

Redevelopment of New
Lifestyle Center

brea imperial center

1160 E IMPERIAL HWY
BREA • CA



“**GENERATIONAL
RETAIL OPPORTUNITIES
ARE FEW AND FAR BETWEEN IN
AFFLUENT, INFILL
MARKETS**”

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LOCATION AERIAL



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PROJECT FEATURES



Brea Imperial Center is located at one of the most heavily traveled intersections of North Orange County



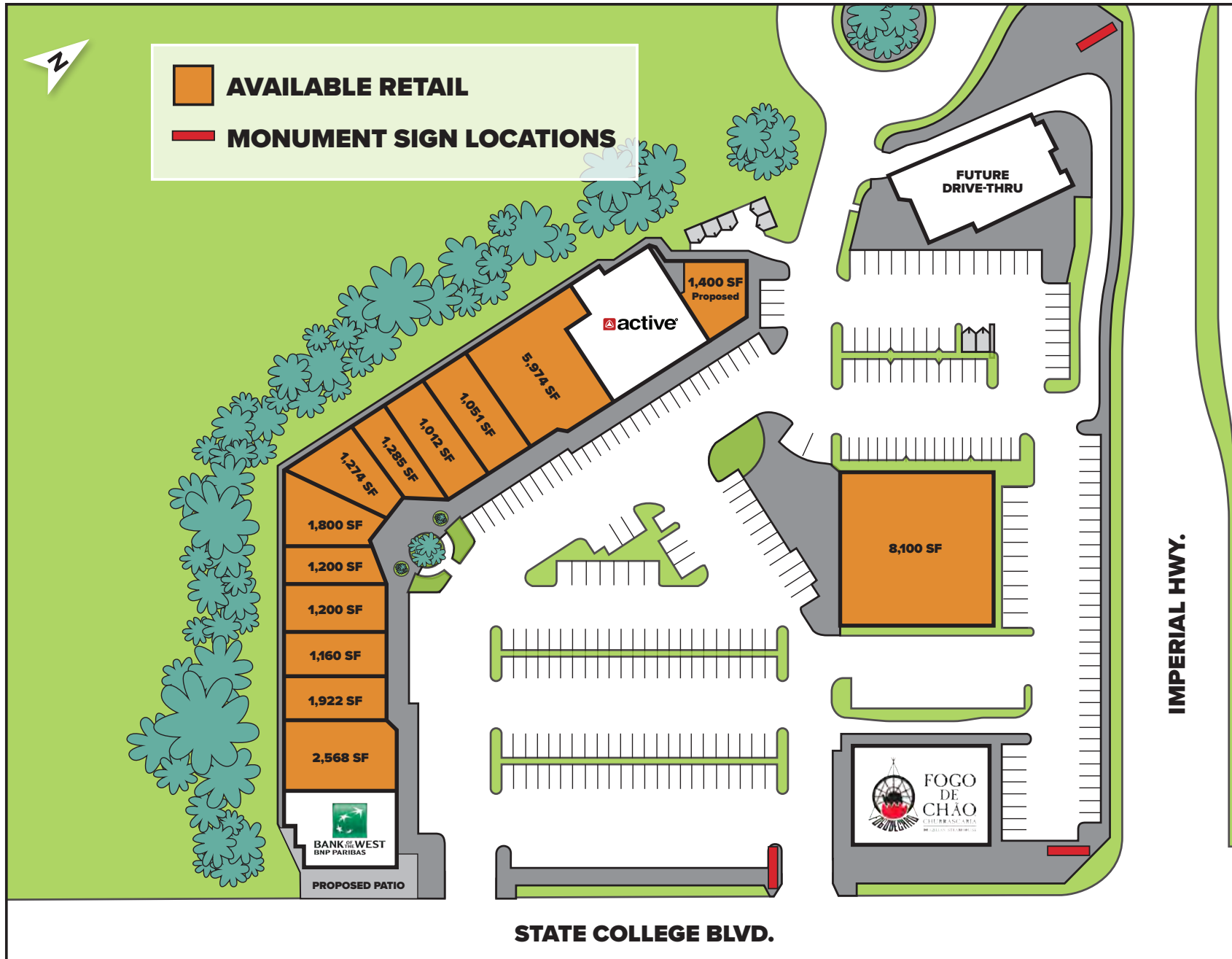
Major center-wide renovation coming June 2019



Great opportunities for restaurants and retailers in end-cap, and pad spaces



SITE PLAN



DEMOGRAPHICS

WITHIN 3 MILES

140,111

POPULATION

80,041

DAYTIME POPULATION

\$115,369

AVERAGE HH INCOME

WITHIN 5 MILES

392,044

POPULATION

194,061

DAYTIME POPULATION

\$108,416

AVERAGE HH INCOME

TRAFFIC COUNTS (CARS PER DAY)

67,500

IMPERIAL HWY.

27,500

STATE COLLEGE BLVD.

9,240

RANDOLPH AVE.

