



IRVINE COMPANY
RETAIL PROPERTIES

*Monticello Apartment Community Retail
Restaurant Opportunity*

LEASING
344

EXIT HALL

Experience *the* Irvine Company Difference

FOREVER INVESTED

Impeccably maintained environments and experiences that keep getting better

IN GOOD COMPANY

A curated and compelling mix of brands that attract desirable customers

UNPARALLELED MARKET ACCESS

Built-in reach into an expansive live, work, play environment featuring best-in-class properties

THE ORANGE COUNTY ADVANTAGE

Access to some of the nation's wealthiest and most educated locals and visitors

EXCEPTIONAL EXPERIENCES

Immersive events, everyday happenings and inviting social spaces that generate foot traffic

PARTNERS IN SUCCESS

A consultative and streamlined approach to client service that maximizes value to retailers



Santa Clara Gateway

3

Regional Retail
Destinations

38

Neighborhood and
Community Retail Centers

590

Office Buildings

125

Apartment Communities

65K

Apartment Units

5

Marinas

3

Golf Courses

1

Five-Star Coastal Resort

Silicon Valley: Where history meets *High-Tech Innovation*

Silicon Valley is the world's leading center for technology and innovation, attracting global entrepreneurs, major corporations, and venture capital with its culture of risk-taking and rapid growth. Located within this dynamic region, Santa Clara, provides premier access, diverse amenities, and a vibrant environment that celebrates a competitive, innovative spirit.

1,854

Square Miles

3.0M

Population

1.7M

Jobs

The region accounts for more than 50% of the nation's venture capital

32%

Software Developers

84%

Higher Patent Registrations
Versus San Francisco

Patents awarded to Silicon Valley inventors reached an all-time high of 23.6K

\$199K

Average Household
Income



Apple Headquarters

Monticello

THE NORTH SAN JOSE HUB FOR WORK, LIFE, AND PLAY

Monticello is a premier, mixed-use destination designed to create a convenient environment that seamlessly integrates the demands of modern work, life, and leisure. We call it an Amenity Center because it is the central gathering place offering essential services and experiences for residents and employees in one of the region's most innovative areas which houses the headquarters for the world's most-recognized companies, including Broadcom, Cisco, Intel, and Apple

2024 PERFORMANCE

46.2K

**SF GLA
Of Retail Space²**
825 Apartment Units

767K

Annual Visitors¹

+5.8%

YoY Total Sales Growth²

83 Minutes

Average Dwell Time¹
*Significantly Higher than the
ICRP Amenity Center Average*

4X

Annual Frequency¹
*Higher than the ICRP
Amenity Center Average*



Affluent *Customer Base*

232K

Population

\$245K

Average Household Income
46% HHI \$200K+

278K

Daytime Population

70%

College Degree
or Higher

37

Median Age

57%

Renters

65%

Millennial, Gen Z, or Alpha
35% Millennial

Tech Trailblazers

#1 Residential Segment

**Working professionals in their mid-30s, many were born outside the U.S. They live in urban areas, renting multifamily housing in major metropolitan cities. Residents tend to commute using public transportation or have access to remote work options.*

Monticello *Key Customer Segments*



Tech Trailblazers (41%)

A **diverse** group of **young single professionals** who live active, metropolitan lifestyles in rental properties

Average Age: 35

Affluence: Upper-Middle Class

Key Features:

*Digitally savvy & connected
Health-conscious; Active and fit
Prefers organic products & shops at specialty grocery stores
Enjoys spending on clothing, travel, and dining*



Family Prosperity (25%)

Married couples living in **suburban single family homes**

Average Age: 39

Affluence: Wealthy

Key Features:

*Affluent
Saving for college and retirement
Health-conscious and active
Shops at hardware, club, and hobby stores
Enjoys taking care of their homes
Enjoys reading and traveling*



Urban Harmony (15%)

