

A wide-angle photograph of the Pacific City lifestyle center. The scene features a two-story building with a white gabled roof and a sign that reads "Pacific CITY" and "21022". Below the main sign, there is a balcony with a red and white striped awning and a sign that says "OLD CROW SMOKEHOUSE". The ground floor has large glass windows and doors. In the foreground, there is an outdoor seating area with several round tables, white chairs, and red and white striped umbrellas. People are sitting at the tables and on a wooden deck in the foreground. The sky is clear and blue. The overall atmosphere is bright and sunny.

Pacific CITY

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

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

PACIFIC CITY

SURF CITY BEACH COTTAGES
- 80+ HOMES

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

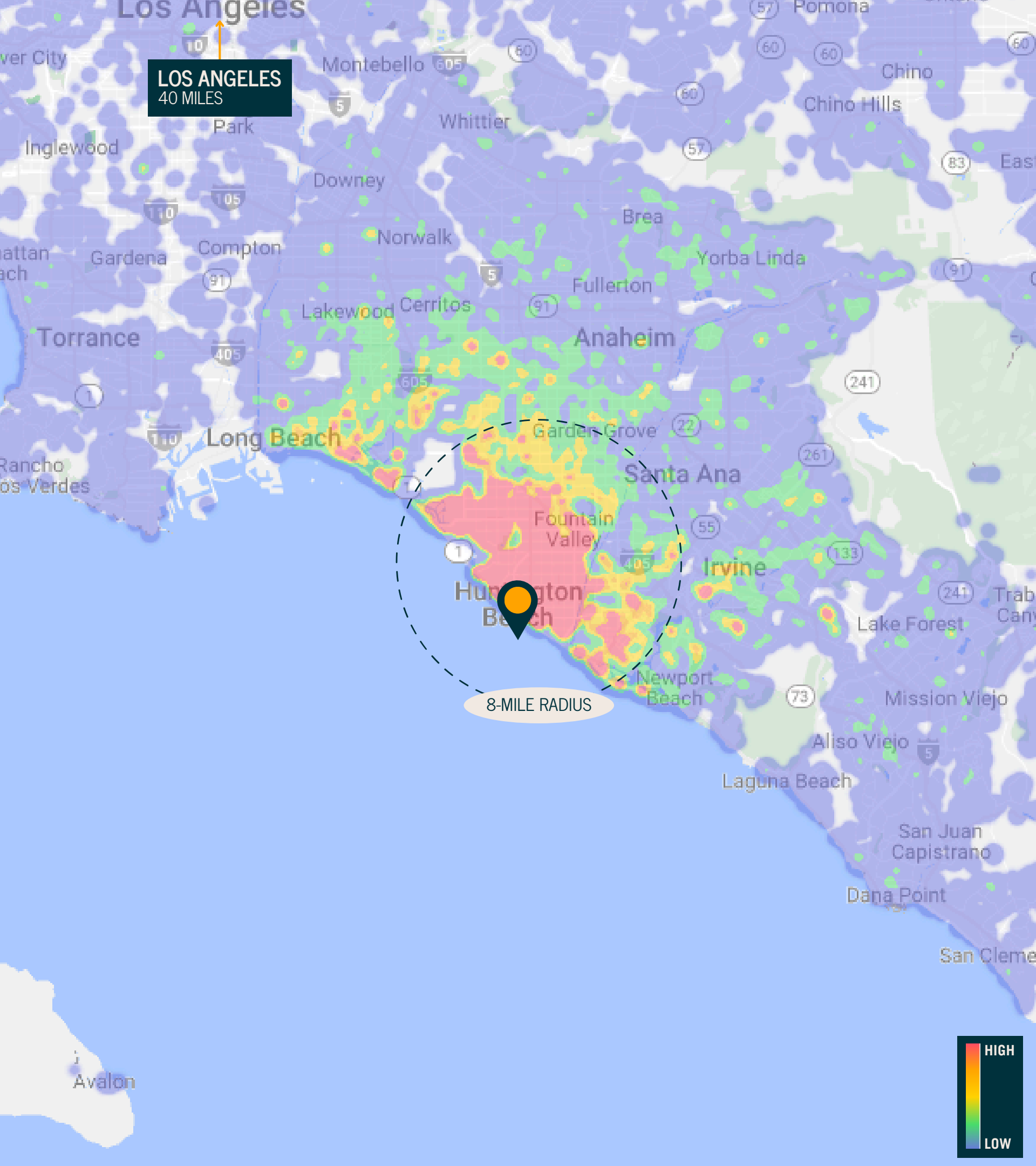
Annual Visits	2.9M
Annual Avg. Visit Frequency	2.5
Avg. Dwell Time	71 MINS

TRADE AREA DEMOGRAPHICS

Population	1.7M	Average HHI	\$162,000
Daytime Population	2M	HHI \$200K+	20%
Households	611,069	College Degree+	70%
Family Households	390,545		
Millennials	24%		
Gen X	20%		



9,440+ 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	11%
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	\$82,655
Discretionary Income \$150K+	13%



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
#2 OF 19 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

An aerial photograph of the Pacific City mall in Huntington Beach, California. The mall is a large, modern building with a flat roof and multiple wings. The name "Pacific CITY" is visible on the side of the building. In the background, there is a sandy beach, palm trees, and the ocean. A pier extends into the water in the distance. The sky is clear and blue.

Pacific CITY

NATIONAL LEASING

GLENN ROSEN
GROSEN@CENTENNIALREC.COM
310.597.0505

SADE HOLZ
SHOLZ@CENTENNIALREC.COM
714.587.4041

LOCAL LEASING, NATIONAL POP UPS, ADVERTISING & EVENT TOURS

BIL INGRAHAM
BINGRAHAM@CENTENNIALREC.COM
773.715.1194

GENERAL INQUIRIES

RETAIL.LEASING@NUVEEN.COM



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