



Pacific  
CITY

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TWO-STORY OPEN-AIR LIFESTYLE CENTER

21010 Pacific Coast Hwy  
Huntington Beach, CA 92648



Centennial **nuveen**



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# HUNTINGTON BEACH

## orange county, ca

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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

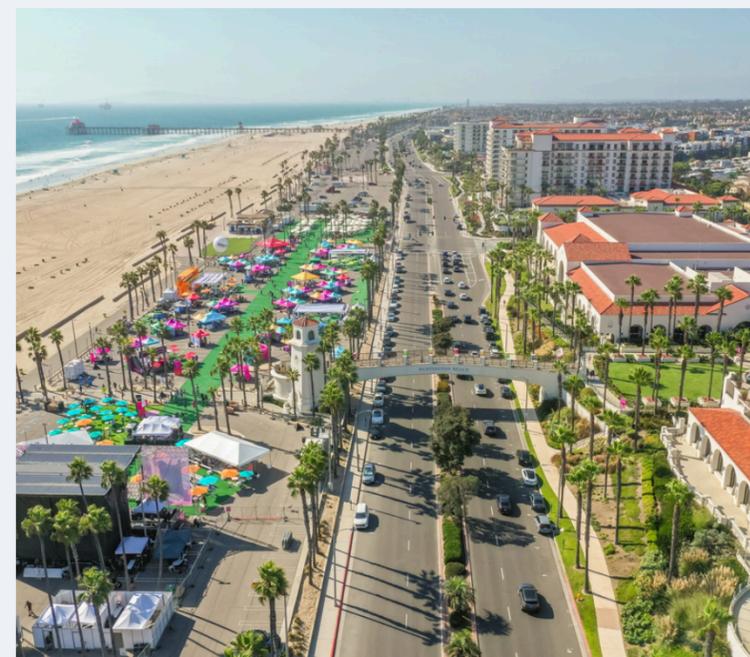
USA TODAY NAMES HUNTINGTON BEACH AS THE BEST CALIFORNIA BEACH CITY.

