



**R**  
**THE ROW**  
AT RED HILL

2320 RED HILL AVENUE  
SANTA ANA, CA

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[LIVETHEROW.COM](http://LIVETHEROW.COM)



## A SANCTUARY IN THE MIDDLE OF IT ALL.

At the heart of Orange County, ROW emerges as a village for the next generation. In a rapidly evolving and bustling neighborhood, ROW offers all of the amenities of urban living balanced by a community gathering space built in a garden setting that is designed to bring people together.

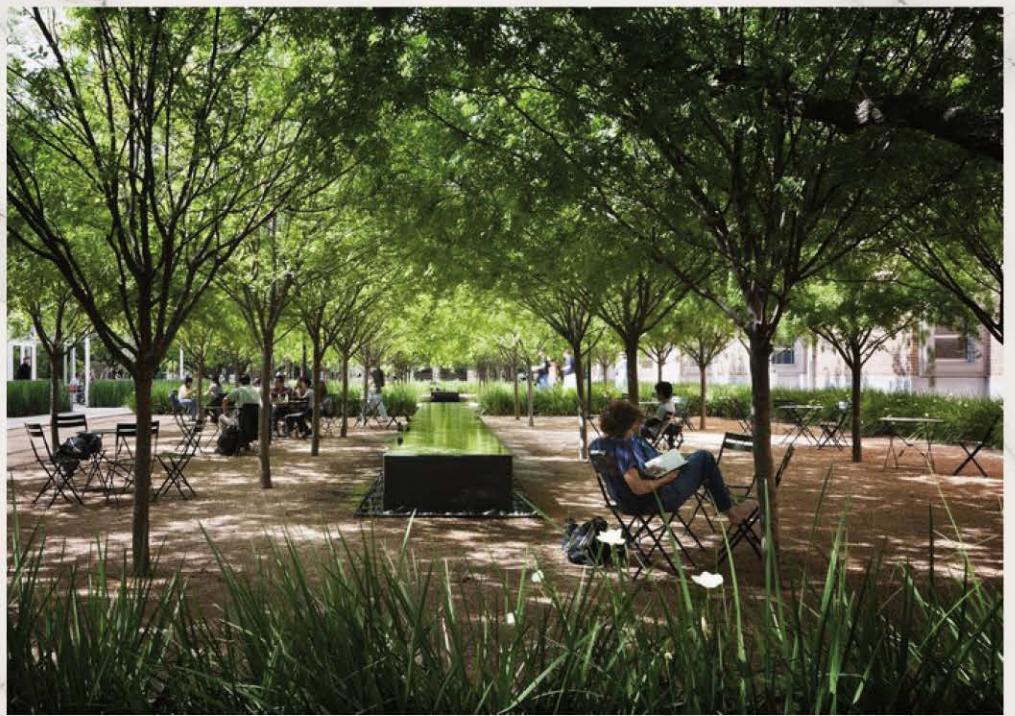
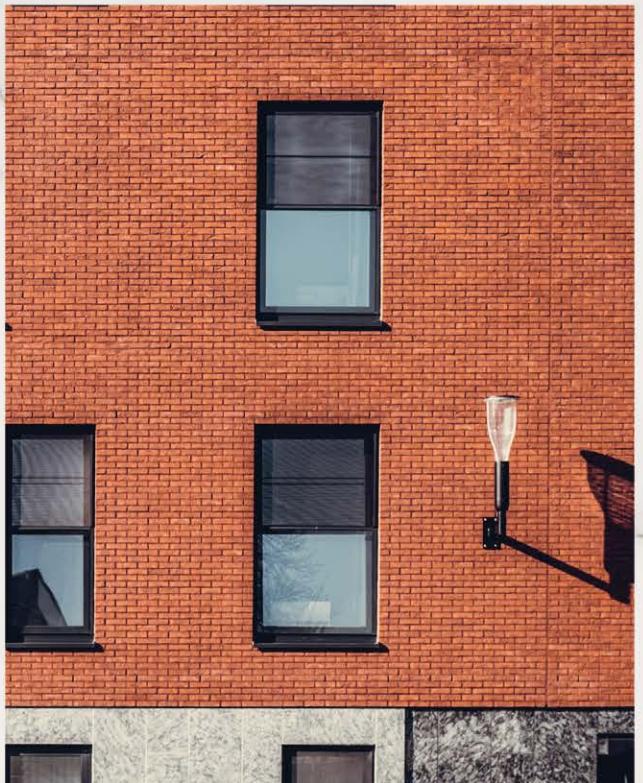
The ROW retail district is a living room for the community and an escape from the business of everyday. This is a place built to foster inspiration, gathering, collaboration and community.

