

City of Pomona Opportunities



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POMONA

City Overview: Pomona, CA

Pomona, CA is a culturally rich and strategically located city in **San Bernardino County**, part of the broader **Southern California region**. With a legacy rooted in agriculture and manufacturing, Pomona has evolved into a vibrant urban community known for its diversity, creative economy, and transit-connected infrastructure. Situated just 30 miles east of Los Angeles, the city offers an attractive environment for **retail, restaurant, and office tenants** looking to tap into an upward-trending market with regional significance.



Population & Economics

Pomona's predominantly Latino population drives a strong demand for culturally aligned services and retail experiences. With a youthful, family-oriented demographic and growing per-capita income, the city represents a dynamic, resilient customer base

- **Residential Population:** ~152,000
- **Daytime Population:** ~128,100
- **Total Households:** ~42,000
- **Average Household Size:** 3.5
- **Median Household Income:** ~\$78,869
- **Ethnic Composition:**
 - **Hispanic/Latino:** ~71%
 - **White (Non-Hispanic):** ~10%
 - **Asian:** ~8%
 - **Black/African American:** ~6%



Strategic Location & Accessibility

Pomona serves as a vital hub in Southern California's transportation network:

- **Freeways:** Located at the convergence of the **10, 60, 71, and 57** Freeways, Pomona offers seamless connectivity to **Los Angeles, Orange County, and the Inland Empire.**
- **Rail Transit:** The city is served by **Metrolink** and **Amtrak**, connecting to downtown Los Angeles and surrounding employment centers.
- **Air Travel: 20 minutes to Ontario International**
- **Walkability & Urban Core:** Downtown Pomona features a pedestrian-friendly arts district, historic buildings, and emerging live-work communities
- **Public Transit & Biking:** City-wide bus lines and growing micromobility support

This intermodal access allows retailers and professionals to draw from a wide commuter base and facilitate logistics.

Opportunities for Prospective Tenants

Retail, restaurant, and office tenants will find a mix of local culture, regional draw, and infrastructure ideal for long-term occupancy. With ample visibility, a dense population, and cultural destination points, Pomona supports both national brands and independent operators.

Key segments include:

- ✓ Hispanic grocers & specialty markets
- ✓ Service-oriented tenants (health, finance, legal, etc.)
- ✓ Experiential retail and dining
- ✓ Creative office or flex users targeting students or hybrid professionals

Development & Investment Appeal

Pomona is actively encouraging revitalization and investment through:

- Downtown Pomona Specific Plan
- Façade improvement grants and adaptive reuse incentives
- Opportunity Zone and commercial rehabilitation zones
- New residential, mixed-use, and industrial developments

Investors benefit from a lower entry cost compared to LA Core, while tenants benefit from newer or renovated retail environments in culturally dense corridors.

Economic Vitality

Pomona's economy blends education, healthcare, logistics, and light manufacturing:

- **Major Employers:**
 - Pomona Valley Hospital Medical Center
 - Cal Poly Pomona
 - Western University of Health Sciences
 - City of Pomona
 - Fairplex (1.2M+ visitors annually)
- **Small Business Growth:** Increasing number of Latino and Asian-owned small businesses, supported by the Chamber of Commerce and microloan programs
- **Industry Growth Areas:** Healthcare, education, distribution, creative economy

Pomona's small business community is thriving, with Latino-owned enterprises comprising a growing share of new retail, food, and service establishments—supported by local business incubators and city-backed development incentives.

Anchors & Tenant Mix

Pomona’s retail corridors blend national anchors and eclectic local businesses.

Downtown Pomona’s revitalization is attracting creative entrepreneurs and urban professionals, bolstered by city-sponsored incentives for façade upgrades, adaptive reuse, and outdoor dining.

Type	Tenant Mix
Major Grocers & Retail Centers	Walmart Supercenter, Target, Ross, Five Below, Cardenas Market, Superior Grocers, 99 Ranch Market, Rio Rancho Towne Center, Pomona Ranch Plaza, Indian Hill Marketplace
National Tenants	Starbucks, T-Mobile, AutoZone, Little Caesars, Wingstop, Dollar Tree, DD’s Discounts
Regional & Cultural Anchors	Fox Theater Pomona (concerts), Antique Row & Art Galleries, Glass House & American Museum of Ceramic Art
Nearby Malls	Montclair Place (10 min) Ontario Mills (20 min) The Shoppes at Chino Hills (15 min)

Arts, Culture & Entertainment

Pomona is a regional arts destination with a unique cultural identity:

- **Downtown Pomona Arts Colony:** A creative district with galleries, studios, public murals, and monthly art walks.
- **Fox Theater Pomona:** A restored 1930s Art Deco landmark that hosts concerts, film, and community events.
- **Pomona Antique Row:** Known for vintage stores, books, collectibles, and design-forward retail.
- **Public Art & Cultural Events:** The city invests in street festivals, live music, and cultural celebrations reflecting its Latinx heritage and artistic spirit.
- **Fairplex:** 487-acre event complex offering a mix of conventions, motorsports, expos, and the iconic **LA County Fair**, drawing over 1.2 million annual visitors



Education & Workforce

Pomona is home to a blend of academic institutions that provide talent, research, and community engagement:

- **Cal Poly Pomona** – 30,000+ students; ranked for STEM, business, and design
- **Western University of Health Sciences** – Graduate and professional healthcare programs
- **The Claremont Colleges** (nearby)
- 10+ High Schools, technical academies, and charter schools
- **Workforce** is bilingual, diverse, and predominantly local

This educational infrastructure supports knowledge-based tenants, co-working, and service providers targeting students and faculty.



Key Considerations (for Tenants)

Feature	Value to Tenant/Landlord
High Ethnic Diversity	Supports ethnic grocers, specialty retailers, bilingual services
Multi-modal Accessibility	Expands workforce and shopper reach via car, rail, and foot
Fairplex & Cultural Destinations	High recurring foot traffic and brand visibility
Emerging Downtown Redevelopment	Value-add leasing opportunities in a revitalized core
Institutional Anchors	Nearby universities & hospitals drive daytime population
Affordable Lease Rates	Lower occupancy costs compared to LA/OC
Business Incentives	Grants, façade programs, and city support for tenant build-out
Large Trade Area	Captures shoppers from 5+ cities within a 10-mile radius

Summary

Pomona is not just a city—it's a convergence of culture, commerce, and community. For **retail and office tenants**, it offers a rare balance of affordability, accessibility, and authenticity within the Southern California marketplace. With robust infrastructure, rich demographics, and a rapidly revitalizing downtown core, Pomona presents a high-opportunity landscape for tenants ready to serve a dynamic, growing population.

DISCLAIMER

Each Party Shall Conduct Its Own Independent Investigation and Due Diligence

Any party contemplating a lease or sale transaction is urged to verify all information and to conduct their own inspections and investigations including through appropriate third-party independent professionals selected by such party.

All financial data, building information, zoning information, demographics, and other information that a tenant or buyer may depend upon for making their business decisions should be verified and confirmed by the party including by obtaining and reading applicable documents and reports and

consulting appropriate independent professionals. Any information contained in this marketing brochure was obtained from sources that we deemed reliable. While we do not doubt its accuracy, we do not make any guaranty, warranty, or representation about the accuracy of the information contained herein.

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Nexus Commercial Real Estate invites you to explore leasing opportunities in this uniquely positioned city
—and be part of the next era of success.

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