



RiverRow

SANTA CRUZ

FIND YOUR
RHYTHM

RiverRow

414 FRONT ST, SANTA CRUZ, CA

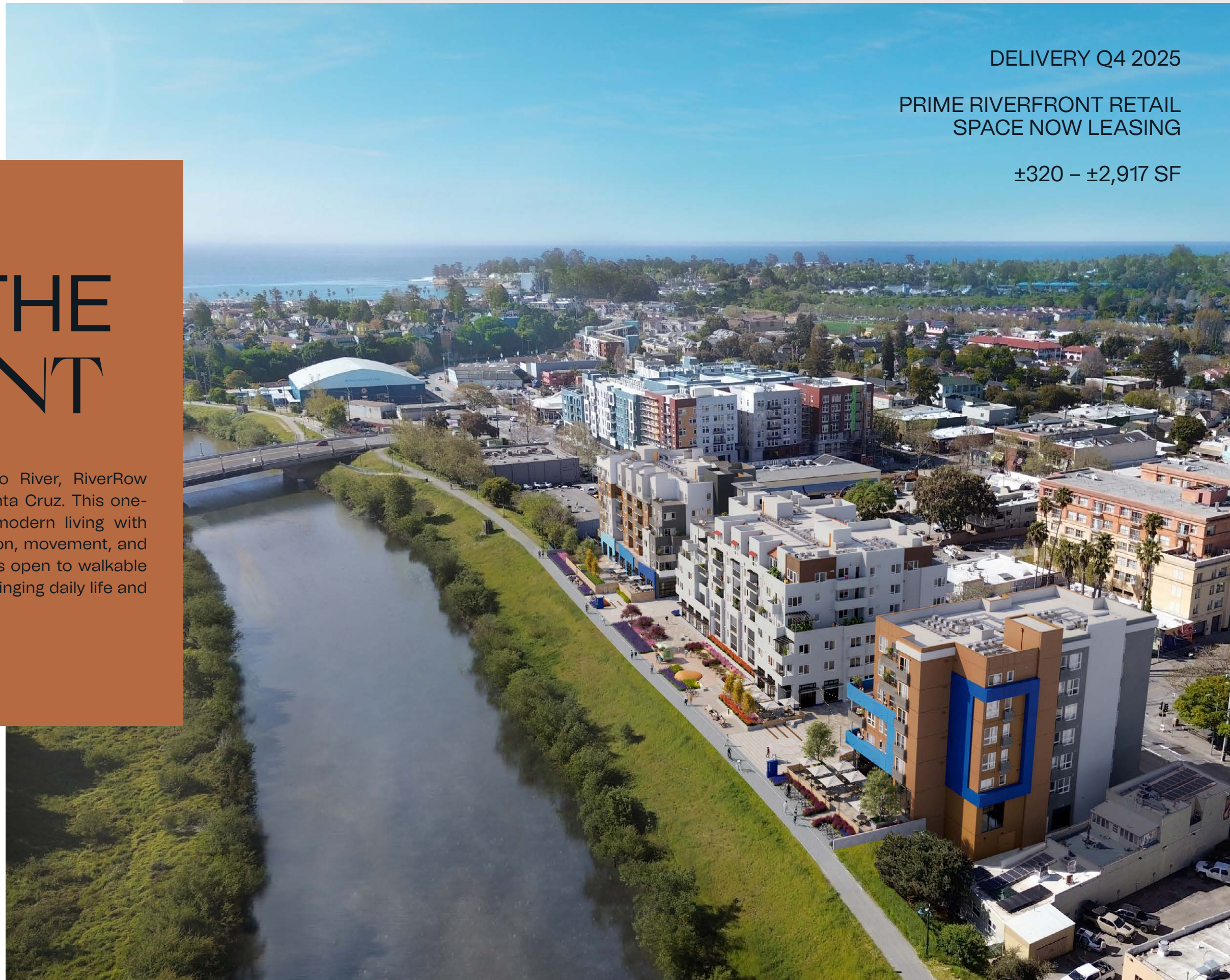
CRAFT THE CURRENT

Set along the banks of the San Lorenzo River, RiverRow introduces a new rhythm to downtown Santa Cruz. This one-of-a-kind mixed-use community weaves modern living with riverside retail, creating space for connection, movement, and discovery. Thoughtfully designed storefronts open to walkable paths, public plazas, and flowing energy—bringing daily life and commerce into harmony.

