

THE VIEW | SALE OR LEASE

951 SEACOAST DRIVE | IMPERIAL BEACH, CA 91932



~10,794 SF BLDG | BUILT IN 2024

100K CONSUMERS | \$148K AVG HHI | BEACH FRONT VIEWS | ROOFTOP AND WATERFRONT EXPOSURE



THE VIEW
AT SEACOAST

Marcus & Millichap
ROSE RETAIL GROUP

EXECUTIVE SUMMARY

BEACH FRONT SAN DIEGO RESTAURANT | RETAIL | EVENTS

EXECUTIVE SUMMARY

FOR SALE

Price	\$8,500,000
Net Operating Income (Market)	\$637,900
Cap Rate	7.50%
Gross Leasable Area (GLA)	10,794
Price Per Square Foot	\$787

FOR LEASE

Term	10 Years
Rent	\$44.00
NNN Reimbursement Estimates	\$7.30
Structure	NNN
Condition	Vanilla Shell
Year Built Refurbished	2024
Parcel Size (Acres)	0.43
Parcel Size (SF)	18,730



IMPERIAL BEACH PIER

SEACOAST DRIVE



OFFERING SUMMARY

Marcus & Millichap has been selected to exclusively market for SALE or LEASE the fee simple interest in an approximately ±10,794 square foot beach front three-story building located at 951 Seacoast Drive, Imperial Beach, CA 91932. The Property is ideally positioned directly along Seacoast Drive, the primary coastal corridor of Imperial Beach, and benefits from immediate proximity to the iconic Imperial Beach Pier with unobstructed views of the Pacific Ocean.

The building features multiple floors of restaurant and retail space along with a rooftop deck, creating a unique hospitality and entertainment destination along the Southern California coastline. The rooftop provides an ideal setting for private events, weddings, corporate functions, and sunset receptions, offering panoramic ocean views and one of the most desirable event settings in San Diego County.

Imperial Beach is recognized as California's southernmost coastal city, attracting residents, tourists, and beach visitors year-round. Located just south of San Diego and minutes from Coronado and Silver Strand State Beach, the city draws consistent visitation from both regional and international travelers. The beach front corridor along Seacoast Drive has become a growing destination for dining, recreation, and coastal tourism.

With its beach front location, rooftop event space and restaurant-ready configuration, The View represents a rare opportunity to establish a signature hospitality, dining and entertainment venue along one of Southern California's most scenic beach corridors.



AREA OVERVIEW

Located at 951 Seacoast Drive in the vibrant coastal city of Imperial Beach, this property is right in the heart of Imperial Beach, with stunning ocean views where the sun sets just off the shoreline, disappearing into the Pacific.

- Imperial Beach is a popular coastal spot known for its steady flow of visitors, strong local economy, and big nearby employers like Naval Base Coronado, Sharp HealthCare, and Qualcomm. It's also close to major schools like UC San Diego and San Diego State, which adds to the local vibe.
- This property sits on Seacoast Drive with great visibility and is just steps away from landmarks like the Imperial Beach Pier and Silver Strand State Beach. The area has plenty of hotels, restaurants, and homes, creating strong demand for event and dining spaces.
- Getting here is easy with San Diego International Airport and transit hubs nearby, making it convenient for both locals and tourists.
- With steady population growth, lots of visitors, and an unbeatable beachfront location, this property offers a fantastic opportunity for restaurants, events, and hospitality in one of Southern California's coolest coastal markets.

INVESTMENT HIGHLIGHTS

COASTAL BEACHFRONT LOCATION

Newly built, three-story property directly on Seacoast Drive and just steps from the Imperial Beach Pier. Rooftop and beachfront exposure with sweeping Pacific sunsets, ideal for events, dining, and premium hospitality experiences.

