



Offers New Look, New Shops & Restaurants



5th & PCH parade entry with Miss HB & Court – won Sweepstakes

5th & PCH MERCHANTS INCLUDE:

RESTAURANTS: Bruxie, Pacific Hideaway, Ritter's Steam Kettle Cooking, Shakeaway and The Pizza Press.

APPAREL & ACCESSORIES: Active Ride Shop, Chilli Beans Accessories, Forever 21, Jolyn Clothing, If Outlet, Merrilee's Swimwear, Rip Curl, Skechers.

SPECIALTY: CVS Pharmacy.
HOTEL: Shorebreak Hotel.

OPENING SOON: HQ Gastropub (Oct. 2017).

American, Asian and Latin cuisines, and selection of hand crafted cocktails that have been voted one of the Top 10 by OC Weekly.

5th & PCH began an ambitious calendar of special events in 2017 to offer a unique experience for locals and visitors. "We were thrilled to host International Women's Surfing Champion, Sally Fitzgibbons on opening day of the US Open, offering her All Australian Beach Body Workout to 100's of people who signed-up in advance", states Ms. Leigh. "5th & PCH has been approached by numerous organizations, wanting an authentic street venue for their expos, demonstrations and community outreach. This also gives us opportunities to partner with our neighbors and non-profits to get them involved and support them in the process."

Owners of 5th & PCH, Arrow Retail, out of Dallas, Texas, want to be a contributing member of the community

Timing was perfect when it was announced early this spring that **5th & PCH** would replace **The Strand** as the new name for the mixed-used development. All the shops, restaurants, offices and Shorebreak Hotel has just been painted in an entirely new color pallet to identify it's close proximity to the beach, which suggested a transformation was in the works to re-brand the location as a unique destination in Downtown Huntington Beach to Shop, Dine, Play and Stay!

"**5th & PCH** is truly one of the most unique shopping districts in Orange County, offering a spectacular ocean view that includes the iconic HB Pier with constant beach activity of surfers, swimmers, bicyclists and people enjoying the surf city experience" states Senior Property Manager, Kate Leigh.

"Our renovation has been a huge success with locals who love the new colorful store fronts, accented with seasonal banners, and our constant attention to keep the street and walkways sparkling clean" adds Ms. Leigh. "Our efforts to attract new merchants has paid off as well!"

New tenants opened in March and April include The Pizza Press, where customers craft their own pizza, and If Outlet that offers trendy young ladies casual wear.

In addition to the merchants now open for business, HQ Gastropub will join the eclectic tenant mix in early fall to provide high quality food, beer, wine, spirits. "HQ Gastropub has been compared to Hard Rock Café, because of its music and visually inspiring décor of classic vintage guitars and art. But I'm excited about the black & white vintage tv shows they will play in the evenings", jokes Kate. "HQ's location on PCH will provide breath





Surfing Champion Sally Fitzgibbons leads workout session in July 2017

UPCOMING 5TH & PCH SPECIAL EVENTS:

- Old Skool Skate Session & Contest: Sat., Sept. 16
- Meet & Greet the Pilots – Pre-show Event for Breitling HB Airshow: Thurs., Sept. 28.

through sponsorships and fund raising efforts to benefit the HB International Surfing Museum, Waggin' Trails Dog Rescue, Duck-a-Thon and Miss Huntington Beach Scholarship Program, to name a few.

Restaurant tours for 5th & PCH began August, from *Walk, Wine & Dine* in Huntington Beach. "There was so much interest about 5th & PCH after their remodel", states tour-owner Sherry Hardesty, "I created a tour that starts with a hand crafted cocktail and appetizers at Pacific Hideaway, then take guests to visit the other eateries to enjoy some

of their most popular menu items, and then end the evening by making s'mores at the firepits inside the courtyard at Shorebreak Hotel!"

After HQ Gastropub opens in October, there will be more new merchants opening soon at 5th & PCH, according to Senior VP of Leasing for SRS Real Estate Partners, Terrison Quinn who announced recently "We are close to signing some complimentary uses including a salon, boutique fitness and several new-to-market restaurant options".



"Wave" 2-story sculpture is one of "Top 15 Photo Ops" in HB



Skateboard competitions sponsored by Active Ride Shop at 5th & PCH

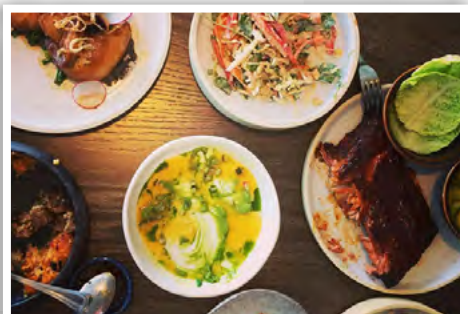
For more information about 5th & PCH, including events, shops, restaurants and Shorebreak Hotel, visit www.5thandpch.com.



Shorebreak Hotel remodeled all 157 of their boutique-style rooms



New Shorebreak Hotel lobby and Pacific Hideaway (restaurant opened April 2017)



Pacific Hideaway offers a fusion of Asian, Latin & American favorites