

A CLASSIC REINVENTED  
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# PASEO NUEVO





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# COMMERCE COMMUNITY CULTURE COMMERCERCE COMMUNITY CULTURE



Welcome to Paseo Nuevo, Santa Barbara's premier shopping center in the heart of downtown! Tucked between the iconic State Street and the local's thoroughfare, Chapala Street, guests quickly identify a sense of place that is Paseo Nuevo.

Unlike the rest of downtown and State Street retail, Paseo Nuevo offers an unmistakable environment where Spanish-style beauty, community activities, signature events and a thoughtful collection of over 50 local, regional and national shops and restaurants are waiting to be explored in a secure urban park setting.

Paseo Nuevo offers your customers text concierge a dedicated Parking Garage, onsite Securitypatrol and 24/7 monitoring, interactive Public Art Installations featuring local artists, and environmental and sustainable business practices, all in a comfortable setting with plenty of spots to gather, play games and sip an afternoon latte!

LEED CERTIFIED



SUSTAINABLE PRACTICES  
Recycling/LED Lighting/  
Storm Water Management



24/7 SECURITY  
PRESENCE



TEXT CONCIERGE



PUBLIC ART  
& INTERACTIVE EXHIBITS

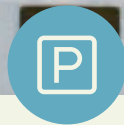


COMMON AREA FEATURES

- Charging Stations
- Fire Pit



COMMUNAL SEATING  
& INTERACTIVE GAMES  
Urban Park



PARKING GARAGE  
CURBSIDE PICKUP &  
EV CHARGING STATIONS



COMMUNITY ACTIVITIES  
& ENTERTAINMENT



PASSENGER & RIDE SHARE  
DROP-OFF/PICK-UP



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DE LA GUERRA PLACE

#COMETOGETHER



# ENERGIZED AND HAPPENING

A one-of-a-kind experience, Paseo Nuevo delivers premier shopping with an upgraded tenant mix and vibrant dining options with see-and-be seen patios.

The property features activated common areas. Recent renovations and upgrades introduce a reimagined Center Court, enhanced landscaping and lighting as well as fresh gathering spots with water and fire features.



# PUBLIC ART PUBLIC ART PUBLIC ART PUBLIC ART



# PASEO NUEVO PASEO NUEVO



Paseo Nuevo has implemented multiple interactive public art experiences featuring local artists and curated in partnership with our valued cultural institutions. Embedding the spectrum of public art within the center— from sculptures, murals, mosaics, installations to performances and more— each project provides a sense of place, point of beauty, and collectively builds community. These programs create a destination where public art is accessible to all, encourage creation throughout the community, and orient an ongoing commitment unparalleled in scope and quality.

#### PUBLIC ART ACTIVATIONS INCLUDE:

- + Center Court: hosts light-based artworks allowing temporary and collaborative programs to be rotated. This permanently affixed amenity services video and light-based works creating an elastic platform where art experiences are open air programs inviting partnerships and highlight our city's signature events.
- + Interactive Kelp Park and Educational Exhibit designed locally with Van Atta Associates featuring artworks by Garcia Rock and Water and an emblematic sculpture by Luckey Climbers. An outdoor adventure for kids of all ages, challenging them to problem-solve, think spatially and interact with others while learning about Santa Barbara's intertidal coast. A playful park that's part jungle gym, which once alive, become fountains of children.
- + Ceramic tile mural by local artist Cassandra Jones, curated in partnership with the Museum of Contemporary Art Santa Barbara (pictured here).



# DISTRICTS DISTRICTS DISTRICTS DISTRICTS DISTRICTS

Paseo Nuevo has been reimagined with four distinct districts.