HIGH RESTAURANT VISITOR TRAFFIC

Nearby restaurants such as The Brigantine welcomed up to 65,000 visitors last year, driven by beachfront tourism and local dining demand

VALUE-ADD POTENTIAL

Lease-up potential with flexible space allowing tenants to customize interiors and rooftop details to their specifications

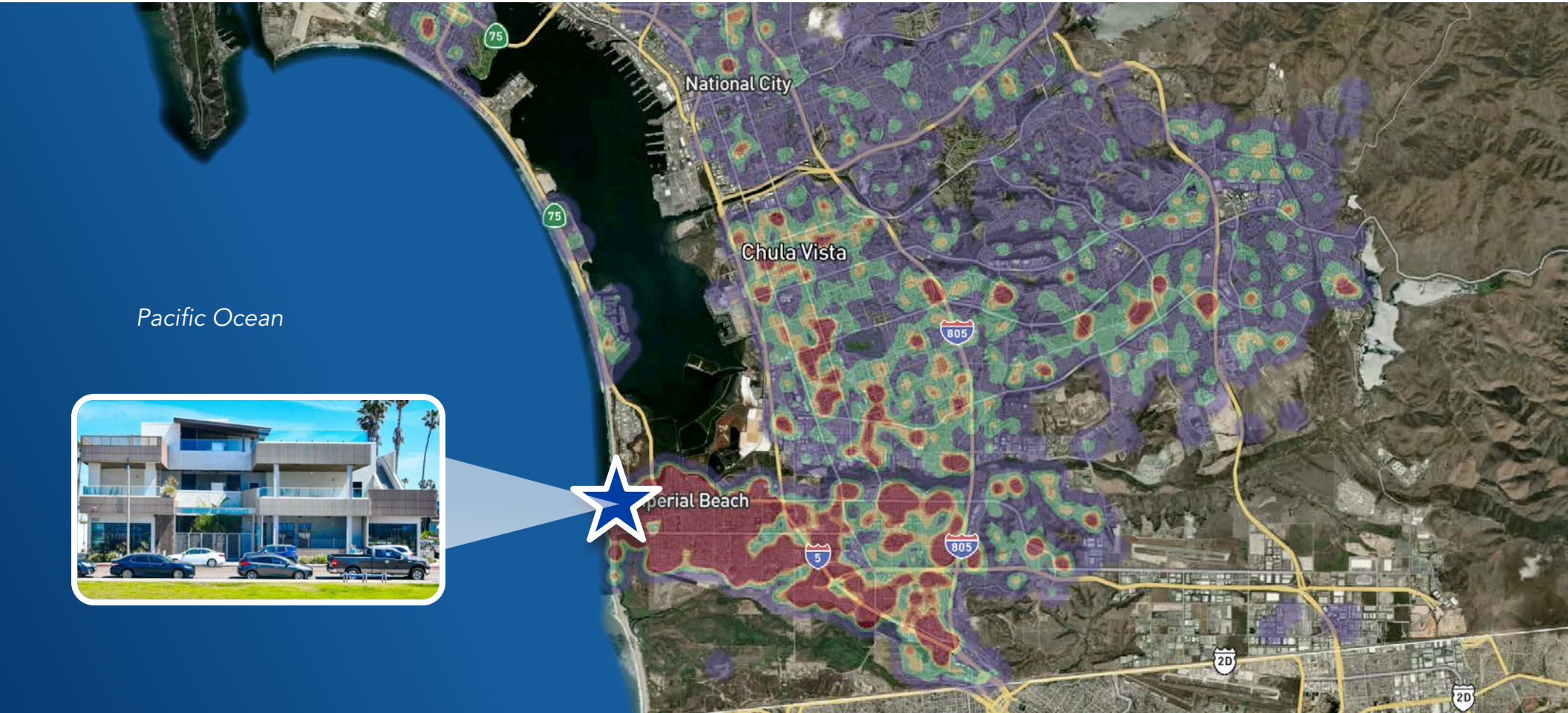
STRONG LOCAL & REGIONAL DEMOGRAPHICS

~25,500 residents with median household income of ~\$148K, plus 400,000+ annual beach visitors driving restaurant and event demand