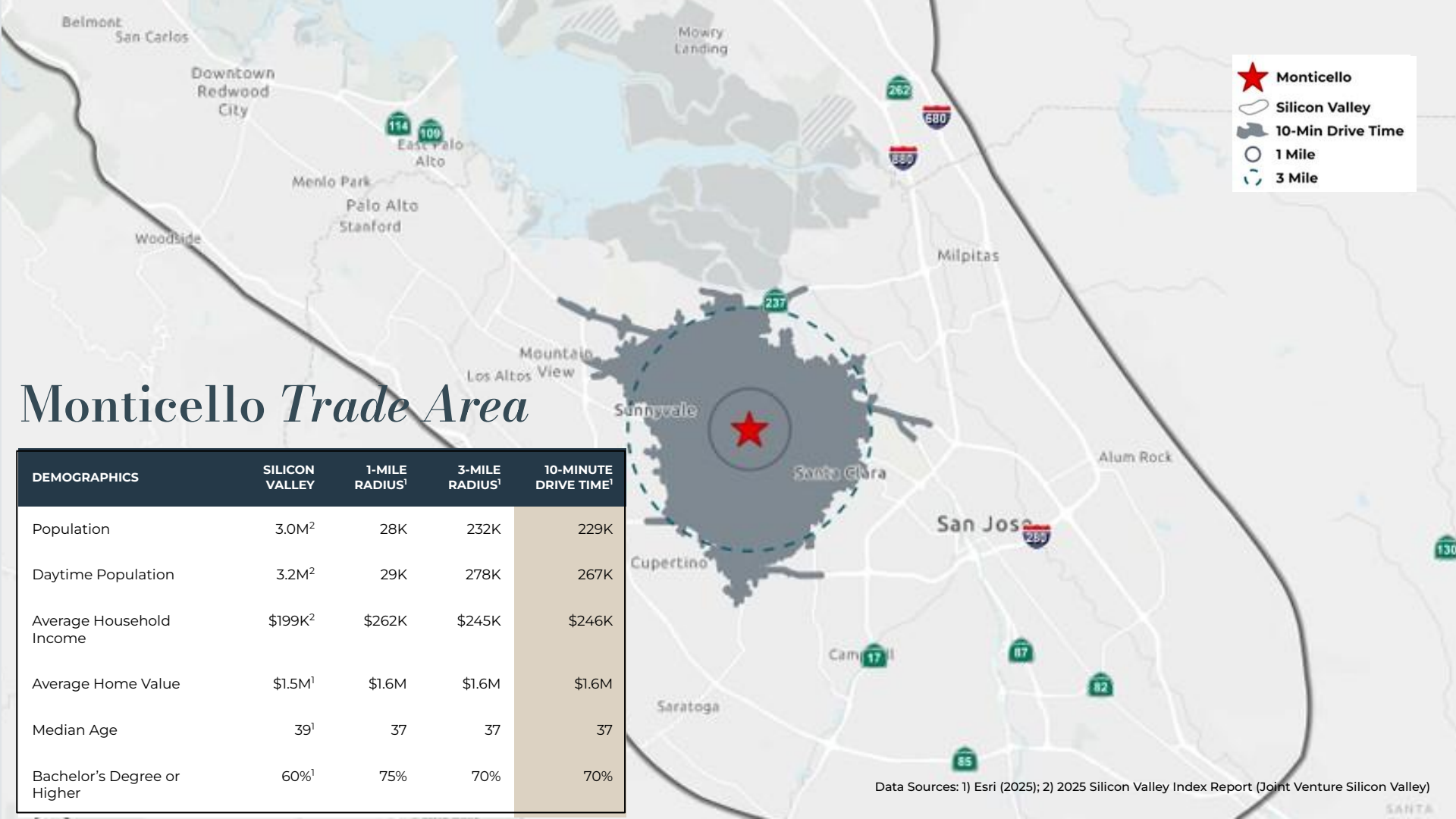
Multigenerational households located in or around **urban centers**. Residents spend a large portion of their incomes on **housing** and use **public transportation** to get around.

Average Age: 37

Affluence: Middle Class

Key Features:

*Frequently use public transportation
Visit laundromats, convenience stores, and wholesale clubs
Likes to go to theme parks and movies
Primary caregivers*



Monticello Trade Area

DEMOGRAPHICS	SILICON VALLEY	1-MILE RADIUS ¹	3-MILE RADIUS ¹	10-MINUTE DRIVE TIME ¹
Population	3.0M ²	28K	232K	229K
Daytime Population	3.2M ²	29K	278K	267K
Average Household Income	\$199K ²	\$262K	\$245K	\$246K
Average Home Value	\$1.5M ¹	\$1.6M	\$1.6M	\$1.6M
Median Age	39 ¹	37	37	37
Bachelor's Degree or Higher	60% ¹	75%	70%	70%

Data Sources: 1) Esri (2025); 2) 2025 Silicon Valley Index Report (Joint Venture Silicon Valley)

Santa Clara: A Thriving Technology *and* Innovation Hub

\$1.6M

Average Home Value
within 10-Minute
Drive-Time¹

87.9K

Households within a
10-Minute Drive-Time¹

52.9K

Apartment Units within
a 10-Minute Drive-Time²

8.7K

Businesses within
10-Minute Drive-Time¹

*The world's most influential
companies are headquartered in
Santa Clara from NVIDIA to Intel*