DELIVERY Q4 2025

PRIME RIVERFRONT RETAIL
SPACE NOW LEASING

±320 – ±2,917 SF



RiverRow



ONE-OF-A-KIND MIXED-USE
DEVELOPMENT ALONG
THE SAN LORENZO RIVER



175 MODERN,
BEST-IN-CLASS
RESIDENTIAL UNITS



10,173 SF OF
STREET-LEVEL AND
RIVERWALK RETAIL ACCESS



PART OF A VIBRANT PUBLIC
PLAZA WITH SEATING, ART,
AND A FOOD TRUCK ZONE

DEFINE YOUR PLACE

A variety of street-facing and river-facing retail suites are available, each offering high visibility and consistent foot traffic. Storefronts face either the vibrant Front Street corridor or the scenic San Lorenzo River. Whether you're serving locals, students, or the 3 million annual visitors, this is your chance to shape the future of Santa Cruz retail.




ALL AVAILABILITIES

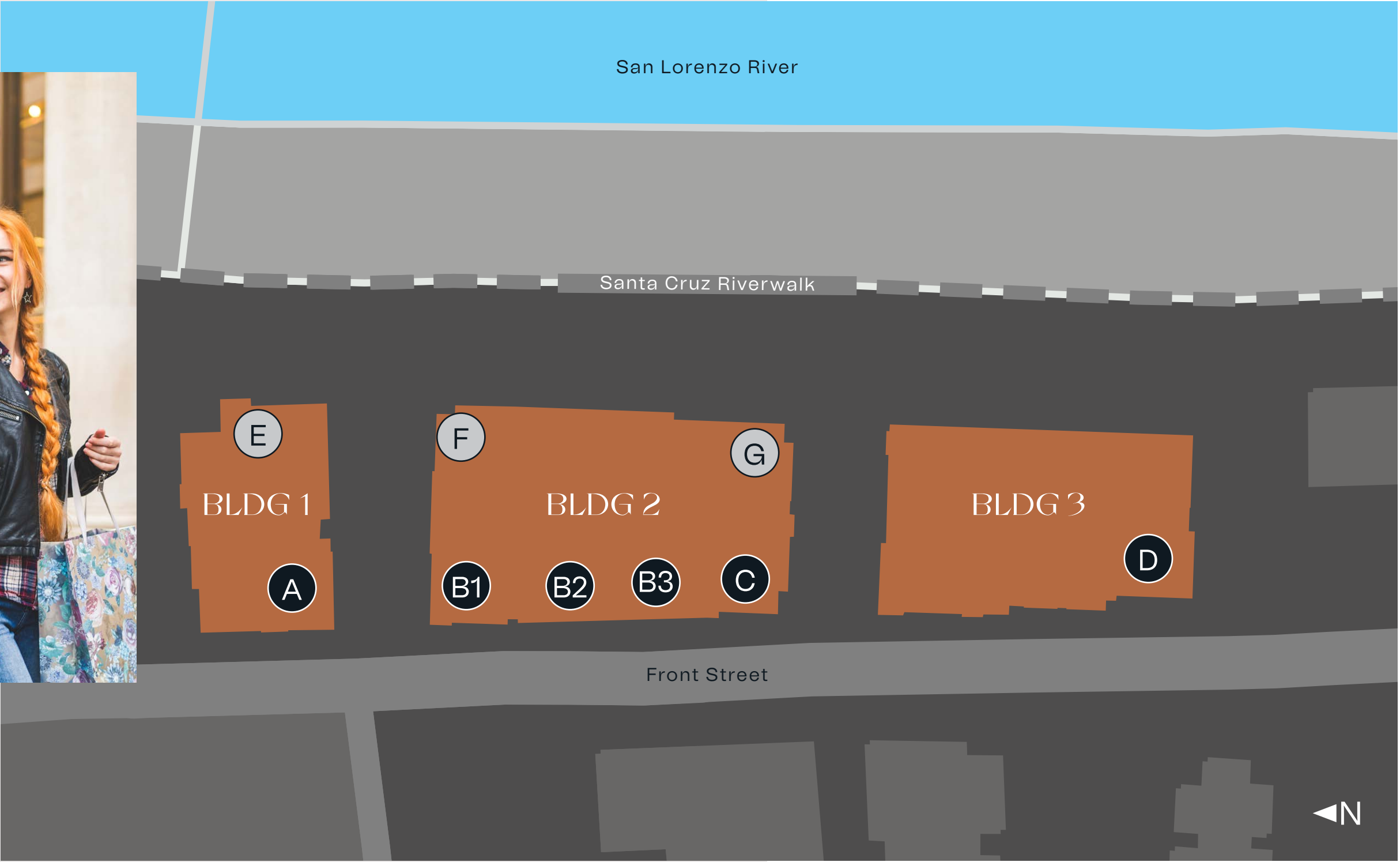
BUILDING	RETAIL SPACE	SF	FACING
BLDG 1	Space A	498	Front St
BLDG 2	Space B1	829	Front St
BLDG 2	Space B2	1,464	Front St
BLDG 2	Space B3	1,763	Front St
BLDG 2	Space C	320	Front St
BLDG 3	Space D	596	Front St
BLDG 1	Space E	2,917	River
BLDG 2	Space F	1,124	River
BLDG 2	Space G	1,968	River