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“We shape our buildings;  
thereafter they shape us.”

- WINSTON CHURCHILL

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# SOCIAL SPACE

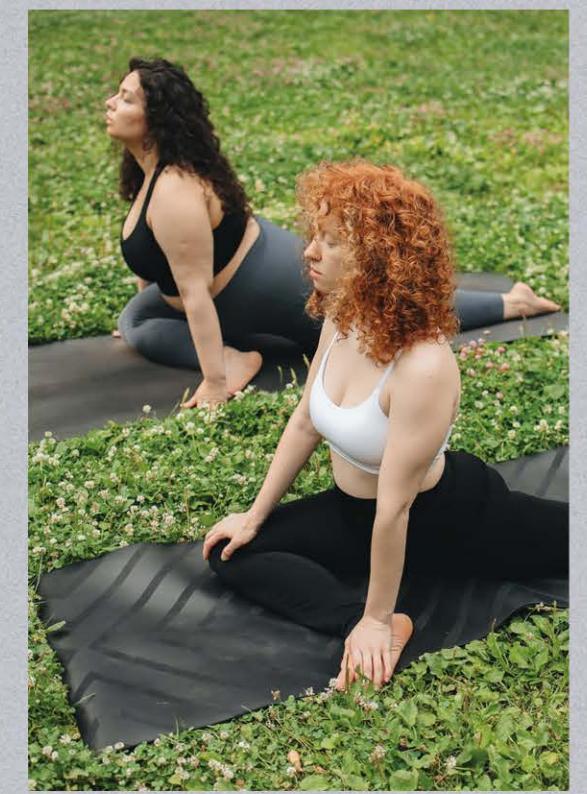
## A LIVING ROOM FOR THE COMMUNITY

ROW will serve as the venue for social, community and cultural programming.

The gardens are built to invite the neighborhood to enjoy and participate in regularly programmed events, concerts and gatherings.



The gardens of the project are designed to accommodate an array of programs from larger neighborhood events (outdoor music) to more intimate activities (weekend yoga in the garden). There will also be areas designed for solitude and to accommodate residents working outside in the gardens.



# SHOPS

## A VILLAGE FOR THIS GENERATION

ROW is a collective of makers and merchants working together to build the living room for the community. New takes on classic main street shops intermingle with restaurants and wellness uses to create a one of kind amenity for residents and visitors.





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“The work of today is the history of tomorrow, and we are its makers.”

- JULIETTE GORDON LOW

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# GARDENS

## AN URBAN SANCTUARY

The buildings of ROW open to a generous gardens that will serve as the heart of the retail project.

Outdoor diners will sit in the shade of tree groves. Shops will spill out into small front yards. Large trees will create dappled light cooling walkways in the summer months along with cooling fountains. Firepits will create a welcoming glow to the gardens in the evenings.

Stepping into ROW will be a departure the surrounding urban setting.

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“When a man plants a tree,  
he plants himself.”

- JOHN MUIR

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# GARDENS

The covered dining terrace is bordered by a built in bench and linear firepit visible from street. Stepping down from the terrace, a wooden boardwalk leads to a shaded communal dining grove and terminates at an event lawn focused on a stage for outdoor music and movie nights in the garden. A second firepit is surrounded by lounge chairs. The entire garden is enclosed by a hedge to create a shared ABC premise.



The ROW sits at the heart of one of the most innovative and productive counties in California. ROW is conveniently located just off the 55 Freeway and on one of the areas largest arterials; Redhill, providing easy access for both locals and regional visitors.