#### 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

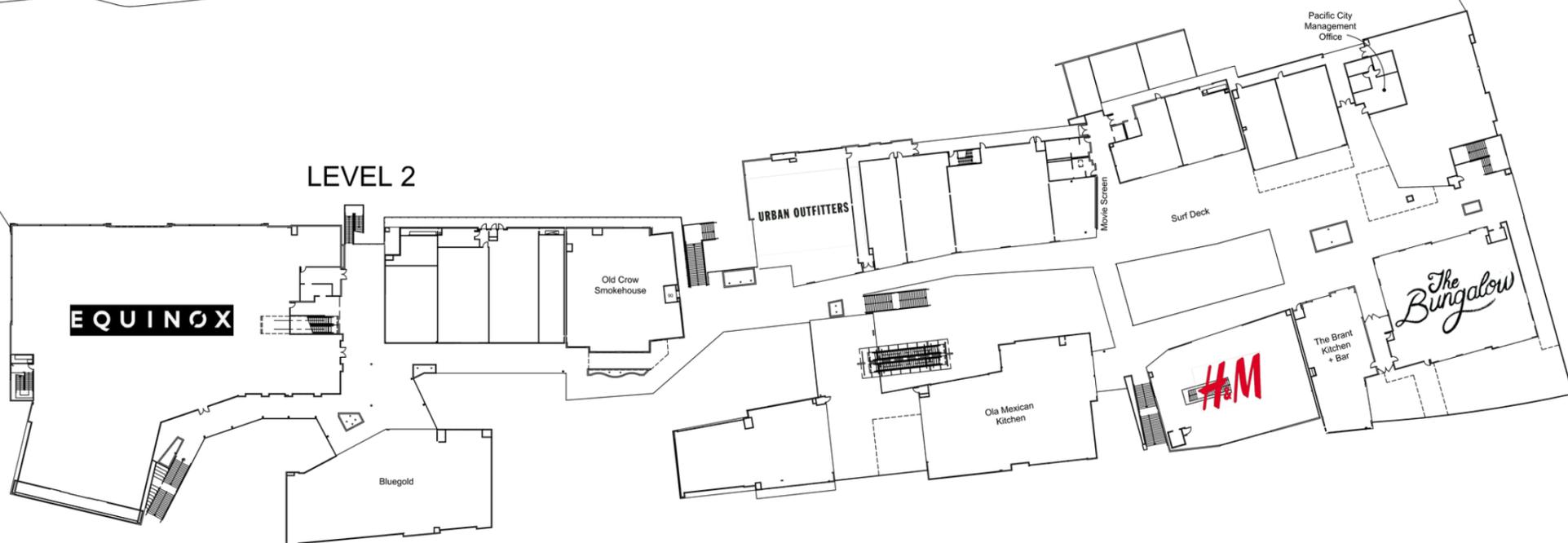
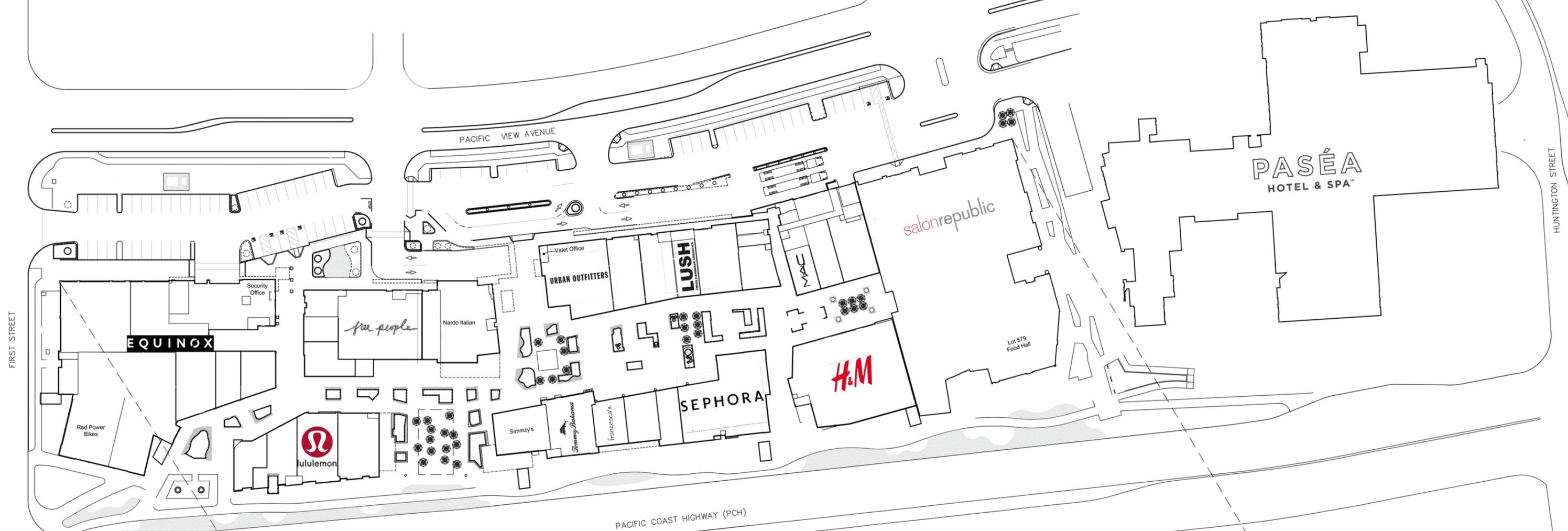
PACIFIC CITY IS SITUATED ON PACIFIC COAST HIGHWAY, PROVIDING EFFORTLESS ACCESSIBILITY FOR ITS CONSUMERS, SURROUNDING RESIDENTS AND TOURISTS.