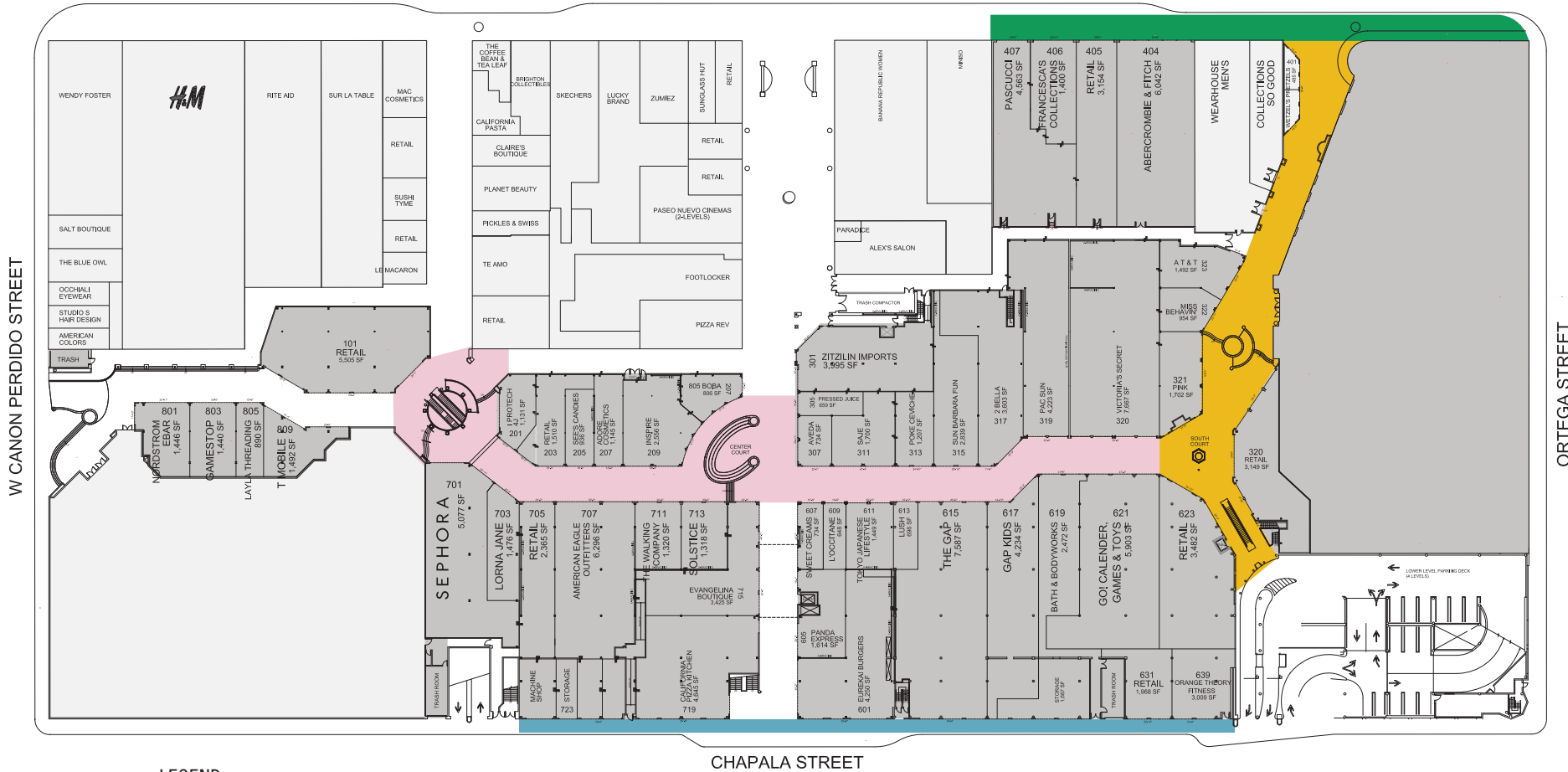
Each district is weaved together with a curated collection of local, regional national retailers and restaurants. Supported by enhanced amenities and inviting gathering spaces to discover.



#COMETOGETHER

▶ MORE TO DISCOVER

STATE STREET



W CANON PERDIDO STREET

ORTEGA STREET

CHAPALA STREET

LEGEND

- LANDLORD OWNED
- CHAPALA DISTRICT
- ORTEGA DISTRICT
- PASEO DISTRICT
- STATE STREET DISTRICT

PASEO NUEVO AND STATE STREET TENANTS

AVEDA™

VICTORIA'S SECRET

HOLLISTER CALIFORNIA

BANANA REPUBLIC

REI  
www.rei.com

MAC

pressed juicery™

H&M



RH  
RESTORATION HARDWARE



Eureka! Eat Drink American

SEPHORA

california PIZZA KITCHEN

Levi's

LUSH  
FRESH HANDMADE COSMETICS



Paseo Nuevo is located in the heart of downtown Santa Barbara with direct freeway access less than half a mile away with an abundant mix of premier fitness operators, world class hotels, and award winning restaurants nearby. Accounting for 1/3 of the retail and restaurant gross leasable area of downtown Santa Barbara, Paseo Nuevo is the city's top destination for commerce, community and culture.