1.8K

Apartment
Communities within a
10-Minute Drive-Time²

194.2K

Office Workers within
a 10-Minute
Drive-Time²

Trade Area

Spending Power & Key Behaviors

WITHIN A 3-MILE RADIUS OF MONTICELLO

**SPEND ON FOOD AWAY
FROM HOME**

\$8.9K

Average Annual Spend

**SPEND ON FOOD AWAY
FROM HOME**

+117%

*Higher spend compared to
the National Average*

**SPEND ON FULL SERVICE
RESTAURANTS**

+121%

*Higher spend compared to the
National Average*

**SPEND ON FAST FOOD
RESTAURANTS**

+113%

*Higher spend compared to the
National Average*

**IS VERY KNOWLEDGEABLE
ABOUT RESTAURANTS**

+28%

*Behavior is higher than
the National Average*

**LIKES TO CELEBRATE AT
RESTAURANTS**

+27%

*Behavior is higher than
the National Average*



Restaurant *Supply & Demand*

WITHIN A 3-MILE RADIUS OF MONTICELLO

Local consumer demand for restaurant retail continues to outpace supply. There is **\$20 million** currently leaving this area that a potential Restaurant Concept could capture.



Supply & Demand



Full-Service Restaurants
Demand

\$29.8M



Full-Service Restaurants
Supply

\$10.1M



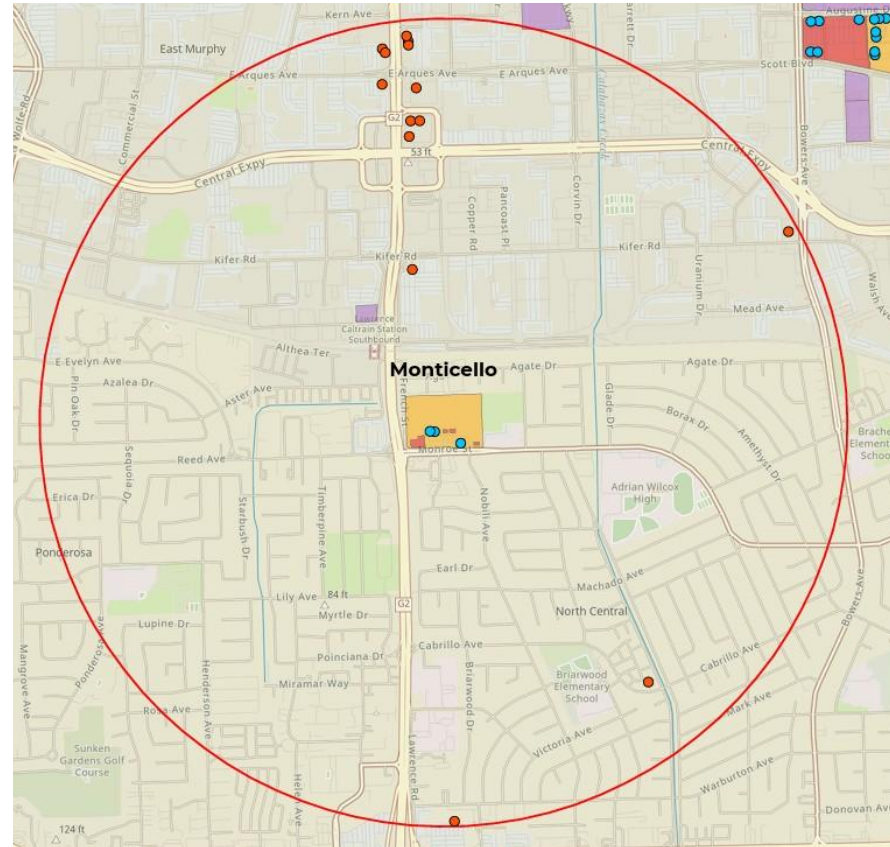
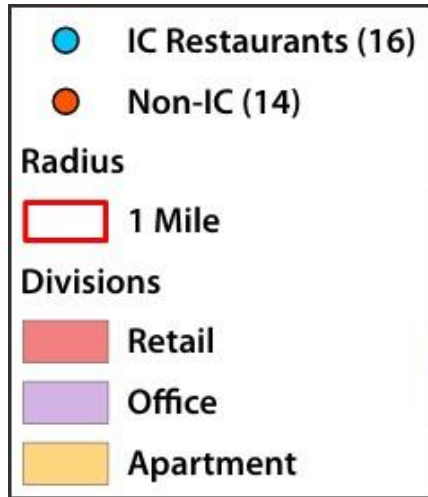
Unmet Demand