WELCOME TO PACIFIC CITY



# site plan

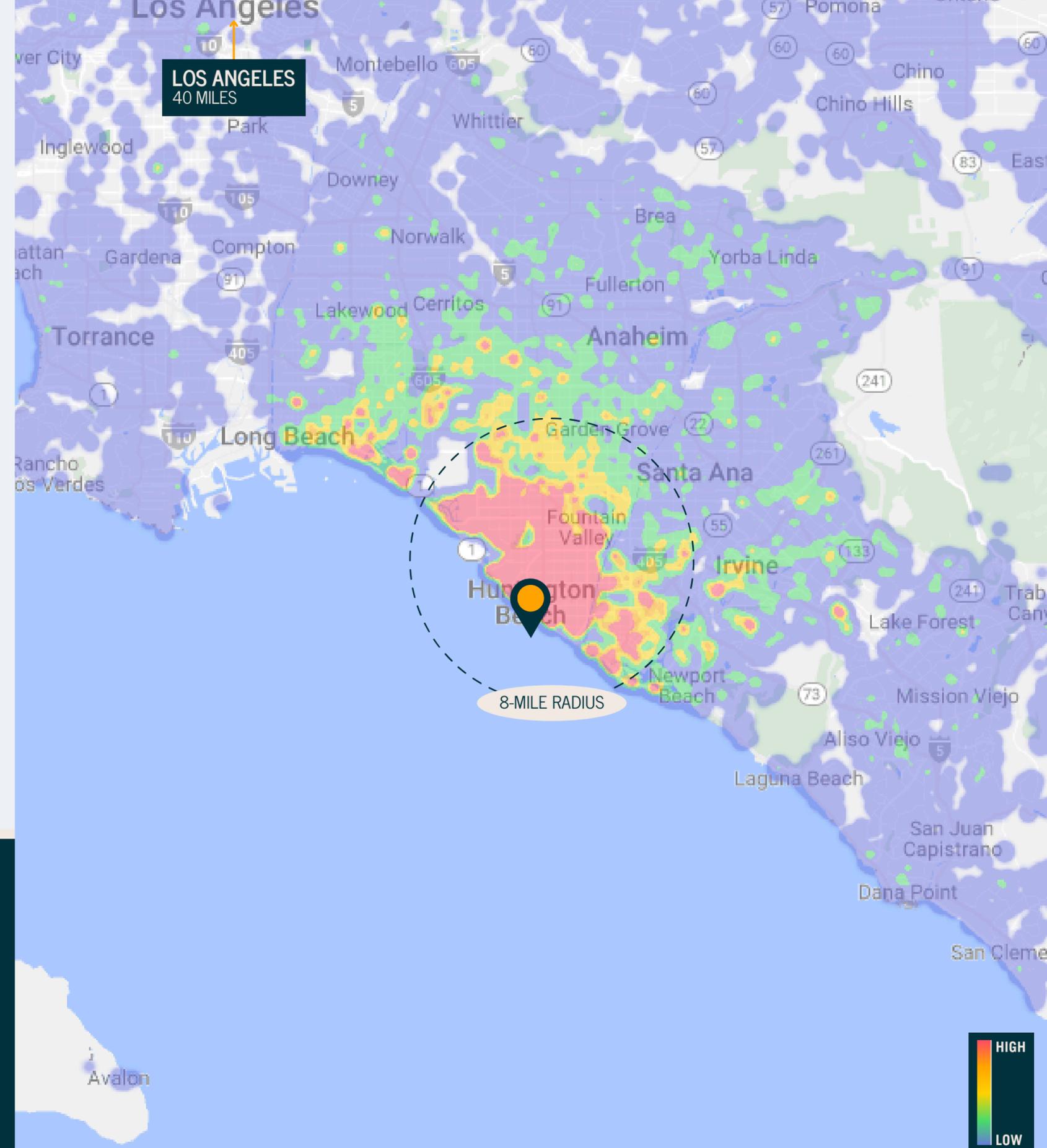


# traffic data

Annual Visits	<b>2.9M</b>
Annual Avg. Visit Frequency	<b>2.36</b>
Avg. Dwell Time	<b>69 MINS</b>

## TRADE AREA DEMOGRAPHICS

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



**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

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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

Follow

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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## GENERAL INQUIRIES

RETAIL.LEASING@NUVEEN.COM

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

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