



# ON THE UPSIDE

Remarkable Retail Opportunities Just North of LA



There's a vibrant place on the upside of LA that offers astute retailers, restaurateurs, and service providers with great growth opportunities – **LANCASTER, CA**



An innovative new 350-acre mixed-use health district, currently in planning, will integrate health care with entertainment, dining, retail, and housing in a vibrant urban setting.

New Pentagon projects have expanded our base of smart, affluent scientists, engineers, and techies, bringing more disposable income to the area.

# 33%

work in managerial, technical, or creative roles



## California

### Cultural

### Districts

The BLVD

Cultural District

The BLVD, our downtown arts and entertainment area offers great retail, restaurant, and entertainment spots. It's one of only 14 California Cultural Districts statewide.

The Lancaster Auto Mall has seen major expansion and hosts one of the largest truck dealerships in the US.



Auto Sector Demand \$1.1 Billion

Whether you're looking to locate in an existing center, find improved land for a project, or envision a new large-scale development, it's time to talk. **LET US SHOW YOU THE UPSIDE OF LA.**

lancaster  ca  
it's positively clear

LANCASTER,  
THE  
UPSIDE  
OF RETAIL



YOUNG, UPSCALE, AFFLUENT

Median Age:  
**32.8**

**\$69k**  
Average HH  
Income  
Citywide

**\$94k**  
Average HH  
Income on  
Westside

Home Ownership



More than  
**52%**

College Educated

**58%** Employed  
in white collar jobs



PREVALENT PRIZM PROFILES:

Kids & Cul-de-sacs, Beltway Boomers,  
Middleburg Managers, Pools & Patios,  
Second City Startups



REAL GROWTH:

City Population (2016):	<b>159,651</b>
Regional Population (2018):	<b>542,208</b>
Projected Regional (2023):	<b>571,683</b>

OPPORTUNITY GAPS:

Automotive Sector	<b>\$400 million</b>
Food & Beverage	<b>\$186 million</b>
Clothing & Accessories	<b>\$138 million</b>
Furniture/Furnishings	<b>\$77 million</b>
Home Improvements	<b>\$57 million</b>
Electronics/Appliances	<b>\$54 million</b>
Leisure Products	<b>\$40 million</b>



COME SEE  
WHAT'S UP IN  
LANCASTER, CA

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**\$5.6 Billion** } CONSUMER DEMAND