

GATEWAY PLAZA | SANTA CRUZ

470 RIVER ST, SANTA CRUZ, CA 95060

±973 SF

SHOP SPACE
AVAILABLE



 **NewLeaf**
Community Markets

NOW OPEN!

ROSS
DRESS FOR LESS

GATEWAY PLAZA

Gateway Plaza is a dominant shopping center located in downtown Santa Cruz. It has immediate proximity to the UC Santa Cruz campus and the Santa Cruz Boardwalk, along with Highway 1 visibility and easy access to Highway 101.

- *Daytime population with 19,000+ employees within a 1-mile radius*
- *498 Dedicated Parking Stalls (4.0/1,000 SF)*
- *Anchors include New Leaf Market, ROSS (both opened in 2025), PetSmart, and Cost Plus World Market*
- *2 miles from UC Santa Cruz campus and its 19,300+ students*



SITE PLAN





GATEWAY PLAZA

retailwest

balboa
RETAIL PARTNERS

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2024 DEMOGRAPHICS	1 mile	3 miles	5 miles
Population	16,929	83,724	125,134
Daytime Population	16,200	38,045	54,313
Avg HH Income	\$153,296	\$161,829	\$164,617
Est Households	6,498	29,592	46,694
Education (College+)	81%	80%	80%
Total HH Expenditures	\$785M	\$3.7B	\$5.9B

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