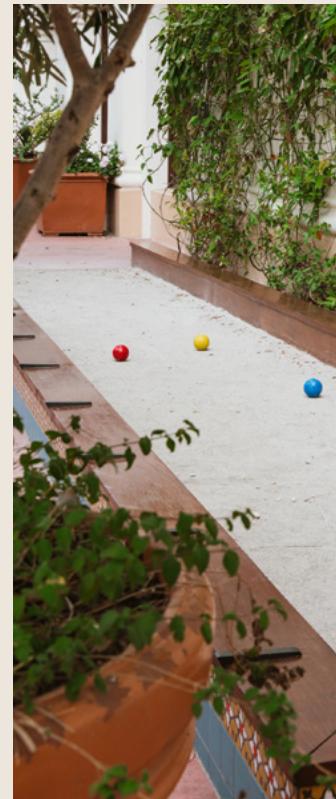


PASEO
NUEVO

Elevate the
Everyday.

Short term retail lease
opportunities in downtown
Santa Barbara's iconic
Paseo Nuevo Mall.

STATE STREET
DOWNTOWN SANTA BARBARA
CALIFORNIA · 93101



Experience the heart of downtown Santa Barbara

Paseo Nuevo isn't just a shopping center – it's an experience that blends Spanish-style beauty, community events, interactive games, and a carefully curated selection of over 50 local, regional, and national boutiques and eateries. The Paseo Nuevo showcases local artists and

cultural experiences with a museum and theater on property, as well as interactive public art installations.

Whether you're looking to shop, relax, or enjoy an afternoon latte, Paseo Nuevo has the California dream lifestyle waiting for you.

JOIN THESE & MORE SURROUNDING TENANTS

vuori

AVEDA

SEPHORA

zumiez

H&M

alo

GAP

**california
PIZZA KITCHEN**

**VICTORIA'S
SECRET**

HOLLISTER

PAC SUN

**pressed.
JUICERY**

sunglass hut

claire's

**Bath
&Body
Works**

BANANA REPUBLIC

Eureka!

lululemon



Irreplaceable Downtown State Street Location & Synergy

The Paseo Nuevo Mall accounts for 1/3 of the retail & restaurant gross leasable area in downtown Santa Barbara, making it the city's premier destination for commerce, community & culture.

Main-on-Main location at the center of downtown Santa Barbara's iconic State Street — the City's premier high street retail destination.

State Street anchors one of America's most pedestrian friendly downtowns, enjoying massive foot traffic & customer visits (99/100 Walk Score).

Open-air regional mall with over 50 retail tenants, 458,000 SF of retail space, and approx. 1,200 public parking stalls within 1 block, including 575 on-site mall parking spaces.

\$20 million dollar renovation completed in 2020 by Pacific Retail Partners & J.P. Morgan Asset Management, including reimagined Center Court, enhanced landscaping & lighting, and fresh gathering spots with water and fire features.



Premier Coastal California Travel Destination

7.2
MILLION

In recent years, Santa Barbara averaged over 7.2 million annual visitors

#3
POPULAR

Of those travelers, shopping was the third most popular activity at 50.1% (#1 Dining · #2 Beaches)

63%
OF VISITORS

63% of all visitors explored Downtown/State Street during their stay

\$1.9
BILLION

Visitor related spending contributed \$1.9 billion to the local economy

LEASE SPECIFICS

SPACE SIZES ±936 SF – ±6,298 SF

PARKING Mall Parking & Public Lots

LEASE RATE Contact Listing Agents

ZONING C-G (Commercial General)