THE VIEW
AT SEACOAST



PRIMARY TRADE AREA



Traffic Counts

20,678

AVERAGE DAILY TRAFFIC

Average Household
Income

\$148,275

Immediate Proximity To
**IMPERIAL BEACH
PIER**

AERIAL



PROPERTY DETAILS

Property Address	951 Seacoast Dr Imperial Beach CA 91932
APN	625-352-23-00
Acres	0.11
Land Square Feet	4,792
Gross Leaseable Area Offered	~ 10,796 sf
Interest Offered - Sale	Fee Simple
Interest Offered - Lease	NNN
Year Built Refurbished	2024
Zoning	C2

BUILDING STRUCTURE

The building is located beachfront along Seacoast Drive in Imperial Beach, directly across from the Portwood Pier Plaza and surrounding restaurant and retailers.

A multi-story commercial restaurant and events building with modern design, constructed on a reinforced concrete foundation, with multiple levels of indoor dining and outdoor patio areas and a scenic rooftop deck.

PARKING

Several Free Public Parking lots are located all around the Imperial Beach Community.

LANDSCAPING AND AMENITIES

Multiple outdoor patio areas, elevator, restrooms, courtyards offering premium event and dining experiences on three levels.

SIGNAGE

The property offers prominent frontage and signage opportunities along Seacoast Drive, a primary coastal thoroughfare with strong pedestrian and vehicular traffic.

Additional visibility is provided by its location directly across from the Imperial Beach Pier and Portwood Pier Plaza, making it highly identifiable



PROPERTY DETAILS



PERMITTED USES

The View at Seacoast has obtained all Conditional Use Permits to operate a full-service allowing for dining, dancing and events including but not limited to Dream Weddings, Rehearsal Dinners, Quinceañeras, Engagement Parties, Live Music, Milestone Celebrations and much more.

www.theviewatseacoast.com

LIGHTING

Exterior lighting consists of modern commercial-grade fixtures, including building-mounted and patio lighting designed to support nighttime restaurant operations and enhance visibility along the beachfront corridor.

UTILITIES

Utilities are available and designed to support restaurant operations, including pre-installed grease interceptors, exhaust and ventilation systems, and standard connections for water, sewer, and electricity, with tenant utility responsibilities typically direct-billed or negotiated within lease agreements, and the building also features soundproof walls to minimize noise impact.



CASH FLOW

	Suite	Year 1 Dec-2026	Year 2 Dec-2027	Year 3 Dec-2028	Year 4 Dec-2029	Year 5 Dec-2030
Rental Revenue						
Scheduled Base Rent						
1. Crosby Home	1-1	\$36,206	\$37,021	\$38,132	\$39,273	\$40,453
2. Barista Coffee Club	1-2	\$80,242	\$82,649	\$85,129	\$87,683	\$87,258
3. Available Restaurant	1-3	\$0	\$47,580	\$96,587	\$99,485	\$102,470
4. Available	2-1	\$0	\$127,050	\$257,912	\$265,649	\$273,618
5. Available Roof Top	3-1	\$0	\$72,866	\$148,706	\$153,167	\$157,762
Total Rental Revenue	\$58.03	\$116,448	\$367,166	\$626,465	\$645,257	\$661,562
Other Tenant Revenue						
Total Expense Recoveries						
1. Crosby Home	1-1	\$10,011	\$10,310	\$10,619	\$10,938	\$11,266
2. Available Restaurant	1-2	\$30,096	\$30,999	\$31,929	\$32,887	\$23,152
3. Barista Coffee Club	1-3	\$0	\$6,931	\$14,945	\$15,263	\$15,565
4. Available	2-1	\$0	\$18,506	\$39,907	\$40,755	\$41,563
5. Available Roof Top	3-1	\$0	\$10,614	\$23,011	\$23,501	\$23,966
Total Reimbursement Revenue	\$11.15	\$40,107	\$77,359	\$120,411	\$123,343	\$115,513
Vacancy Allowance		\$0	-\$18,046	-\$37,344	-\$38,430	-\$33,230
Effective Gross Revenue	\$65.73	\$156,555	\$426,479	\$709,532	\$730,170	\$743,844
Operating Expenses						
CAM		\$37,783	\$38,538	\$39,309	\$40,095	\$40,897
INS		\$10,795	\$11,011	\$11,231	\$11,456	\$11,685
MGMT		\$3,131	\$8,530	\$14,191	\$14,603	\$14,877
TAX		\$35,555	\$36,266	\$36,991	\$37,731	\$38,486
Total Operating Expenses	\$9.42	\$87,264	\$94,345	\$101,722	\$103,885	\$105,945
Net Operating Income	\$56.30	\$69,291	\$332,135	\$607,810	\$626,284	\$637,900