\$19.7M

Restaurant Store *Count*

WITHIN A 3-MILE RADIUS OF MONTICELLO

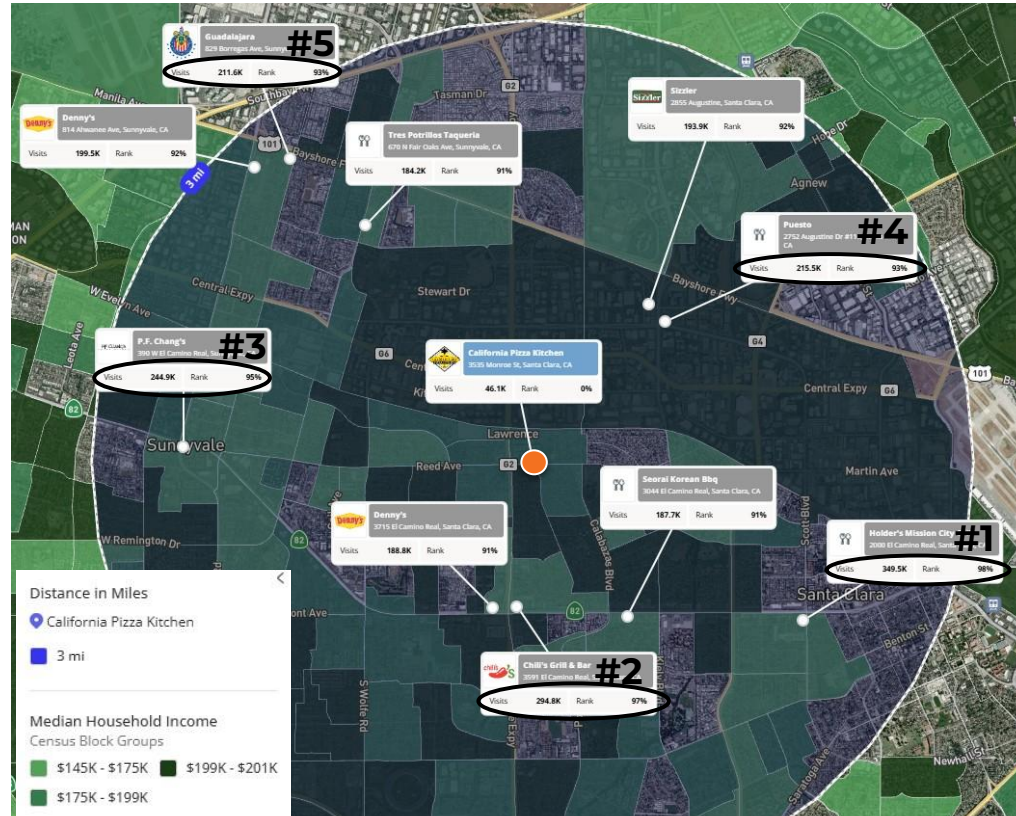
There is an opportunity to add more restaurants in the **Monticello** trade area.



Top 10 Restaurants by *Foot Traffic*

WITHIN A 3-MILE RADIUS OF MONTICELLO

A mix of **American** (Holder's Mission City Grill and Chili's Grill & Bar), **Chinese** (P.F. Chang's), and **Mexican** (Puesto and Guadalajara) cuisines perform well within a 3-mile radius of **Monticello**.



Mustafa Shahryar

Director, Leasing
Irvine Company Retail Properties
(949) 720-5928
mshahryar@irvinecompany.com
CA DRE Lic. #02253553

Dixie D. Divine

CEO · Broker · Principal
Prime Commercial, Inc.
1543 Lafayette Street | Suite C
Santa Clara, CA 95050
Direct (408) 879-4001
Office (408) 879-4000
Fax (408) 879-4004
Cell (408) 313-8900
ddivine@primecommercialinc.com



IRVINE COMPANY
RETAIL PROPERTIES

© 2025 Irvine Management Company. All Rights Reserved. Property is offered for lease through Irvine Management Company, a licensed real estate broker DRE LIC. #02041810. Irvine Company, the Sunwave, and Santa Clara Square are registered trademarks of Irvine Management Company. The information contained herein has been obtained from sources we deem reliable. While we have no reason to doubt its accuracy, we do not guarantee it. This information should not be the only basis of decision to buy or lease an Irvine Company property and the respective buyers or lessees should conduct their own independent investigation prior to making such a decision. Landlord, at any time, may change the shape, size, location, number and extent of the improvements shown herein, as well as any additional improvements. Landlord may eliminate, add or relocate any improvements to any portion of the Shopping Center, including, without limitation, buildings, parking areas or structures, roadways, curb cuts, temporary or permanent kiosks, displays or stands, and may add land to and/or withdraw land from the Shopping Center. The information and land uses shown on this map may change at any time.