DEDICATED RESTAURANT INFRASTRUCTURE

SITE PLAN AVAILABILITIES



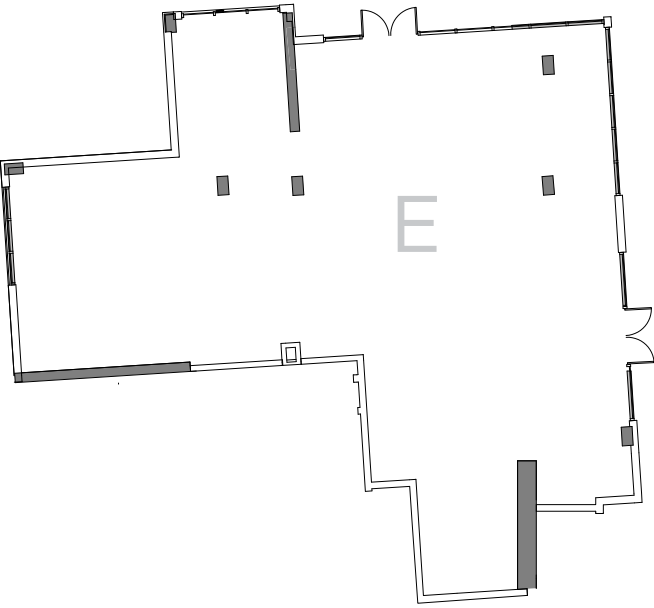
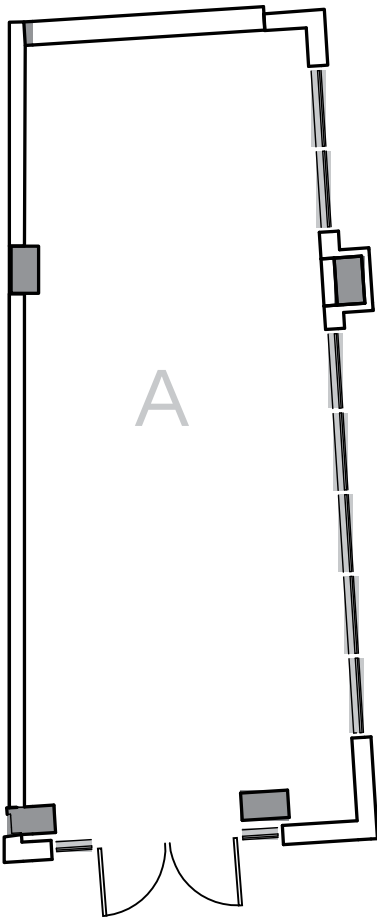
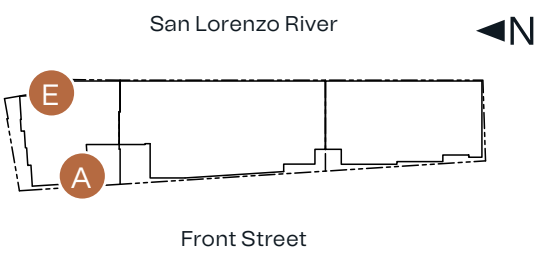
 DEDICATED RESTAURANT INFRASTRUCTURE