PROPERTY PHOTOS

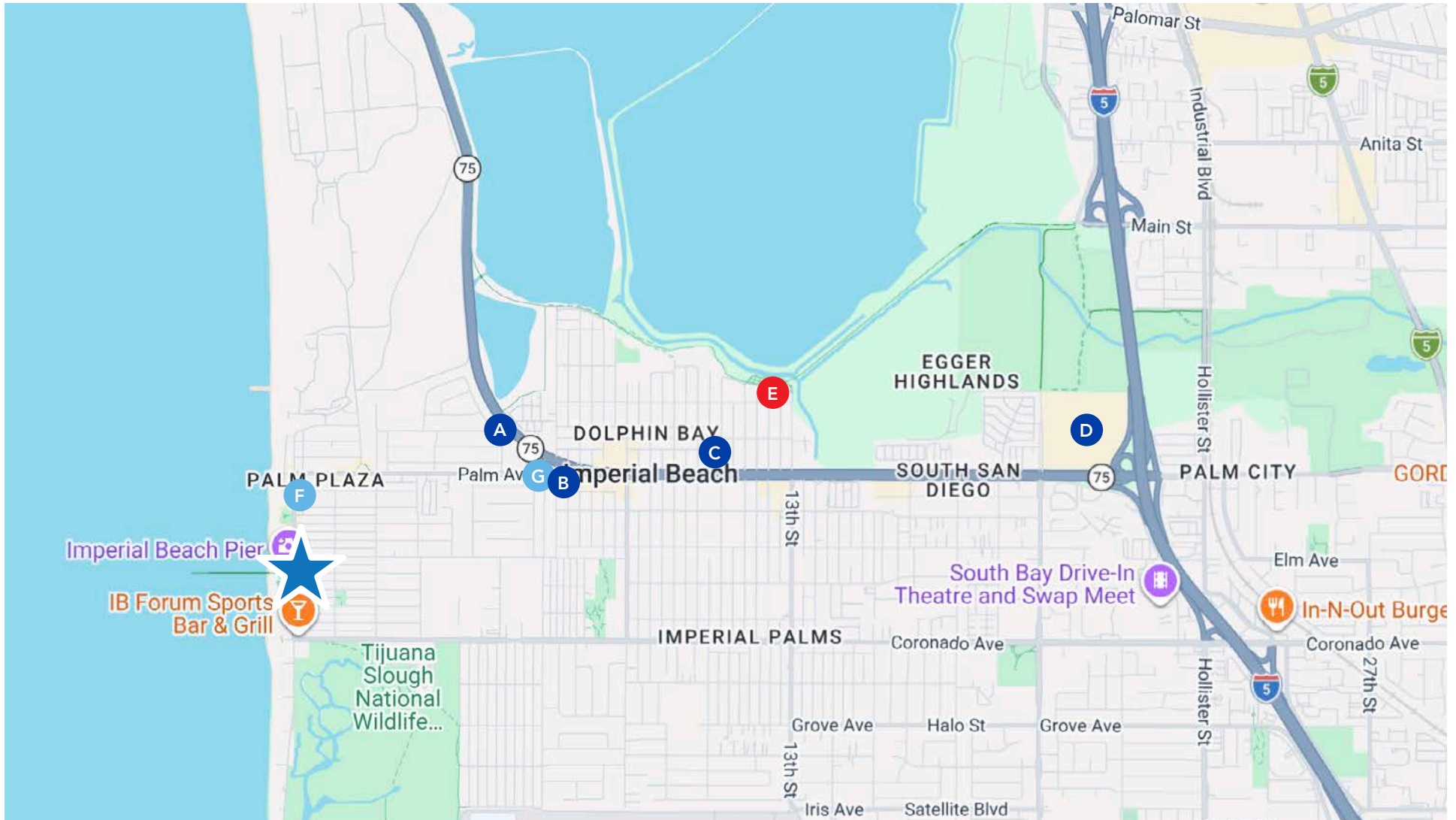


PEER CENTERS





- A Silver Strand Plaza** | 600 Palm Ave, Imperial Beach, CA
- B Breakwater Town Center** | 781 Palm Avenue, Imperial Beach, CA
- C Palm Plaza** | 1002-1010 Palm Ave, Imperial Beach, CA
- D Southland Plaza** | 585-695 Saturn Blvd, Imperial Beach, CA
- E Bikeway Village** | 535 Florence St, Imperial Beach, CA
- F Fka Aroma Thai** | 757 Seacoast Dr, Imperial Beach, CA
- G Breakwater Town Center (Sudberry)** | 781 Palm Avenue, Imperial Beach, CA

PROPERTY STATUS LEGEND:

- = Lease
- = On
- = Sold
- ★ = Subject Site




LEASE COMPARABLES



	SHOPPING CENTER	ANCHORS	TYPE	AVAILABLE (SF)	YEAR BUILT	RENT (\$/SF/YR)	DISTANCE
A	 <p>Silver Strand Plaza 600 Palm Ave Imperial Beach, CA 91932</p>	IB Fitness	End Cap, In-line	4,134	1970	\$30.00	1 mile
B	 <p>Breakwater Town Center 781 Palm Avenue Imperial Beach, CA 91932</p>	Grocery Outlet, Chipotle	None Available	0	2019	\$38.00	1.3 miles
C	 <p>Palm Plaza 1002-1010 Palm Ave Imperial Beach, CA 91932</p>	Swagu	End Cap	1,000	1985	\$42.00	1.5 miles
D	 <p>Southland Plaza 585-695 Saturn Blvd Imperial Beach, CA 92154</p>	Walmart, Home Depot, Vons	In-line, Freestanding, End Cap	12,100	1983	\$35.00	3 miles
AVERAGE:				4,309		\$36.25	



SALES COMPARABLES – ON MARKET

	PROPERTY NAME	TOM	PRICE	SF	\$/SF	CAP	NOI	RPSF
E	 <p>Bikeway Village 535 Florence St Imperial Beach, CA 91932</p>	83	\$6,500,000	15,000	\$433	6.5%	\$203,502	\$28.00
AVERAGE:			\$6,500,000	15,000	\$433	6.5%	\$203,502	\$28.00