- 1 - Tustin Market Place (+/- 1.5M/sf Power Center)
- 2 - The District (+/- 1M/sf Power Center)
- 3 - Irvine Business Complex (4,500 Companies employing 110,000 people)
- 4 - John Wayne Airport (Sole commercial airport in Orange County, 12,000 passengers boardings per year)
- 5 - South Coast Plaza (+/- 2.8M/sf Power Center)
- 6 - Irvine Spectrum (+/- 38M/sf Power Center)
- 7 - University of California, Irvine
- 8 - Redhill Business Park (+/- 120,000/sf Office/Flex Center)
- 9 - Flight - Tustin (+/- 870,000/sf Office/Mixed Use)
- 10 - Jamboree Plaza
- 11 - Diamond Jamboree (+/- 23,000/sf Premier Retail/Restaurant)

## 2320 RED HILL AVENUE, SANTA ANA, CA

POPULATION	1 MILE	3 MILES	5 MILES
2023 Population	1,644	239,923	629,721
2028 Population Projection	1,749	240,499	628,410
HOUSEHOLDS			
2023 Households	525	70,638	189,394
2028 Household Projection	558	71,259	189,218
INCOME			
Avg Household Income	\$148,916	\$112,066	\$121,405
Median Household Income	\$131,363	\$89,758	\$94,997
POPULATION SUMMARY			
Age 15+	1,283	191,930	509,294
Age 20+	1,167	175,544	467,534
Age 55+	310	52,756	153,644
Age 65+	137	26,910	80,844
Median Age	36.90	35.80	36.60
EDUCATION			
Bachelor's Degree	420	36,999	103,892
Advanced Degree	249	19,234	68,034
EMPLOYMENT			
Service Producing Industries	16,823	178,845	372,478
Goods Producing Industries	7,055	40,574	59,577
Total	23,878	219,419	432,055