AVAILABLE FLOOR PLANS

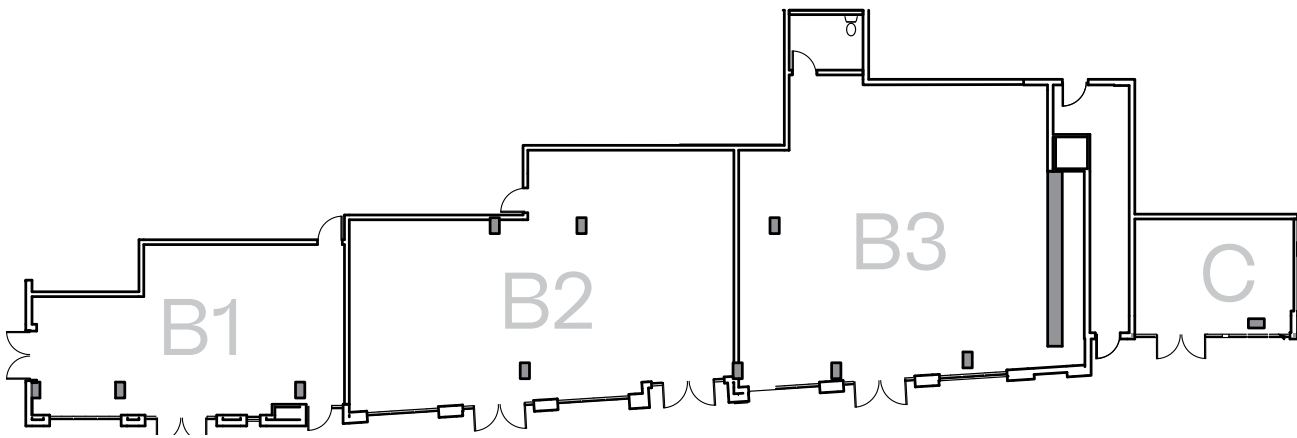
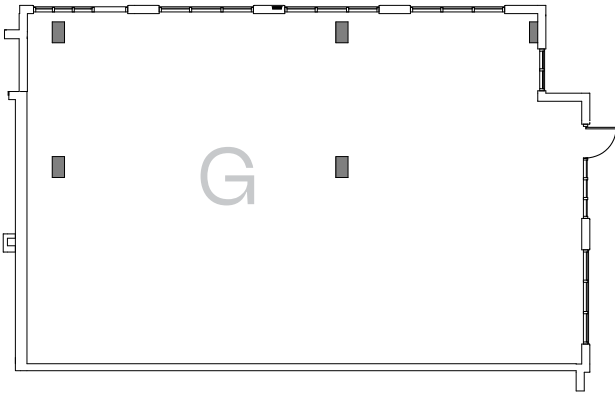
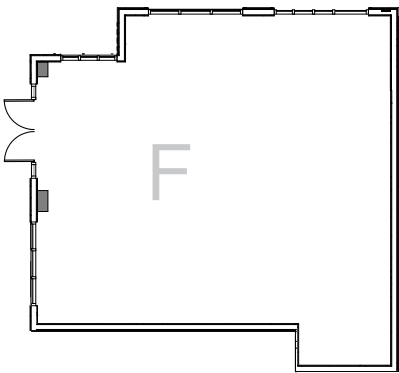
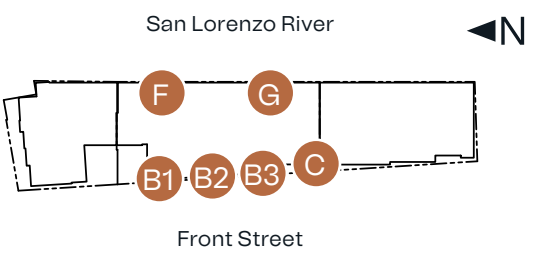