#### PROPERTY INFO

BUILT	1990
REDEVELOPMENT	2020
PROPERTY TYPE	OPEN-AIR REGIONAL
ARCHITECTURAL STYLE	SPANISH RENAISSANCE
STORES	48
TOTAL CENTER GLA	458,971 SF
GLA LESS ANCHOR	154,900 SF
PARKING SPACES	575
NEARBY PARKING STRUCTURES	1,115 SPACES

LEGEND

- HOTEL
- FITNESS
- RESTAURANT
- TOURIST ATTRACTION
- LEGEND

DOWNTOWN SANTA BARBARA TRADE AREA

- + ESTIMATED POPULATION: 90K PEOPLE
- + DAYTIME POPULATION: 56K EMPLOYEES

WALK SCORE

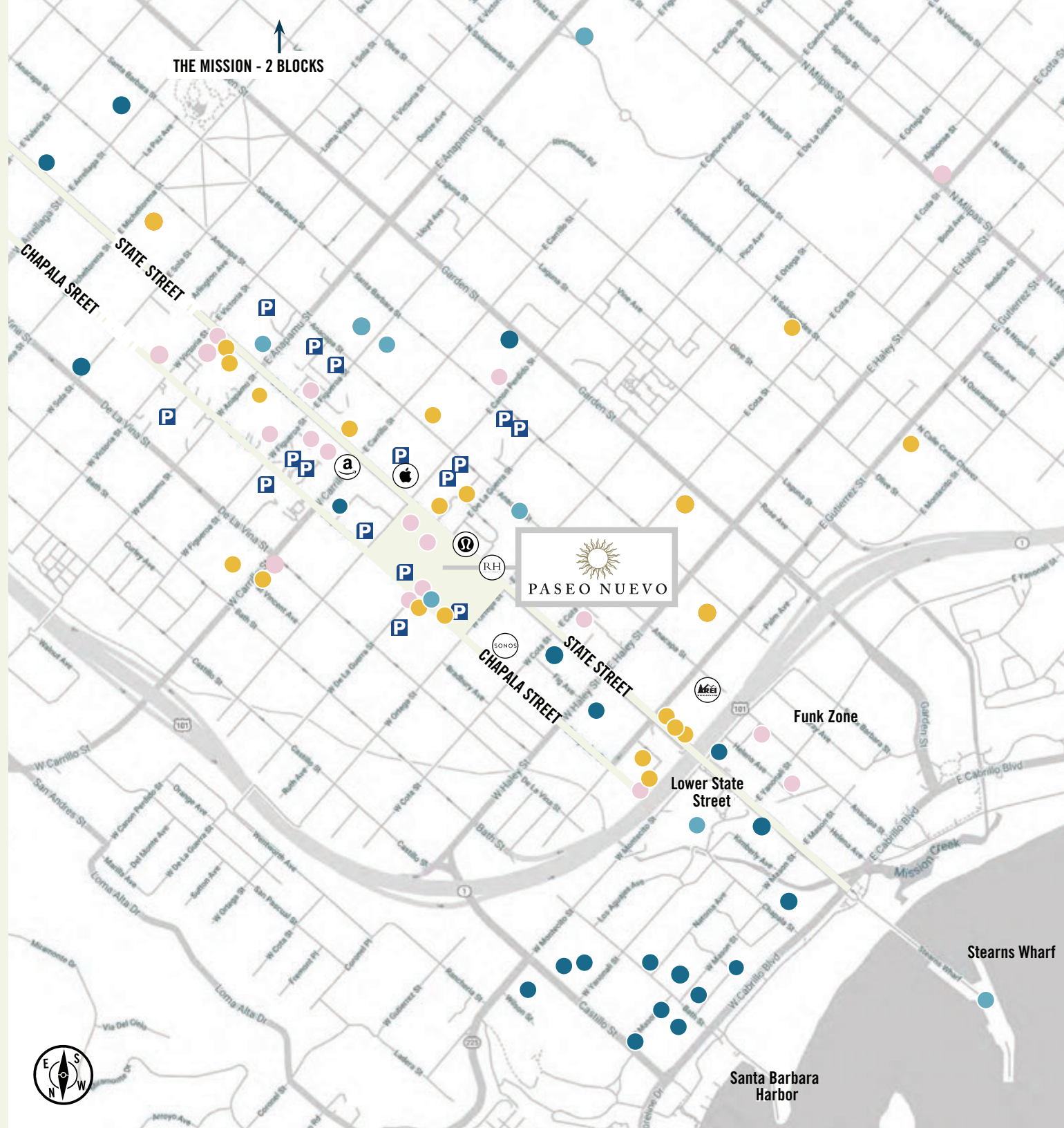


BIKE SCORE



OFFICE SNAPSHOT

4.8M SF of office within 3 miles of the site and a robust workforce with over 200 startups and tech companies.