AVAILABILITY Available Now

CSO Available

TERM 12-36 Months

**PASEO NUEVO
RESOURCES** 24/7 Security
Digital Marketing
Events & Activations



Visitor Boom: Stats That Tell the Story



+5%
YOY VISITS

5.0%

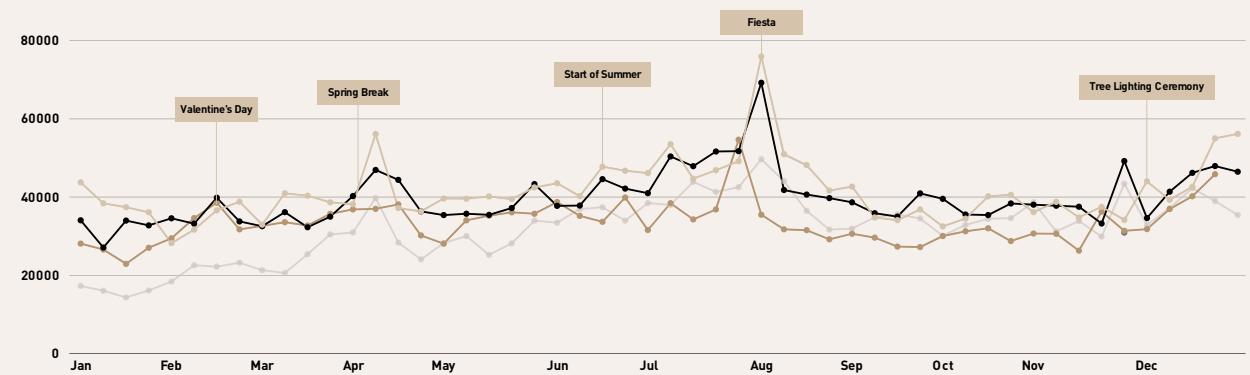
YEAR OVER YEAR
VISITS INCREASE

1.9M

ESTIMATED VISITS OVER 10 MINUTES

ESTIMATED # VISITORS

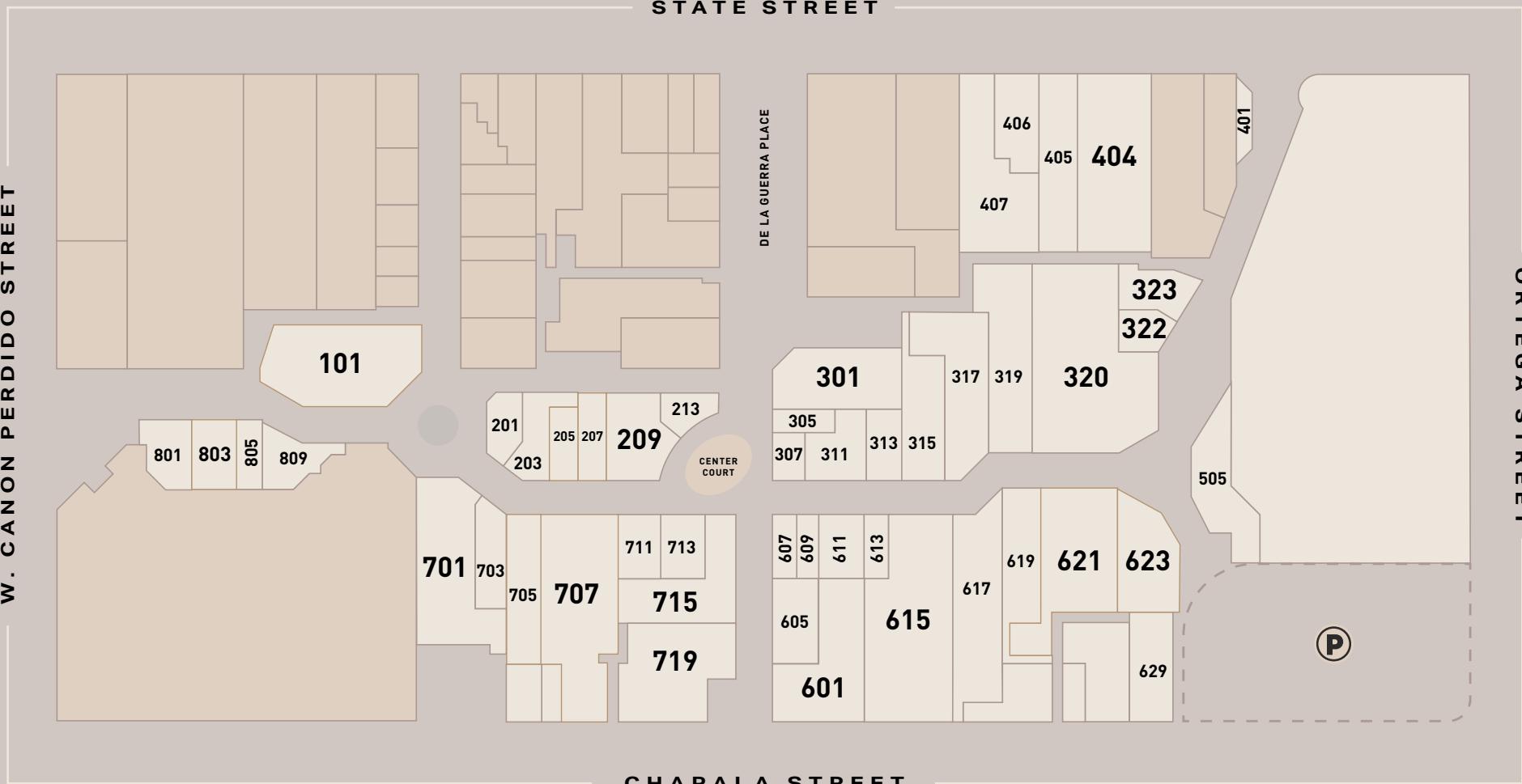
Estimated Annual Visits vs. Prior Years				
Year	Estimated # of Visits	Estimated # of Visitors	Visits Under 10 Min.	Visits Over 10 Min.
2021	1.7M	553.3K	159.2K	1.5M
2022	1.7M	551.8K	160.4K	1.6M
2023	2.1M	661.0K	268.5K	1.8M
2024	2.2M	680.3K	289.6K	19.M



Traffic based on retailer visitors. Traffic does not include residents or employees. Data from Placer.ai.