BUILDING 1



BUILDING	RETAIL SPACE	SF	FACING
BLDG 1	Space A	498	Front St
BLDG 1	Space E	2,917	River

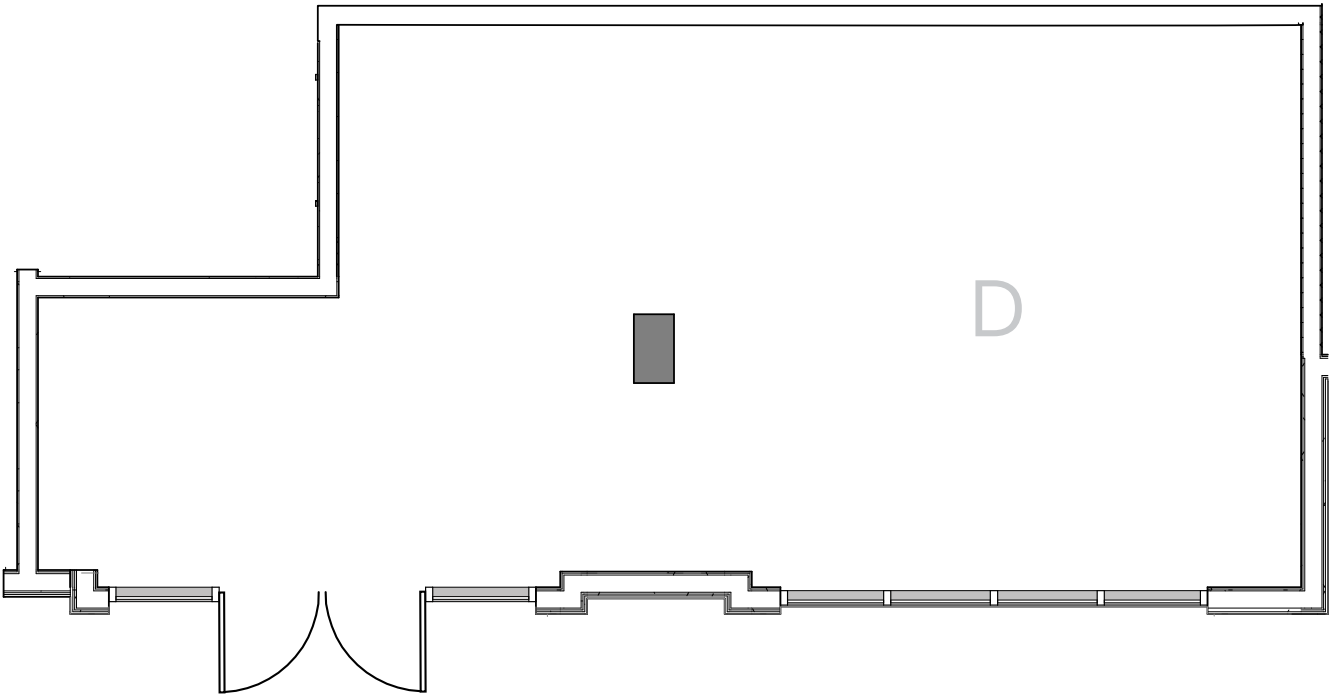
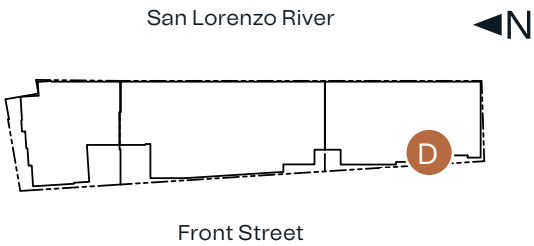
BUILDING 2



