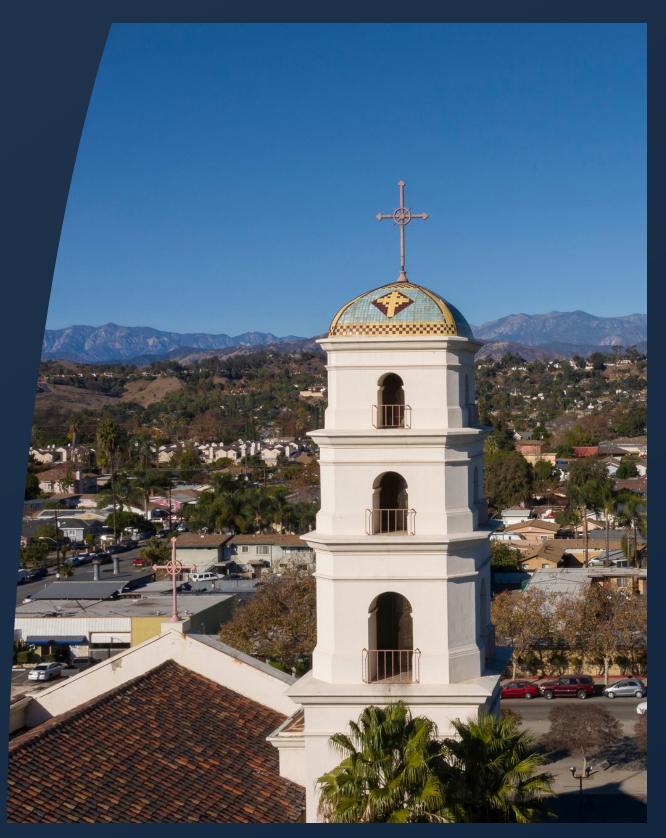
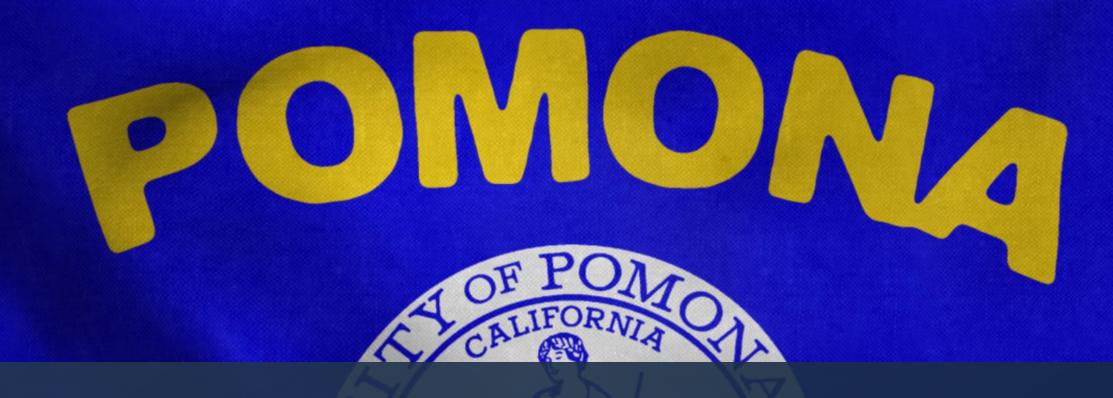
# City of Pomona Opportunities



www.nxscre.com DRE# 02271928





#### 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, familyoriented 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 pedestrianfriendly 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.

Туре	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.



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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

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