGES
- 80+ HOMES

PACIFIC CITY

PASÉA
HOTEL & SPA™
250-ROOM LUXURY HOTEL

 **CPD - 43,744**
THE LONGEST STATE ROUTE IN CALIFORNIA STRETCHING ALONG THE PACIFIC COASTLINE

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

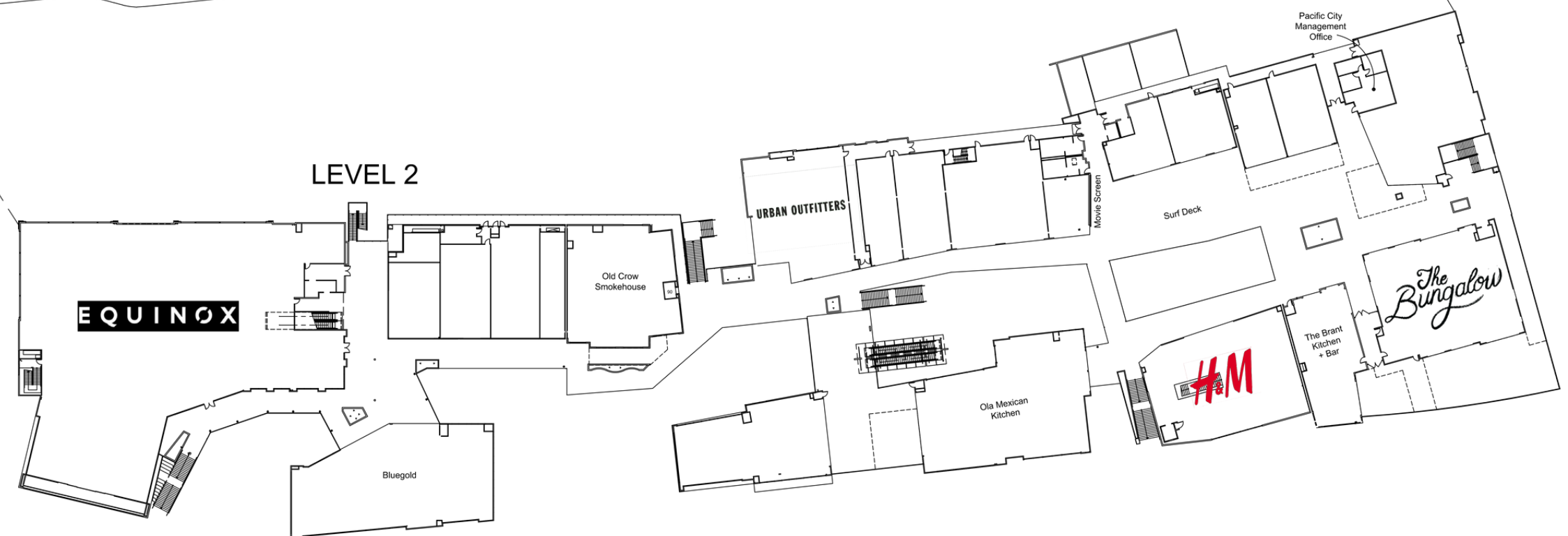
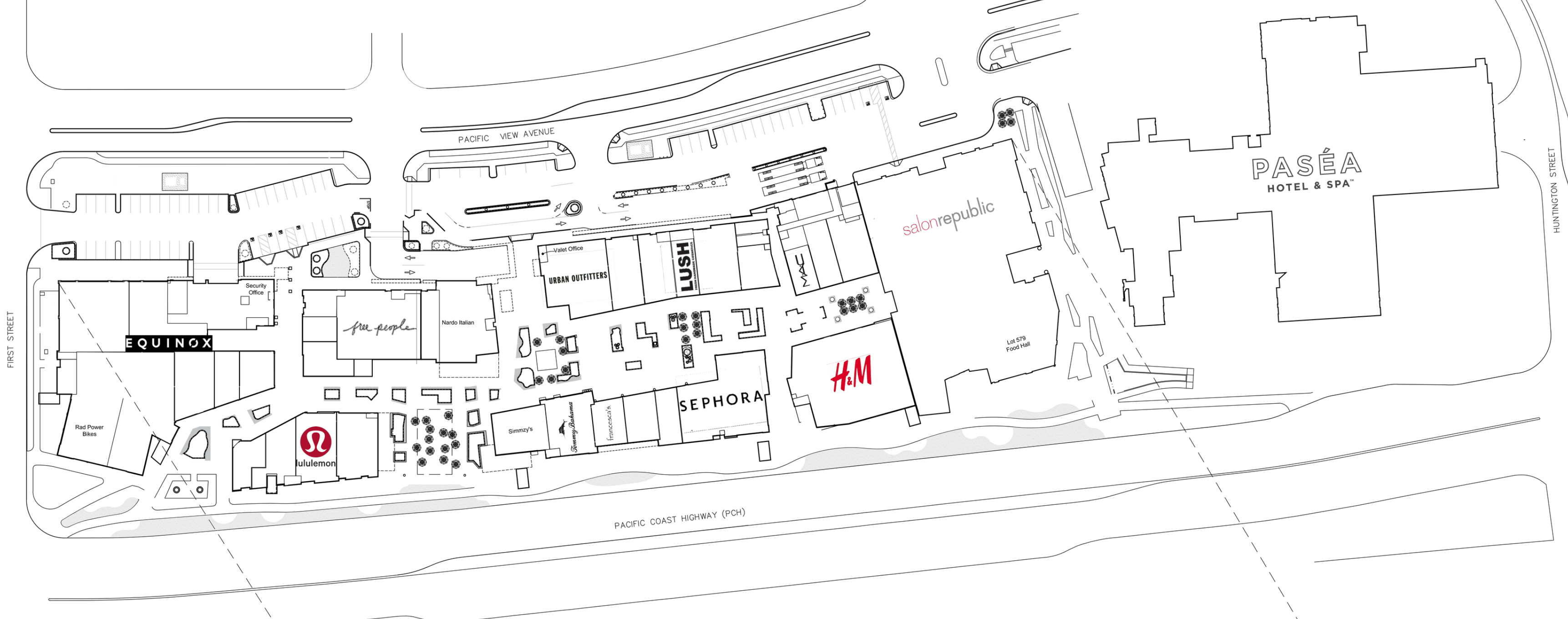
the hub of residential & tourism