BUILDING	RETAIL SPACE	SF	FACING
BLDG 2	Space B1	829	Front St
BLDG 2	Space B2	1,464	Front St
BLDG 2	Space B3	1,763	Front St
BLDG 2	Space C	320	Front St
BLDG 2	Space F	1,124	River
BLDG 2	Space G	1,968	River

AVAILABLE FLOOR PLANS

BUILDING 3



BUILDING	RETAIL SPACE	SF	FACING
BLDG 3	Space D	596	Front St






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PROGRESS IN ACTION

A new era is unfolding in Downtown Santa Cruz, where over 1,600 new homes and an estimated 2,000,000 SF of new development are set to energize the city's core by 2026. Rising along the San Lorenzo River, RiverRow offers a dynamic blend of modern living, walkable retail, and vibrant public spaces—creating a destination rooted in connection and coastal charm.

- RAPIDLY GROWING AREA WITH OVER 10+ MIXED-USE PROJECTS PLANNED, ANCHORED BY MULTIFAMILY OR HOTELS
- OVER \$1 BILLION PRIVATELY INVESTED IN DOWNTOWN REDEVELOPMENT OVER 5 YEARS
- A NEW STATE-OF-THE-ART TRANSIT CENTER
- A PROPOSED PERMANENT HOME FOR THE SANTA CRUZ WARRIORS AS AN ANCHOR FOR REDEVELOPMENT



Above the rhythm of RiverRow, rises with 175 residences including 20 affordable homes that bring life and energy to the riverfront skyline.

NEARBY DEVELOPMENTS

Kaiser Permanente Arena

- Santa Cruz Warriors, G-League Affiliate to the Golden State Warriors.
- Proposed site for the new permanent arena as anchor for redevelopment.



201 Front Street

- 245 Housing Units
- 10,000 SF Ground Floor Retail



The Cruz Hotel

- 228 Room Hotel
- Banquet and Conference Space, Restaurant and Bar.



RiverRow

414 FRONT ST, SANTA CRUZ, CA

530 Front Street Development

- 276 Market Rate + 37 Affordable Housing Units and outdoor plaza.



130 Center St. 'Calypso'

- 223 Housing Units
- Ground floor food and beverage and retail units.



Pacific Front Mixed-Use Development

- Completed in 2024
- 205 Market Rate Housing Units
- 11,000 square feet of ground floor retail.



Pacific Station South

- Completed in 2024
- 69 Affordable Housing Units
- The new home for the Santa Cruz Health Center and the Dientes Community Dental Care Center.



Pacific Station North

- Q1 2026 Estimated Completion Date
- The project will feature a first of its kind "net-zero" construction
- 128 Housing Units with 8,046 square feet of commercial retail, 22 bus bays, and 128 affordable housing units.



Cedar/Center Project

- Completed in 2024
- 65 affordable housing units
- 2,210 square feet of ground floor retail space.