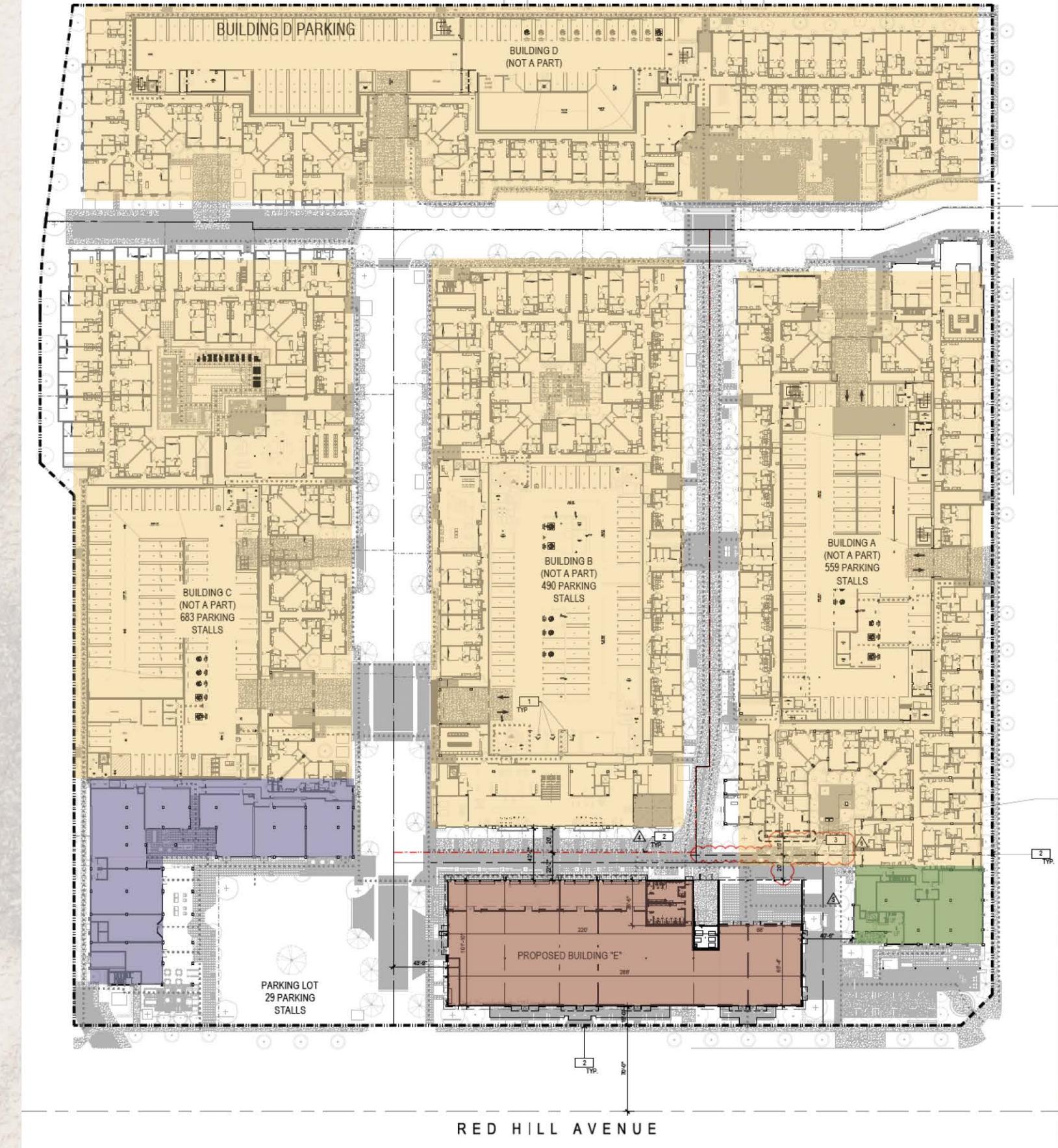


# RESIDENTIAL BLOCKS

The Row is located directly across the street from a planned 50-acre commercial office district and Tustin Legacy Park, which includes 26 acres of open space. Residents will have an easy commute to Orange County's key employment centers, including the Irvine Business Complex and the new office space at Tustin Legacy. ROW offers residents a true urban environment with a wide range of shops and services onsite

**The ROW is split into four blocks that will include:**

- 1,100 new residential units
- 60,000 SF of new retail
- outdoor gathering spaces



## THE STREET SHOPS

Sitting immediately on the main entry to ROW, these shops benefit from not only constant drive by traffic but also convenient short term parking immediately in front of shops. These spaces are designed to serve the daily needs of ROW residents and the local neighborhood. These spaces have covered outdoor dining opportunities as well as a prominent patio space right on Redhill.

## THE PLAZA SHOPS

These spaces have exposure on four sides. This standalone retail building is accessed from the main plaza that separates this building from the fitness amenity for ROW residents. This plaza space will have outdoor dining, an outdoor fireplace and a lawn area for gathering. This building has a unique indoor/outdoor architecture that allows this garden plaza to bleed into the retail spaces here.

## THE GARDEN SHOPS

These spaces sit next to a large garden at the key intersection of Redhill and Warner. This prominent location has pedestrian access from the main entry drive, the residential linear parkway and directly from the corner that is home to the monumental sculpture by Márton Váró. A generous covered dining terrace looks down over a garden designed to accommodate communal dining and entertainment. Outdoor fireplaces warm the garden at night and a stage sits next to lawn for planned concerts in the park.



