

Pacific
CITY

21022

Pacific
CITY

TWO-STORY OPEN-AIR LIFESTYLE CENTER

21010 Pacific Coast Hwy
Huntington Beach, CA 92648



Centennial

nuveen

11

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

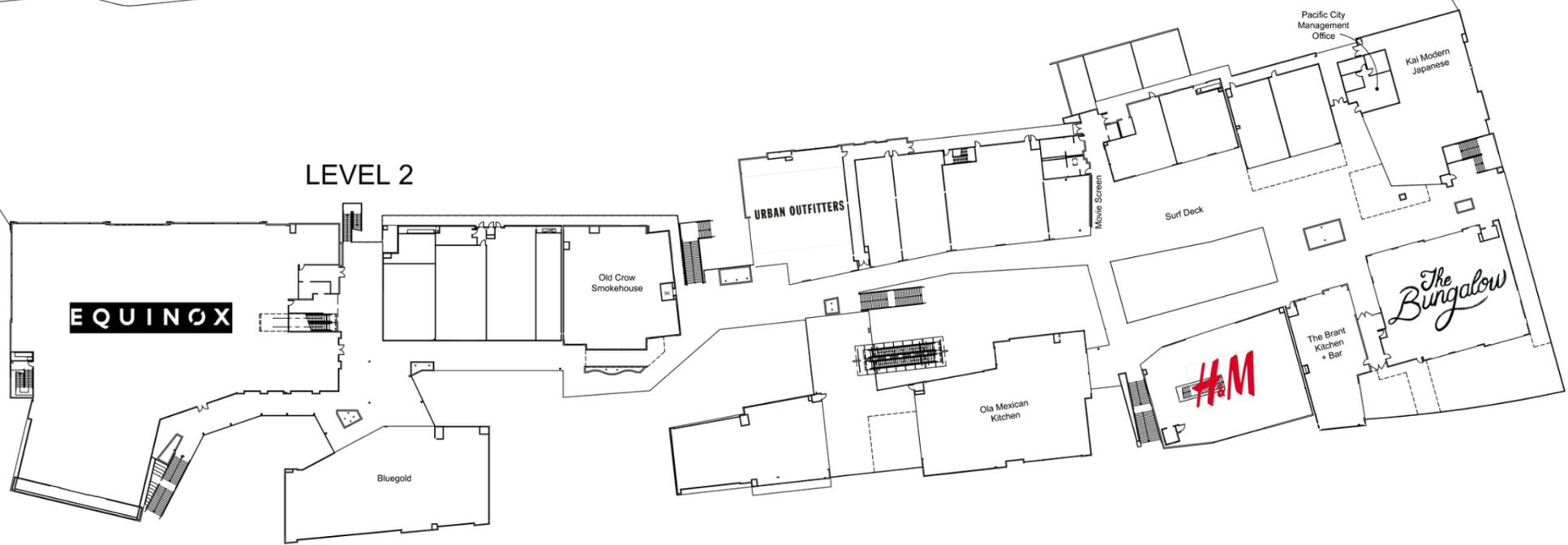
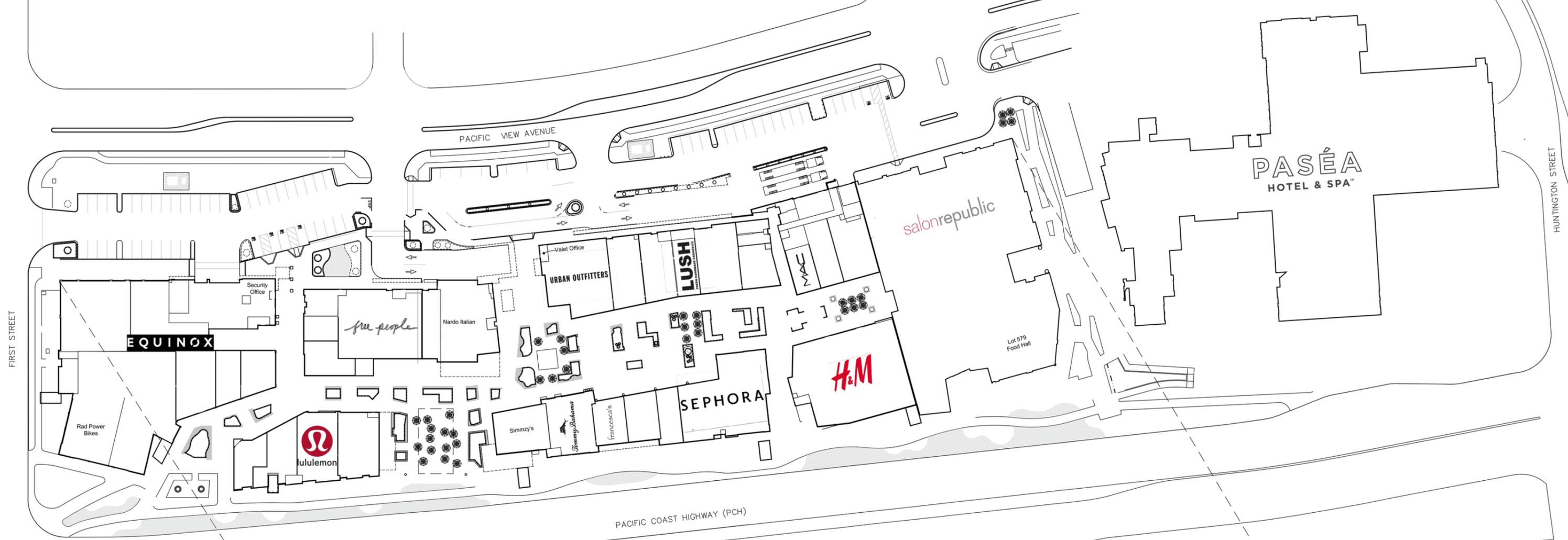
PACIFIC CITY IS SITUATED ON PACIFIC COAST HIGHWAY, PROVIDING EFFORTLESS ACCESSIBILITY FOR ITS CONSUMERS, SURROUNDING RESIDENTS AND TOURISTS.