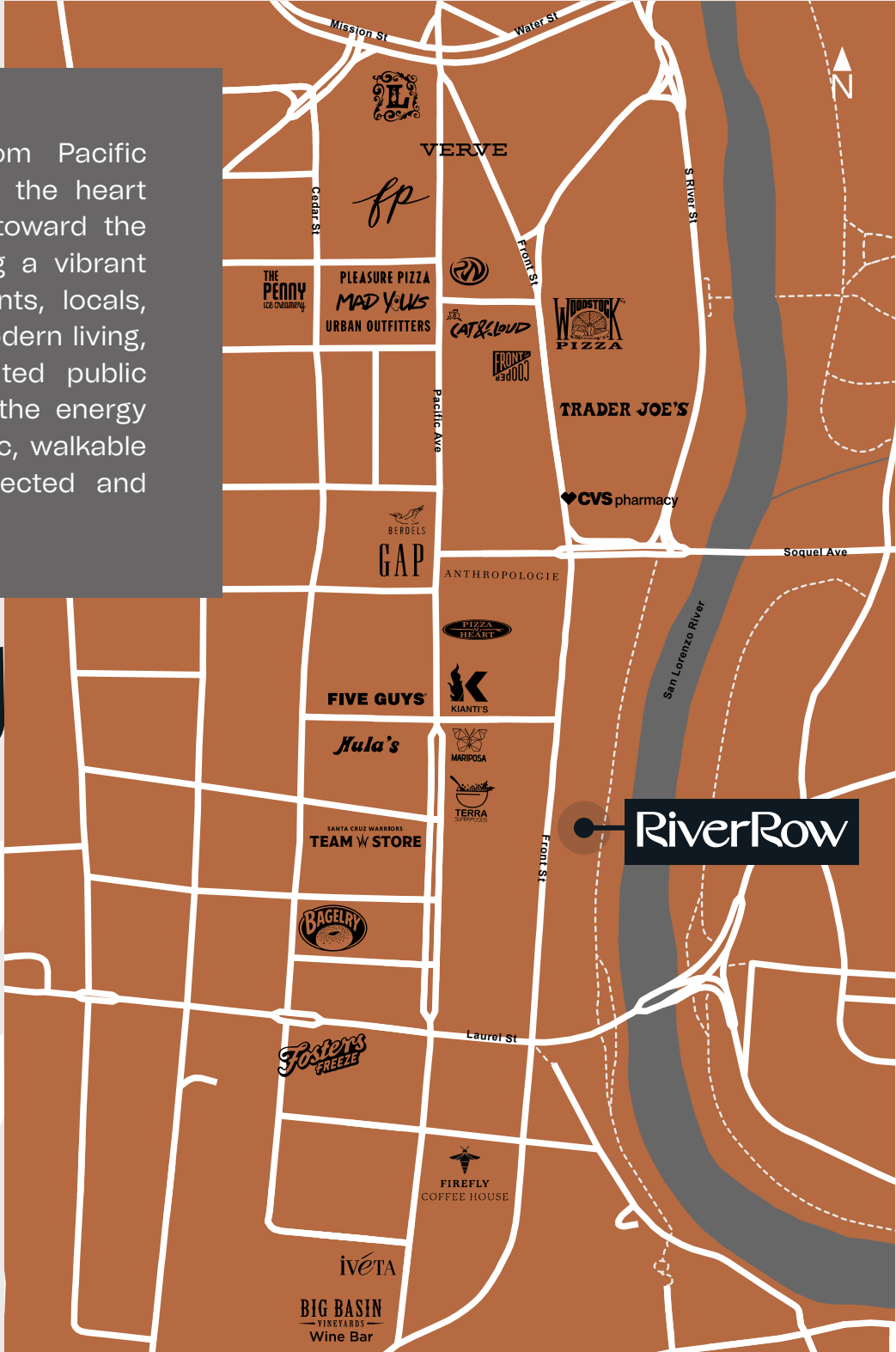
Downtown Library Mixed Use Project

- Construction scheduled to begin in Spring 2025
- 35,000 square feet of programmable space, an additional 5,000 square foot roof deck.
- Affordable housing on top three stories
- 10,000 square feet of commercial.
- Three stories of parking that will service the downtown area.



EXTEND THE FLOW

Just one street over from Pacific Avenue, RiverRow expands the heart of Downtown Santa Cruz toward the San Lorenzo River, creating a vibrant new destination for residents, locals, and visitors. By blending modern living, riverside retail, and activated public spaces, RiverRow extends the energy of downtown into a dynamic, walkable hub that feels both connected and refreshingly new.



414 FRONT STREET
SANTA CRUZ, CA



DEMOGRAPHICS	1 MILE	3 MILES
Population	26,310	84,730
Households	10,623	32,403
Median Age	36.2	38.5
Avg HH Income	\$116,670	\$131,521
Daytime Employees	22,006	51,095

3-4 MIL VISITORS PER YEAR ±100 K DAILY FOOT TRAFFIC





RiverRow

STYLE
IN MOTION

RiverRow

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