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PASEO NUEVO

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Paseo Nuevo represents the charm and elegance that embodies the Santa Barbara lifestyle.

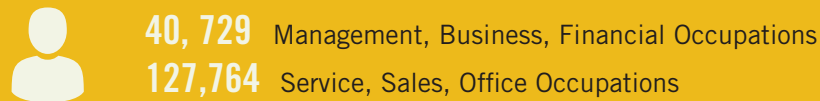
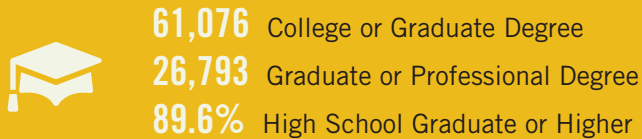


PSYCHOGRAPHIC INFO

6 psychographic groups account for 45.5% of the population within downtown Santa Barbara.

- 15.4% EXURBANITES
- 10.8% URBAN CHIC
- 10.7% TRENDSETTERS
- 4.6% IN STYLE
- 2.1% TOP TIER
- 1.9% LAPTOPS & LATTES

HOUSEHOLDS & EDUCATION



LOCAL DEMOGRAPHICS

	3-MILE	5-MILE	10-MILE
POPULATION	90,333	112,931	185,394
TOTAL HOUSEHOLDS	36,292	45,804	68,246
AVG. HOUSEHOLD INCOME	\$131,121	\$137,572	\$133,186

Estimated 5 million shoppers per year.

416,000 shoppers per month - 96,000 shoppers per week

58% of shoppers reside in the area

18-34 years of age make up 52% of shoppers

84,000 office population within 3 miles

7.2 million visitors spend an estimated \$1.9 billion every year in Santa Barbara.

35% of visitors are from outside the trade area

13% are considered "visitors/tourist"

OVER 100,000 cars travel past the market per day



PRIMARY TRADE AREA (30 MINUTE DRIVE TIME)

- + 212K estimated population with 78K households earning \$99K or more
- + \$133K is the estimated average household income
- + 37 is the Median Age
- + 51.5% of the population has a Bachelor Degree or Higher
- + 118K daytime employees



**LEGEND**

● SHOPPING CENTER	● SCHOOL	● HOTEL
1 Santa Maria Town Center	7 Hotel Californian	
2 Ritz-Carlton Bacara Hotel	8 Four Seasons The Biltmore	
3 University of California Santa Barbara	9 Rosewood Miramar Beach	
4 Santa Barbara City College	10 San Ysidro Ranch	
5 La Cumbre Plaza	11 Pacific View	
6 Belmond El Encanto	12 The Collection RiverPark	
	13 The Oaks	

# TOURISM TOURISM TOURISM TOURISM

Santa Barbara is the only California city to  
make Condé Nast Traveler 2021 Hot List

Paseo Nuevo is located close to seven major luxury resorts including the Hotel Californian, Four Seasons Biltmore, Belmond El Encanto, The Ritz-Carlton Bacara, The Canary - a Kimpton Hotel, Hilton Santa Barbara Beachfront Resort and the newly opened Rosewood Miramar Beach in Montecito.