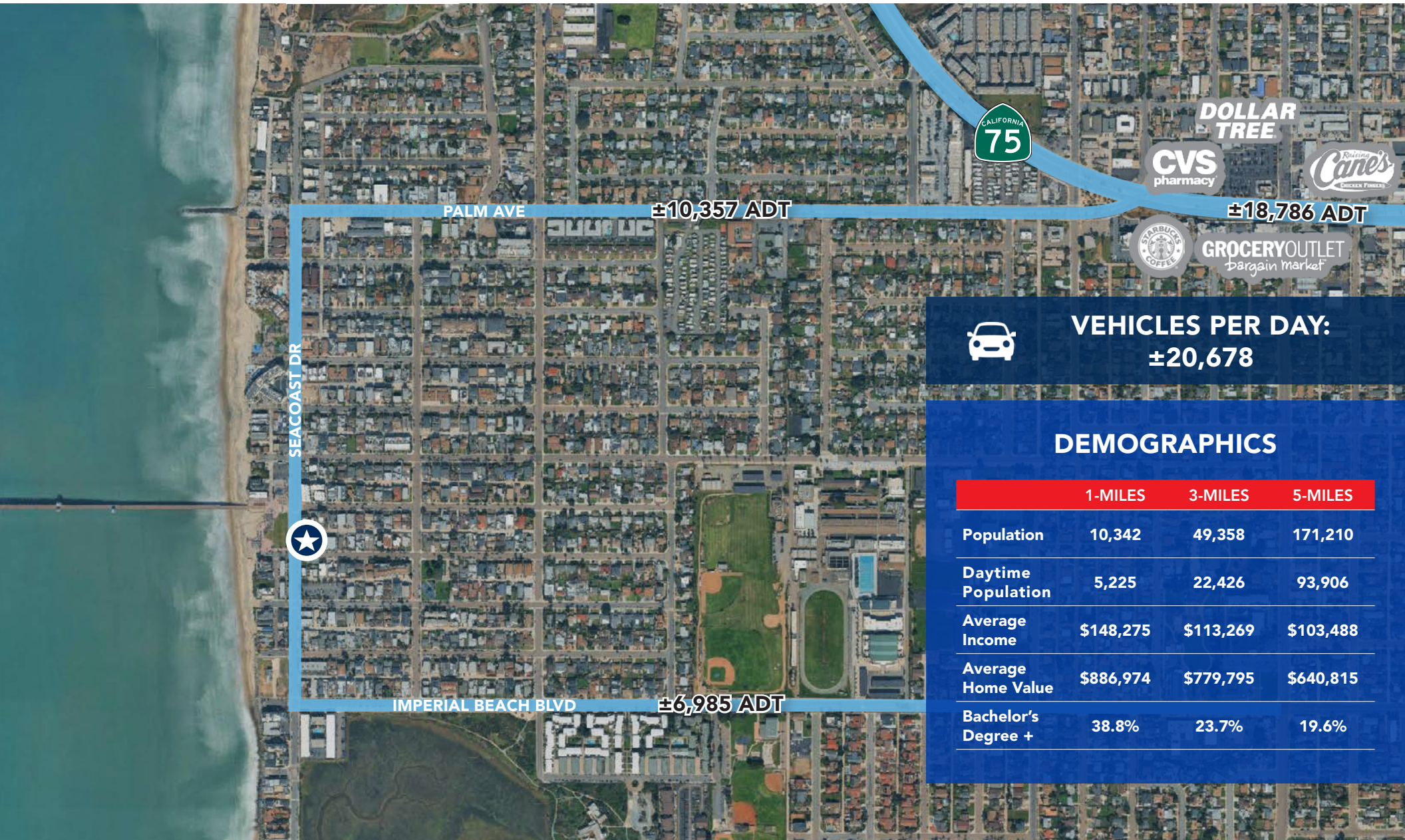
SALES COMPARABLES – SOLD

	PROPERTY NAME	SOLD DATE	PRICE	SF	\$/SF	CAP	NOI	RPSF
F	 <p>Fka Aroma Thai 757 Seacoast Dr Imperial Beach, CA 91932</p>	4/4/25	\$2,950,000	10,454	\$282	0	0	0
G	 <p>Breakwater Town Center (Sudberry) 781 Palm Avenue Imperial Beach, CA 91932</p>	1/24/20	\$12,150,000	15,934	\$763	5.00%	\$607,500	\$38
AVERAGE:			\$7,550,000	13,194	\$522	5.00%	\$607,500	\$19