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



WELCOME TO PACIFIC CITY



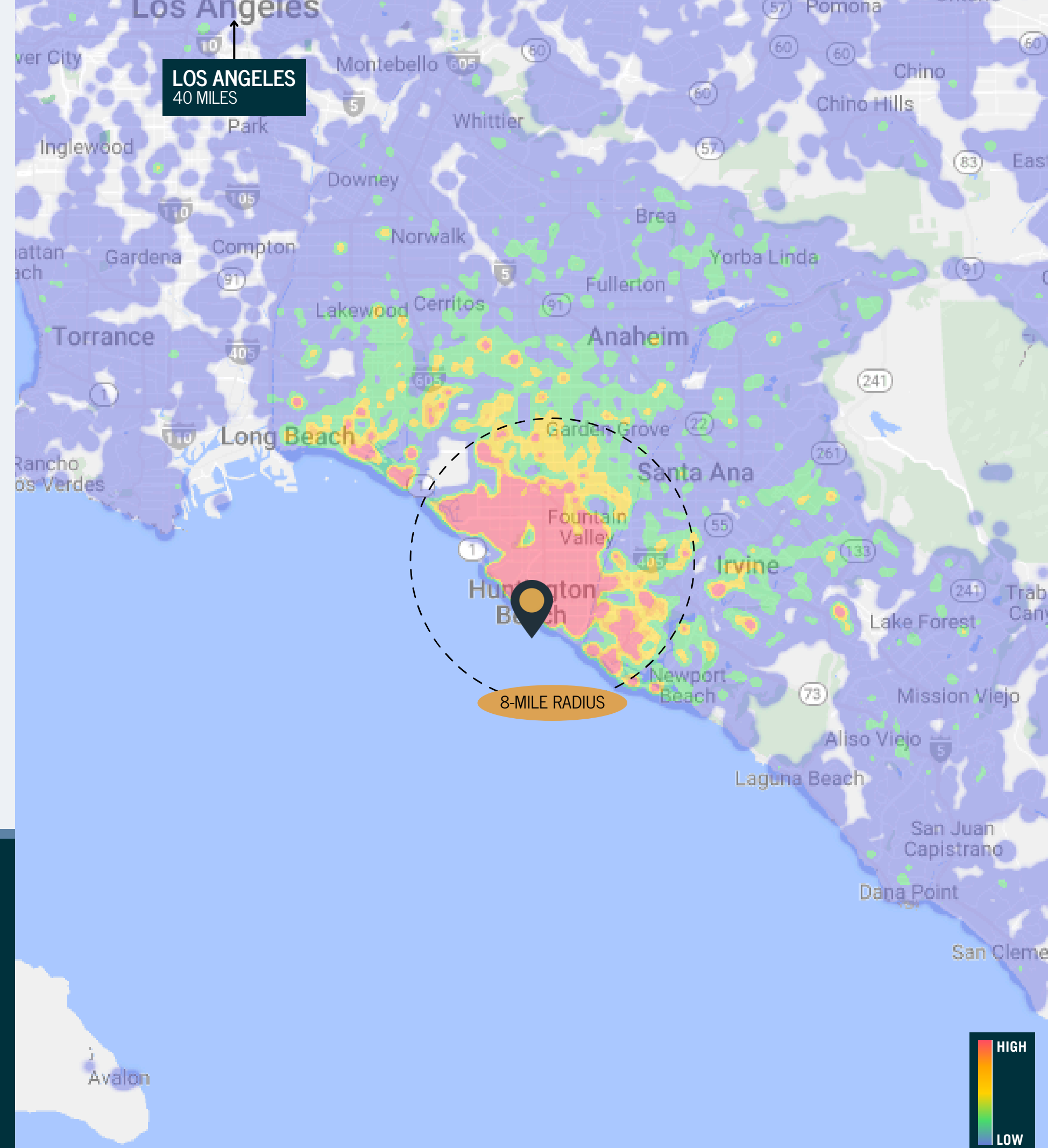


traffic data

Annual Visits	2.9M
Annual Avg. Visit Frequency	2.36
Avg. Dwell Time	69 MINS

TRADE AREA DEMOGRAPHICS

Population	1.7M	Average HHI	\$132,290
Daytime Population	2M	HHI \$200K+	19%
Households	607,080	College Degree+	69%
Family Households	394,224		
Millennials	23%		
Gen X	20%		



8,875+ HOUSEHOLDS WITHIN 5 MILES
EARN \$250K OR HIGHER EACH YEAR IN HHI



our core customer

PSYCHOGRAPHICS

Booming with Confidence **31%**
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

Thriving Boomers **8%**
Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes

SPENDING PATTERNS

Household Income \$500K+ **4%**
Avg. Discretionary Income **\$76,093**
Discretionary Income \$150K+ **7%**



OUR CORE CUSTOMERS ARE IDENTIFIED AS **SOME OF THE MOST AFFLUENT HOUSEHOLDS IN THE NATION ACCORDING TO PLACER.AI**



proven performance & exclusivity

Pacific City is home to some of the highest-performing brands in the state averaging \$790 per square foot in annual center sales.

EXCLUSIVITY

FOUR 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
WITHIN ENTIRE CHAIN

URBAN OUTFITTERS
#3 OF 20 IN STATE
BASED ON VISITS



MORE THAN 300 EVENTS EACH YEAR WITH THOUSANDS OF ATTENDEES



keepingupwiththecs
Pacific City

Follow

3 likes
keepingupwiththecs... more
September 11

greciii
Pacific City

Follow

4,540 likes
greciii Hi 🥰❤️
May 28

mtelly
Pacific City

Follow

2,751 likes
mtelly When your bestie's baby is your baby's bestie... more
April 9

brettsimpson
Pacific City

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848 likes
18 comments
brettsimpson Surfs UPI
March 9

andres.atayde
Pacific City

Follow

230 likes
andres.atayde Disfrutamos esté bien o mal... more
May 16 · See translation



INSTA-WORTHY

MORE THAN 89.1K POSTS ON INSTAGRAM MENTION PACIFIC CITY



Pacific
CITY

NATIONAL LEASING

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**LOCAL LEASING, NATIONAL POP UPS, ADVERTISING
& EVENT TOURS**

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