

# ALISO VILLAGE

LAGUNA NIGUEL, CA



RI RETAIL INSITE



# SOUTH ORANGE COUNTY

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## THE CUSTOMER AND MARKET OVERVIEW

**South Orange County** consists of approximately half a million residents with a median income of over \$100,000. The region is characterized by its beautiful beaches, abundant outdoor spaces, excellent schools, and upscale neighborhoods where residents enjoy a high standard of living. Cities like Newport Beach, Laguna Beach, and Dana Point feature multimillion dollar estates, gated communities, and waterfront properties attracting discerning homeowners seeking luxury living and scenic views. Whether relaxing on a beach, exploring one of the many hiking trails, or dining in-style, this coastal paradise promises an unforgettable experience to residents and tourists alike.

Key drivers that make **South Orange County** an attractive market for both restaurants and retailers include its strong economy, affluent customer base, and steady stream of tourists. The region's strong sense of community and support for local businesses further support its retail appeal. In addition, South County is home to a number of luxurious hotels such as The Montage Laguna Beach, Waldorf Astoria Monarch Beach, and The Ritz-Carlton Laguna Niguel.

As a master planned community boasting significant residential density, **South Orange County** presents itself as an underserved retail market. Local consumers currently face the inconvenience of leaving their community to access superior retail offerings located along the coastline. We view this as an incredible opportunity to elevate the overall restaurant and retail experience at Aliso Village.