EVENTS



TRAFFIC COUNTS



DOLLAR TREE

CVS pharmacy

Cane's

STARBUCKS COFFEE

GROCERY OUTLET
bargain market

PALM AVE

±10,357 ADT

±18,786 ADT

SEACOAST DR



IMPERIAL BEACH BLVD

±6,985 ADT



VEHICLES PER DAY:
±20,678

DEMOGRAPHICS

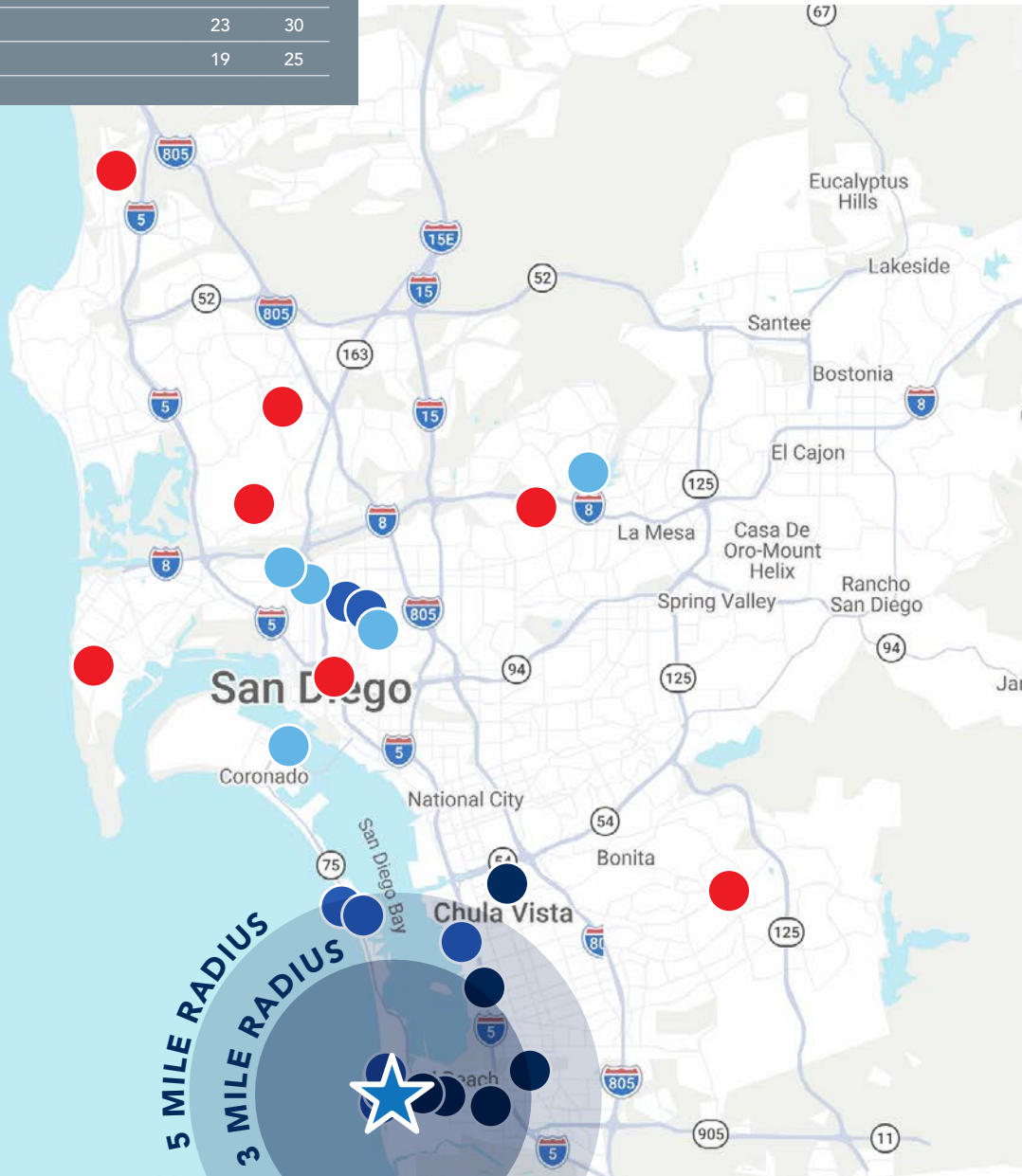
	1-MILES	3-MILES	5-MILES
Population	10,342	49,358	171,210
Daytime Population	5,225	22,426	93,906
Average Income	\$148,275	\$113,269	\$103,488
Average Home Value	\$886,974	\$779,795	\$640,815
Bachelor's Degree +	38.8%	23.7%	19.6%