**1,200+** hotel rooms within 1 mile

**5,300+** hotel rooms in the Santa Barbara South Coast

OVER 275 WINERIES



5-STAR HOTEL CALIFORNIAN



300+ DAYS OF SUNSHINE





COLLEGE NIGHT OUT



TESLA ACTIVATION



ANNUAL CITY WIDE FIESTA



ANNUAL SANTA BARBARA FILM FESTIVAL

## Community Programming and Signature Events

200+

CENTER  
ACTIVATIONS

5

SIGNATURE EVENTS  
PER YEAR

50K+

ATTENDEES  
PER YEAR

5

AWARD-WINNING  
PROGRAMS

PLAYDATE



FALL RUNWAY SHOW



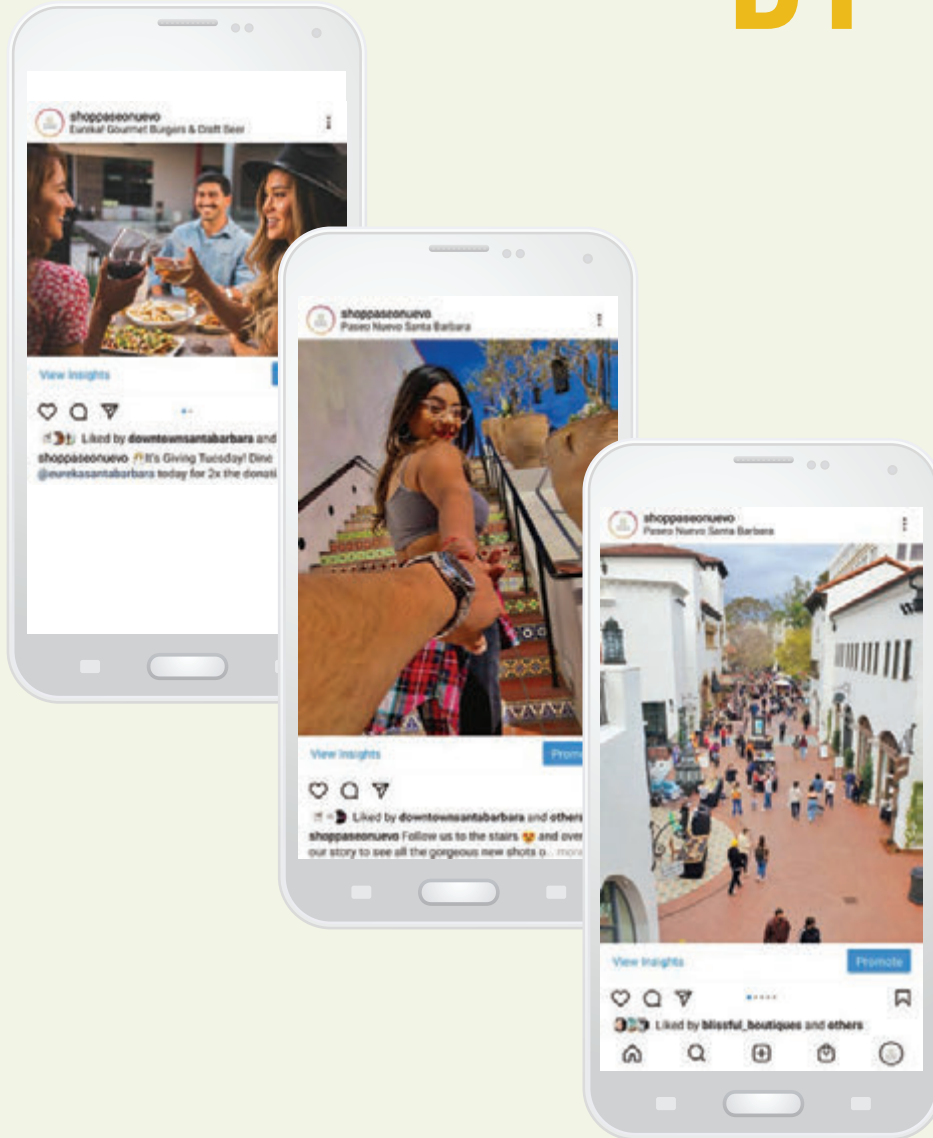
TERRACE FITNESS CLASS



HOLIDAY LET IT SNOW



# BY THE NUMBERS



## FACEBOOK

**5,200+** Page Likes

**60,000+** Impressions

## INSTAGRAM

**4,300+** Total Followers

**52,000+** Impressions

## TWITTER

**1,900+** Total Followers

**22,000+** Impressions

## EMAIL

**26,000+** Total Subscribers

## SMS

**7,100+** Total Subscribers

## WEBSITE

**6,500+** Average Monthly Sessions

**12,000+** Average Monthly Page Views

**5,300+** Average Monthly Users

RETAIL LEASING

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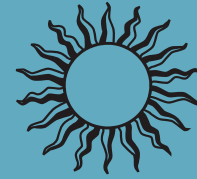
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LOCAL LEASING

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   @ShopPaseoNuevo

[paseonuevoshopping.com](http://paseonuevoshopping.com)

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