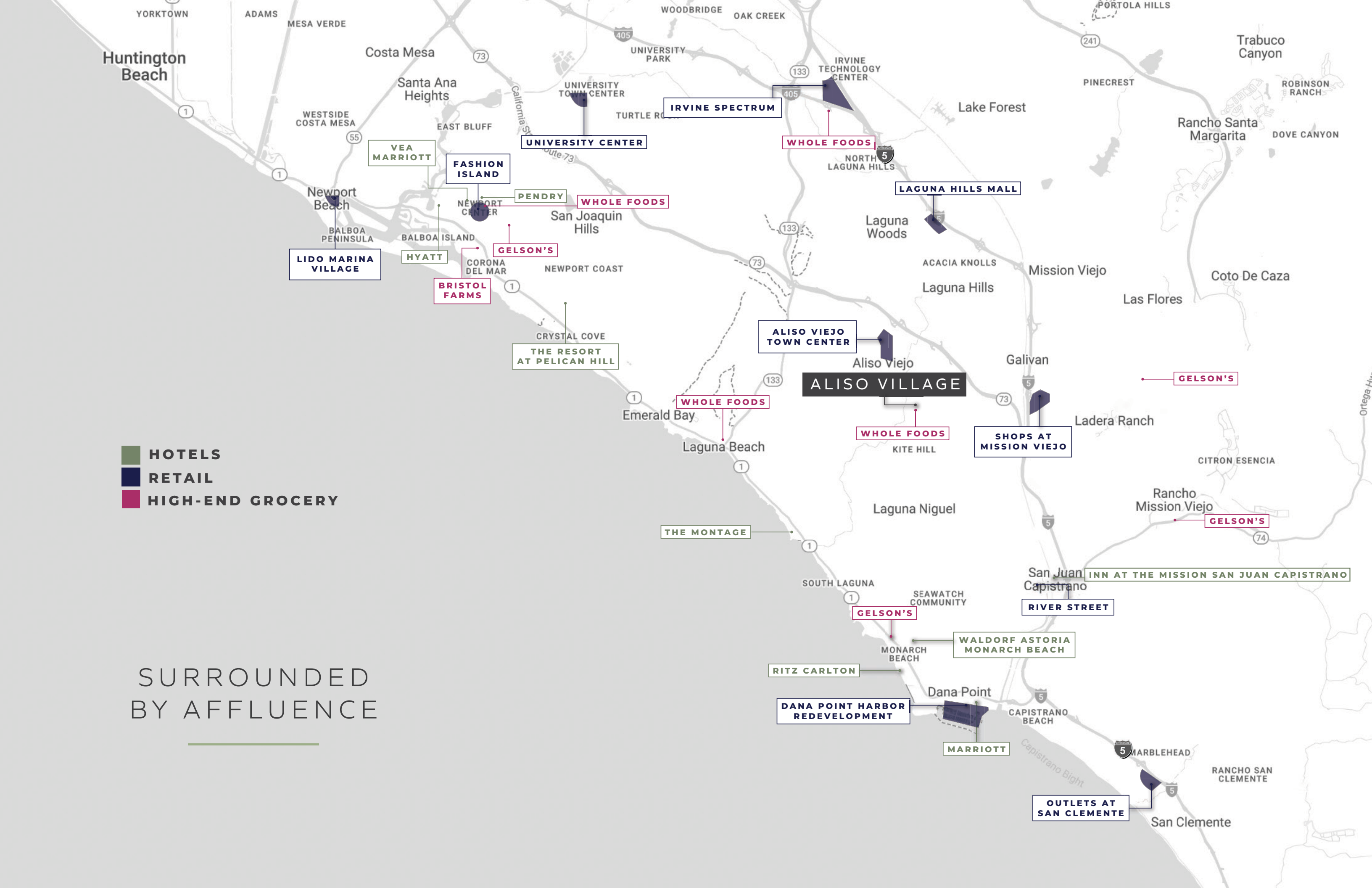




- HOTELS
- RETAIL
- HIGH-END GROCERY

SURROUNDED  
BY AFFLUENCE

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# AREA DEMOGRAPHICS

// LAGUNA NIGUEL, CA

	5 MINUTES	10 MINUTES	15 MINUTES
Total Population	27,373	144,359	351,604
Average Household Income	\$161,348	\$170,680	\$163,632
Median Household Income	\$117,416	\$122,912	\$115,436
Total Households	10,646	55,258	135,120
Median Age	40.7	41.3	43.3

**\$1.1M**  
average home value in  
Laguna Niguel

**\$170K**  
average household income  
within 10 minutes

**351K**  
total trade area population  
within 15 minute drive

**\$115K**  
average disposable income  
within a 10 minute drive  
time

**55.4%**  
% of population in the  
immediate trade area has  
earned a BA degree or  
higher

The information above has been obtained from sources believed to be reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. It is your responsibility to independently confirm its accuracy and completeness. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property.



# MERCHANDISING VISION

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The current retail landscape in South Orange County contains a noticeable absence of an exceptional shopping experience. Despite the affluent demographic, residential density, and idyllic SoCal weather, consumers are limited to dated strip centers and indoor shopping at the County's regional mall. Residents are actively seeking an experiential and vibrant shopping destination that includes relevant, contemporary brands reflecting their lifestyle and fashion preferences.

The overarching need for an exceptional retail experience presents **Aliso Village** with an incredible opportunity to elevate the current merchandising mix and capture top-tier retail and restaurant concepts.





# ALISO VILLAGE

**Aliso Village** is a dominant grocery anchored shopping center located in South Orange County. The project consists of 111,826 square feet of curated retail, wellness shops, and an array of dining options. Aliso Village is located at the heavily trafficked intersection of Aliso Creek Rd and La Paz Rd. The location boasts easy access to the 73 highway and 5 freeway and overall, offers immense convenience to residents and visitors alike.

LA PAZ RD  
21,281 CPD

ALISO  
VILLAGE

ALISO CREEK RD  
40,048 CPD



# THE TENANTS

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Aliso Village brings together a select group of retailers and restaurants and arranges them in a setting of vibrant spaces.



SEPHORA

CAVA  
Mezze Grill

MENDOCINO FARMS  
sandwich market



SHAKE  SHACK®



The NOW

Calico Home®

re:vive  
salon & spa





FIND YOURSELF HERE



Unit	Tenant	SF
A1	The Now Massage	1,430
A2	The Now Massage	900
A3	See's Candies	1,100
A6	Calico Home	3,414
A9	AVAILABLE (RETAIL)	787
A10	Ego Salon	1,097
A11	Village One Hour Cleaners	1,097
A12	Postal Annex	823
A13	Jewelry by Angelo	823

Unit	Tenant	SF
A14	The Fort & The Clubhouse	2,009
A16	Fresh Brothers Pizza - AVAILABLE	1,800
A18	Jersey Mike's Subs	1,214
B1	Aliso Niguel Pet Hospital	1,933
B3	Expedia Cruise Ship Centers	1,128
B4	Zen Nail Lounge	1,870
B6	All About Smiles, Inc.	1,032
B7	Barre Habit Orange County, Inc.	1,532
B9	Yogurtland	1,300

Unit	Tenant	SF
B10	Earthwise Pet	2,631
B12	New Mandarin Garden Restaurant	2,040
B14	Peet's Coffee	2,375
C	Whole Foods Market	36,600
D	Sephora	3,985
E	Revive Med Spa	6,000
F1	Crumbl Cookies	1,211
F3	Orangetheory Fitness	2,800
G02	HomeSmart Evergreen Realty	4,088

Unit	Tenant	SF
GA/B	Pacific Premier Bank	3,089
GC	Physical Rehabilitation Network	2,491
H	Ted's Place	3,000
J	Chase Bank	3,639
KA	CAVA Mezze Grill	2,168
KB	Parlour Doughnuts	1,301
KC	Mendocino Farms	2,888
L	Shake Shack(Coming Soon)	3,500

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# ALISO VILLAGE

LAGUNA NIGUEL, CA

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