WELCOME TO PACIFIC CITY



site plan

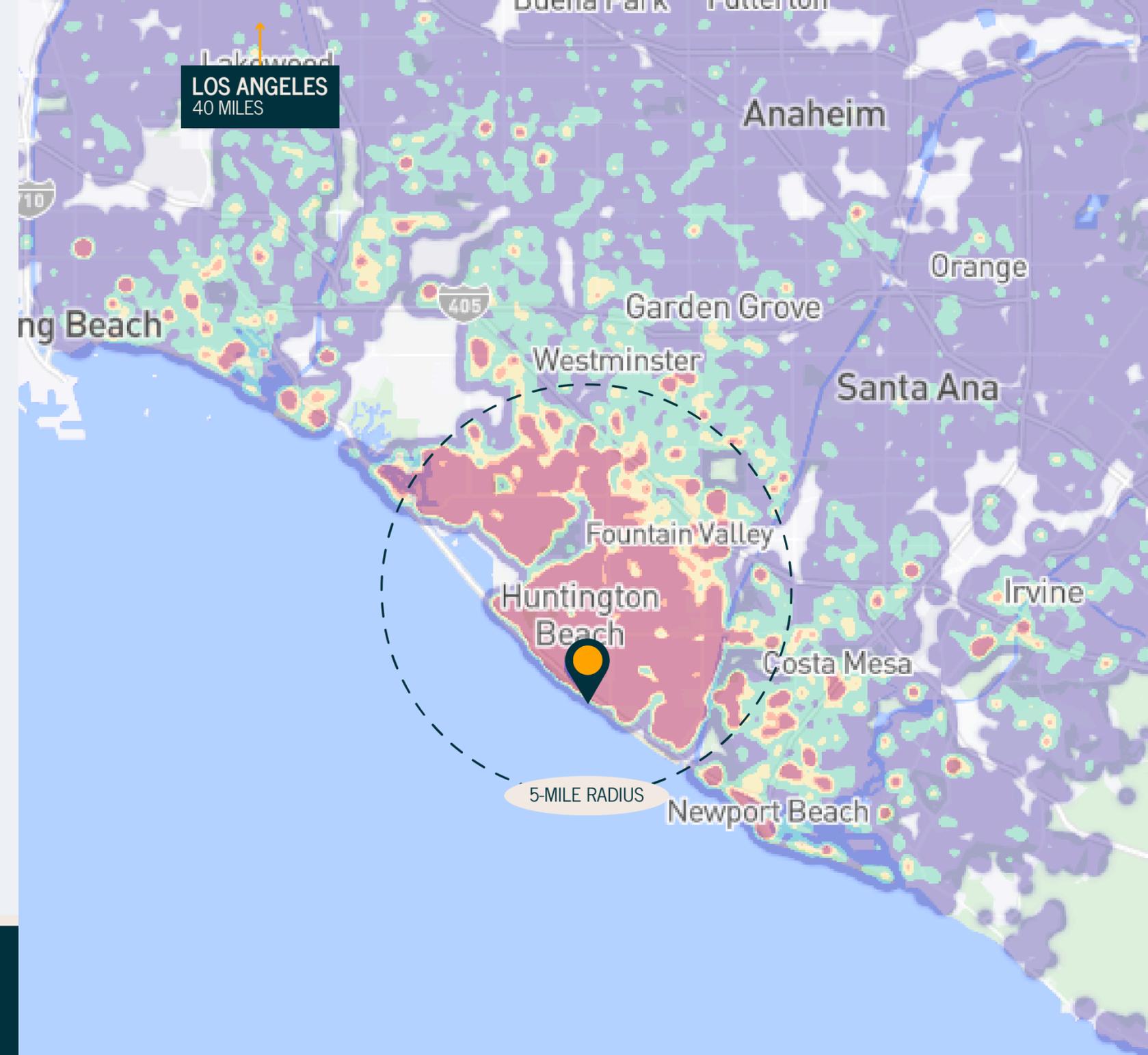


traffic data

Annual Visits	2.9M
Annual Avg. Visit Frequency	2.6
Avg. Dwell Time	70 MINS

TRADE AREA DEMOGRAPHICS

Population	1.6M	Average HHI	\$162,000
Daytime Population	1.9M	HHI \$200K+	20%
Households	578,326	College Degree+	70%
Family Households	360,945		
Millennials	24%		
Gen X	19%		



9,440+ HOUSEHOLDS WITHIN 5 MILES
EARN \$250K OR HIGHER EACH YEAR IN HHI





our core customer

PSYCHOGRAPHICS

Wealthy Suburban Families **24%**

Wealthy and diverse suburban families living children-driven lifestyles

Young Professionals **18%**

Well-educated young professionals starting their careers in white-collar or technical jobs.

Ultra Wealthy Families **16%**

The nation's wealthiest families.

SPENDING PATTERNS

Household Income \$500K+ **4%**

Avg. Discretionary Income **\$83,454**

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 18 IN STATE
BASED ON VISITS



MORE THAN 300 EVENTS EACH YEAR WITH THOUSANDS OF ATTENDEES



keepingupwiththecs
Pacific City

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3 likes
keepingupwiththecs... more
September 11

greciii
Pacific City

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4,540 likes
greciii Hi 🥰❤️
May 28

mtelly
Pacific City

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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

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