REDHILL AVENUE

WARNER AVENUE



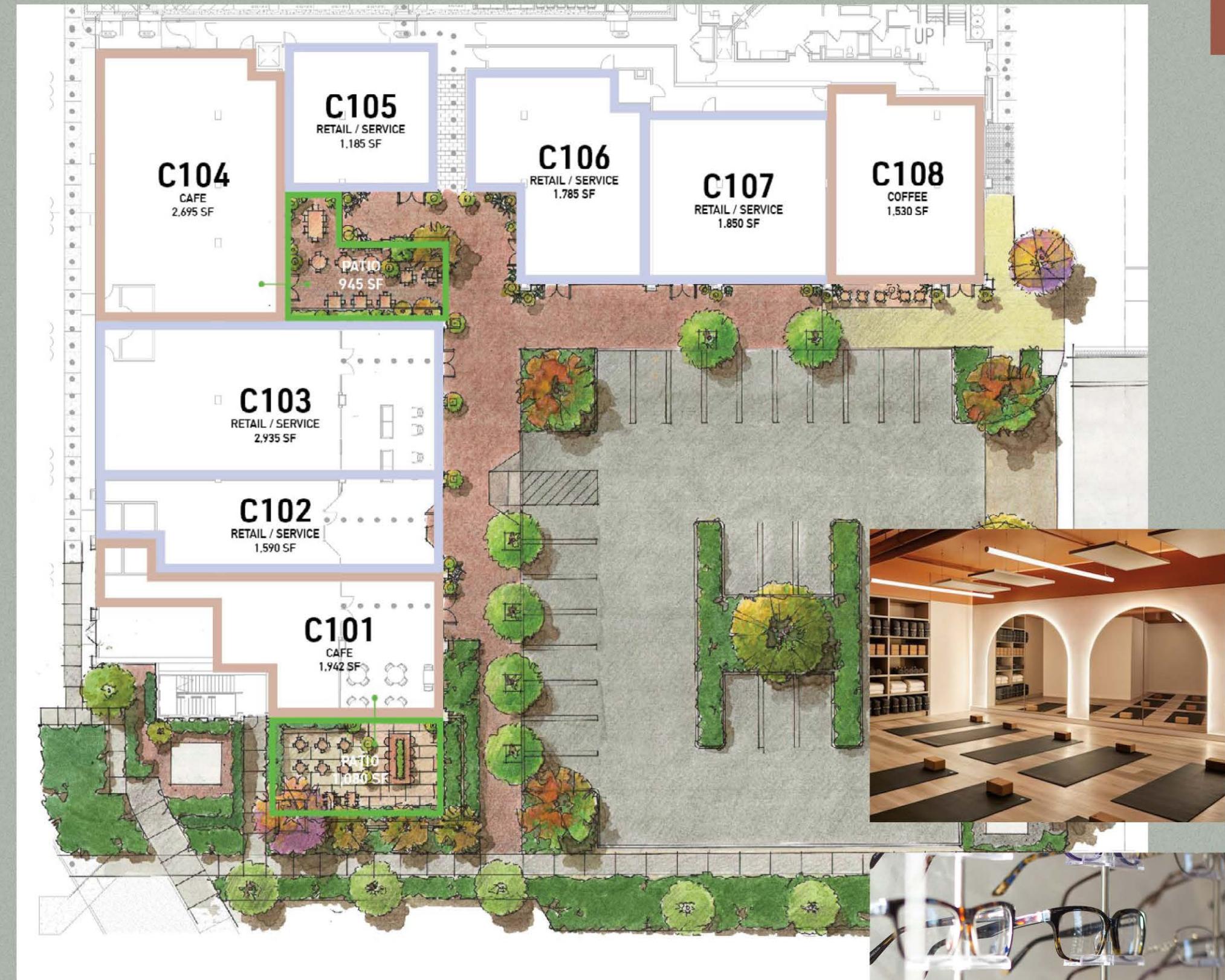
## THE STREET SHOPS

These shops face Redhill and sit at the main entry into ROW. A surface parking lot provides convenient short term parking for customers. A generous arcade provides a shaded entry to stores and covering for outdoor dining. Generous patios sit adjacent to the two cafe spaces of this block.



# THE STREET SHOPS

C101	1,942 SF
C101P	1,080 SF
C102	1,590 SF
C103	2,935 SF
C104	2,695 SF
C104P	945 SF
C105	1,185 SF
C106	1,785 SF
C107	1,850 SF
C108	1,530 SF





## THE PLAZA SHOPS

This standalone structure sits prominently on redhill and opens to a linear park on its west facade and to the event lawn on the north side of building. Designed with a unique open air veranda, this building provides maximum flexibility for a number of users.



# THE PLAZA SHOPS

E101	4,200 SF
E102	2,650 SF
E103	2,025 SF
E104	2,925 SF
E105	3,275 SF
E106	7,440 SF





## THE GARDEN SHOPS

Located on the predominant corner of Warner and Redhill, these retail spaces enjoy excellent visibility and a stately presence. Elevated from the adjacent garden, a large covered terrace allows outdoor dining to spill out and enjoy the adjacent beer garden and event lawn.



# THE GARDEN SHOPS

A101	1,570 SF
A101P	530 SF
A102	2,240 SF
A102P	820 SF





# THE ROW

AT RED HILL



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