PASEO NUEVO



@PASEONUEVOSB
PASEONUEVOSB.COM

SITE PLAN

DOWNTOWN SANTA BARBARA TENANTS

Beautifully
Positioned.
Perfectly
Connected.

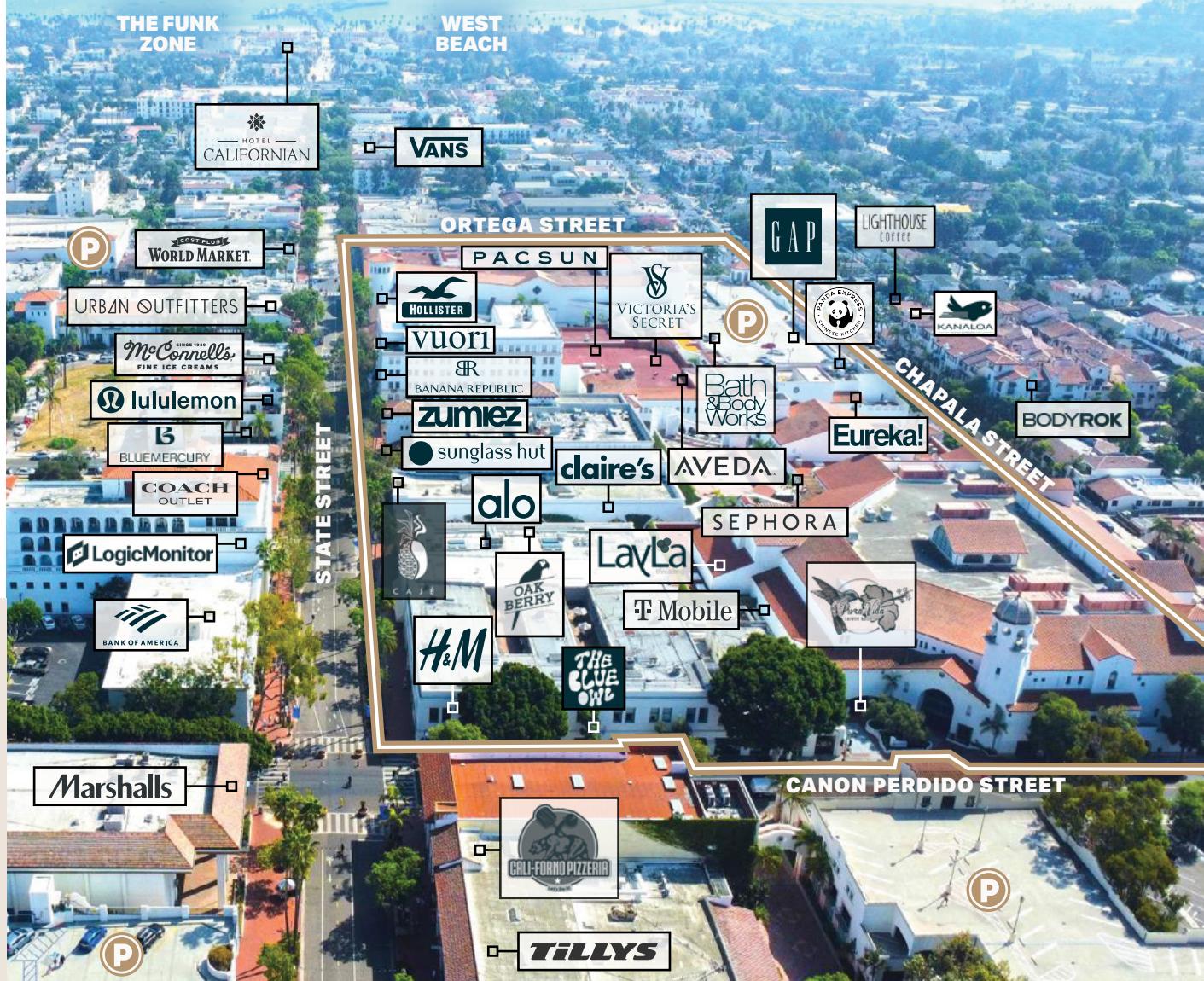
2.2M

2024 ANNUAL
VISITS

59.7%

COLLEGE EDUCATED
OR HIGHER

Demographics
Customer Insights



126K

AVERAGE HH
INCOME

94.1%

EMPLOYMENT

29

MEDIAN
AGE



PASEO
NUEVO



PASEO NUEVO

STATE STREET | SANTA BARBARA, CA

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