

The Bluffs

1302 - 1380 BISON AVENUE | NEWPORT BEACH, CA 92660

53,507 SF GROSS LEASABLE AREA | 16 MERCHANTS

Plug into affluence. Conveniently located just off SR-73 at the intersection of Bison and MacArthur Boulevard, this center serves the daily essentials of Newport Beach's most established residential enclaves—including Eastbluff, One Ford Road, Bonita Canyon, and Big Canyon. It is situated less than one mile from the University of California, Irvine, supporting a population of over 40K+ students, faculty, and staff. A built-in audience: Proximity to UCI Research Park, a 2.2M SF workplace campus home to Toshiba and Medtronic, and 1.9K luxury apartment homes across Newport Bluffs, Newport North, and Baypointe.

KEY STATISTICS

1.8M

Annual Visits
4X Visitor Frequency₄

37

Average Age₁

51%

Higher Spend on Retail Goods
Vs. the National Avg.₂

555K

Total Population₂

\$188K

Average Household Income
62% Higher than the National Avg.₂

61%

Higher Spend on Food
Vs. the National Avg.₂

63%

Family Households₂

\$1.7M

Average Home Value
262% Higher than the National Avg.₂

69%

Higher Spend on Health and Wellness
Vs. the National Avg.₂

Data Sources: Esri 2025: (1) Total Trade Area, (2) Primary Trade Area, (3) Market Data, (4) Placer.ai

NOTABLE TENANTS

FLOWER CHILD
HEALTHY FOOD FOR A HAPPY WORLD

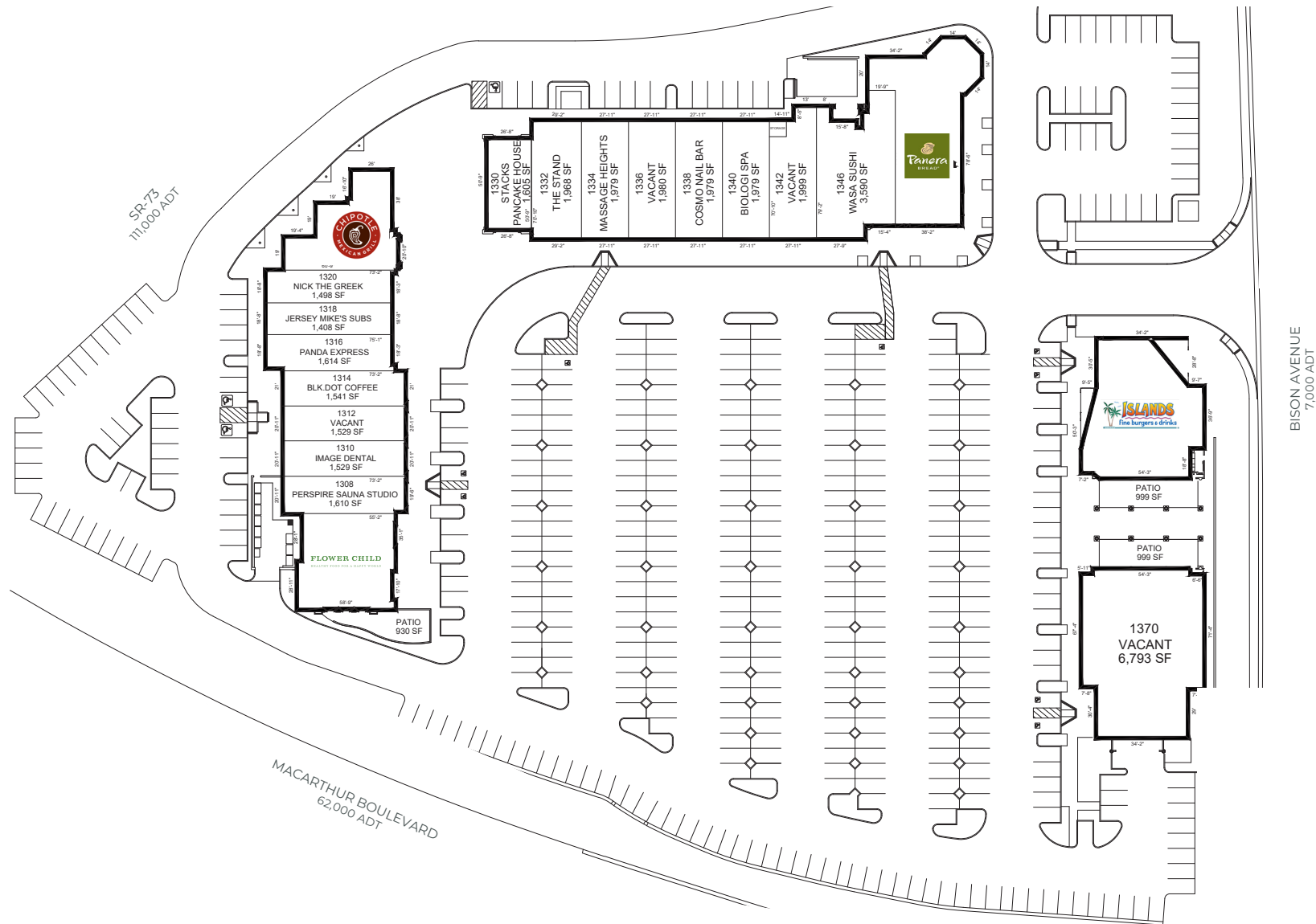


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