

# The Bluffs

1302 - 1380 BISON AVENUE | NEWPORT BEACH, CA 92660



## 53,507 SF GROSS LEASABLE AREA

- The Bluffs is an Amenity Center designed to provide a convenient environment that seamlessly integrates the demands of work, life, and play.
- Serves the affluent residents of Newport North, Eastbluff, One Ford Road, Bonita Canyon, and Big Canyon.
- Caters to professionals working in UCI Research Park: 2.2 million square foot workplace community, home to companies such as Toshiba, Medtronic, Skyworks Solutions, Seegene Technologies, and UCI Beall Applied Innovation @ The Cove.
- Less than one mile away from University of California, Irvine with 36,000+ students and 3,800+ faculty/staff.
- Adjacent to three Irvine Company-owned apartment communities featuring over 1,900 apartment homes: Baypointe, Newport North, and Newport Bluffs.



## KEY TENANTS

Biologi Spa	Flower Child
Blk Dot Coffee	Islands Fine Burger & Drinks
Chipotle Mexican Grill	Jersey Mike's Subs
Eddie V's Prime Seafood	The Stand

## TRADE AREA DEMOGRAPHICS

(TOTAL)

**1.8M**

Annual Visits<sub>1</sub>

**545K**

Total Population<sub>2</sub>

**37**

Average Age<sub>2</sub>

(PRIMARY)

**\$190K**

Avg Household Income<sub>2</sub>

**68%**

Higher Spend on Food<sub>2</sub>  
Vs. the National Average

**59%**

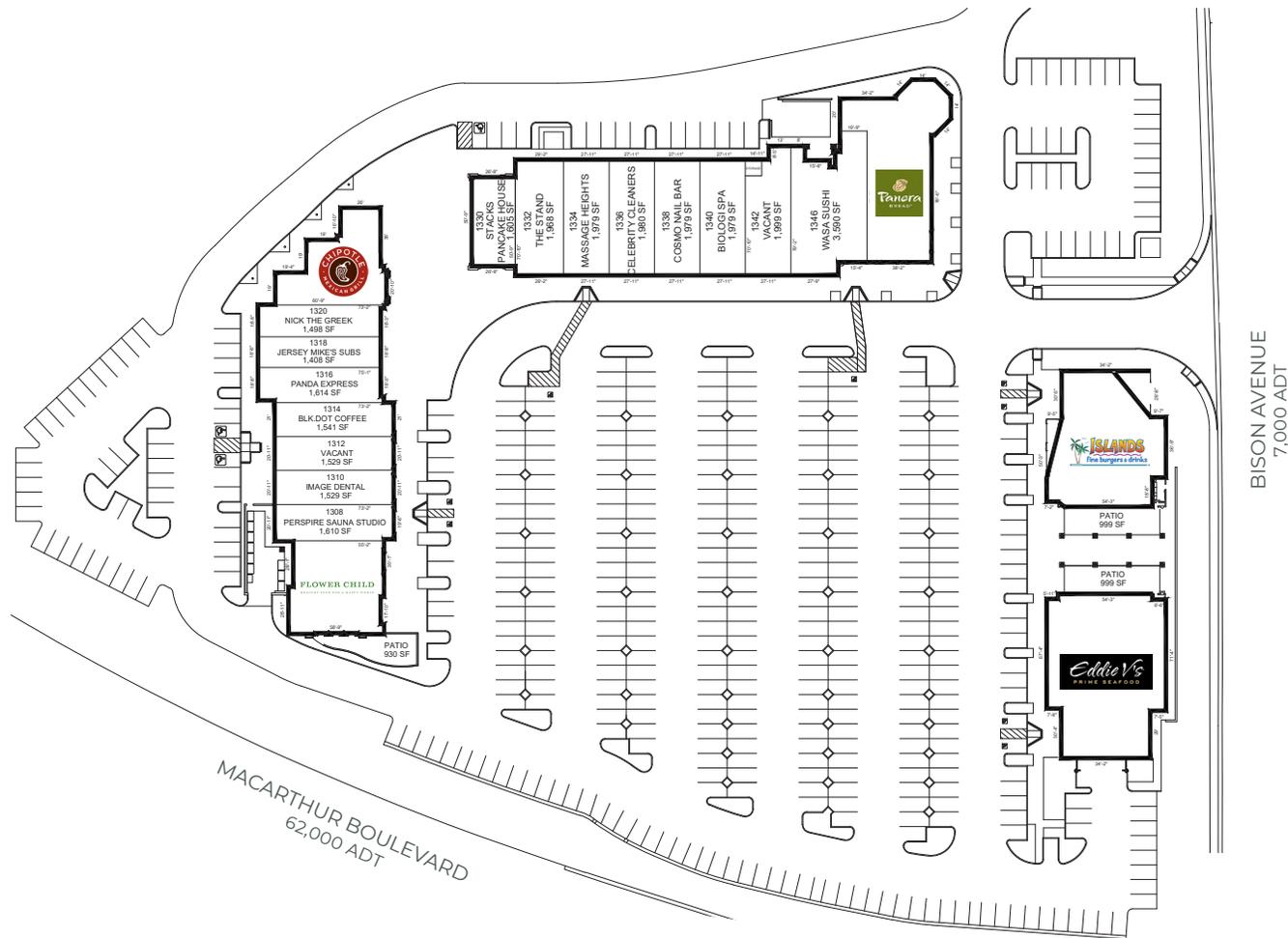
Higher Spend on Retail Goods<sub>2</sub>  
Vs. the National Average

Total = 70% of visits; Primary = 30% of visits

Sources: (1) Placer.ai, (2) Esri 2024

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**FOR MORE INFORMATION, VISIT [IRVINECOMPANYRETAIL.COM](http://IRVINECOMPANYRETAIL.COM)**

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