

Pacific
CITY

21022

Pacific CITY

TWO-STORY OPEN-AIR LIFESTYLE CENTER

21010 Pacific Coast Hwy
Huntington Beach, CA 92648

 Centennial
Powered by Lincoln

nuveen

111

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 - 37,812
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

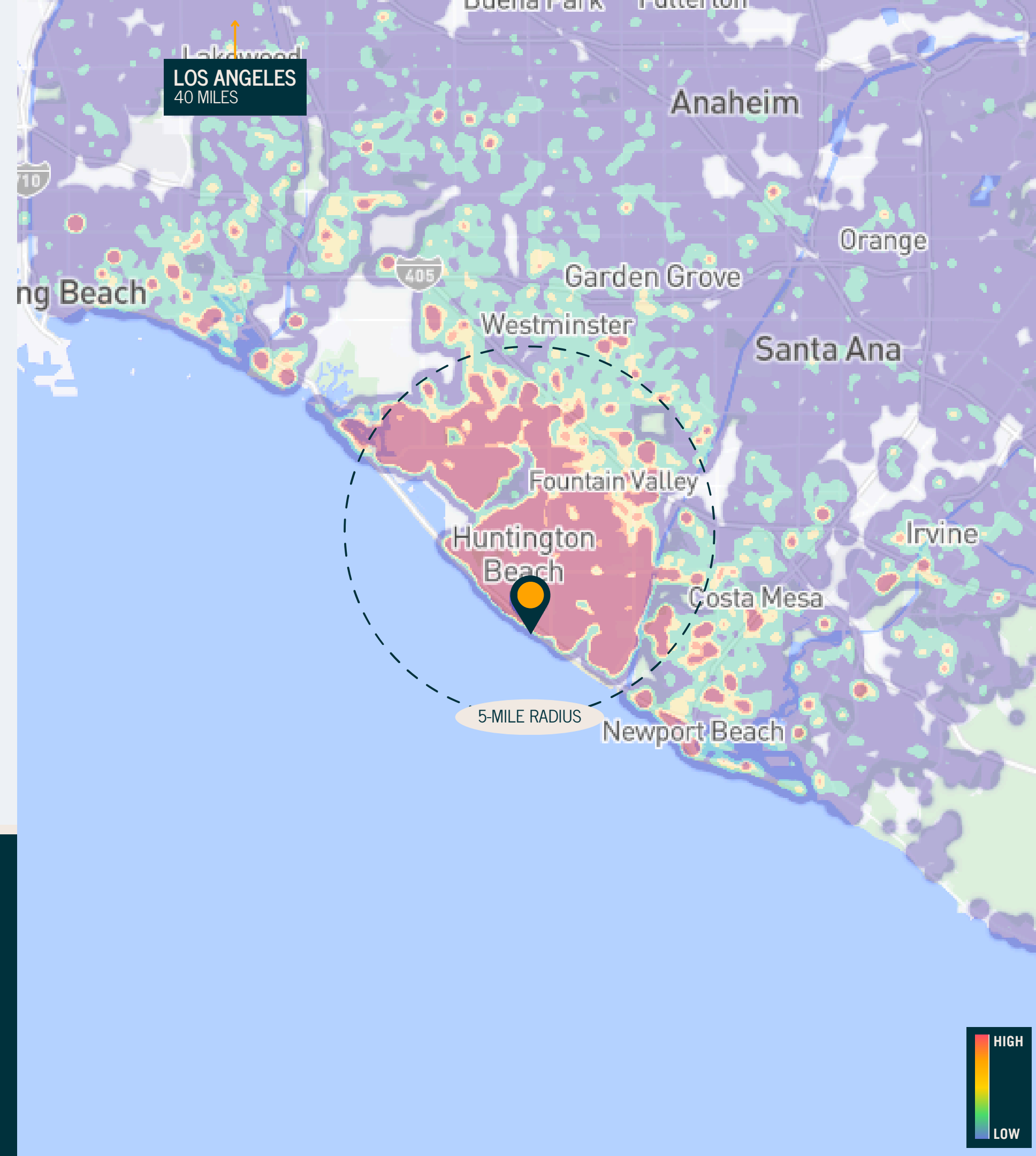


traffic data

Annual Visits **2.8M**
Annual Avg. Visit Frequency **2.5**
Avg. Dwell Time **71 MINS**

TRADE AREA DEMOGRAPHICS

Population	1.6M	Average HHI	\$166,000
Daytime Population	2M	HHI \$200K+	22%
Households	587,697	College Degree+	71%
Family Households	364,228		
Millennials	23%		
Gen X	19%		
Baby Boomers	21%		



\$ **5,700+ HOUSEHOLDS WITHIN 5 MILES**
EARN \$250K OR HIGHER EACH YEAR IN HHI



our core customer

PSYCHOGRAPHICS

Wealthy Suburban Families **23%**

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+ **6%**

Avg. Discretionary Income **\$91,907**

Discretionary Income \$150K+ **19%**



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

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

GLENN ROSEN
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GENERAL INQUIRIES

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