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TRAFFIC GENERATORS

TRANSPORTATION HUBS

	MILES	DRIVE TIME (MINS)
San Diego International Airport	17	25
Santa Fe Depot	16	27
12th & Imperial Transit Center	14	23
El Cajon Transit Center	23	30
COASTER Rail Line	19	25



PLACES OF INTEREST

	MILES	DRIVE TIME (MINS)
Portwood Pier Plaza	98 ft	1 min
Imperial Beach Pier	243 ft	1 min
Dunes Park	0.2	1 min
Naval Outlying Landing Field	3.0	11
Silver Strand State Beach	5.5	10
Balboa Park	14	22
San Diego Zoo	15	25
Bayshore Bikeway	17	30
Gaylord Center	6.9	17

SCHOOLS

	MILES	DRIVE TIME (MINS)
Imperial Beach Charter School	1	4
Mar Vista High School	0.5	2
SIATech South Bay Independent Study	5	15
Ocean View Christian Academy	3.7	10
South Bay Christian Academy	9.2	19
St Charles Catholic School	2.6	8

UNIVERSITIES

	TYPE
UCSD	Private 4-Year
USD	Private 4-Year
SDSU	Public 4-Year
San Diego Mesa College	Public 4-Year
Southwestern College	Public 4-Year
San Diego City College	Public 4-Year
Point Loma Nazarene University	Public 4-Year

HOSPITALS

	MILES	DRIVE TIME (MINS)
Sharp Coronado Hospital	10	20
Scripps Mercy Hospital	19	30
UC San Diego Health – Hillcrest Medical	19	30
Naval Medical Center San Diego	25	15
Imperial Beach Health Center	1.4	6

TRADE AREA TOP EMPLOYERS

COMPANY NAME	EMPLOYEES HERE	TOTAL EMPLOYEES	ANNUAL SALES	SIC	DISTANCE (MI.)
Naval Base Coronado	26,000+	26,000+	-	9711	6.5
Rohr Inc	2,100	4,600	\$417,128,214	372801	4.17
Naval Outlying Landing Field	900	900	-	-	3
Sweetwater Union High Schl Dst	300	3,521	\$851,100,602	821103	3.83
South Bay Union School Dst	50	1,200	\$140,717,222	821103	0.63
Metropolitan Area Advisory Cmmtte	100	430	\$68,588,978	833101	4.24
Kineticom Inc	80	400	\$13,011,741	736101	4.92
CHG Foundation	372	372	\$1,530,362,521	869999	3.6
California Baking Company	300	300	\$9,259,869	514807	3.13
Southcoast Welding & Mfg LLC	270	270	\$44,008,630	769200	3.26
51st St & 8th Ave Corp	206	206	\$22,772,444	701103	3.6
Sbcs Corporation	200	200	\$51,480,743	832206	4.98
Samsung International Inc	50	200	\$9,249,140	506501	4.92
Bayside Healthcare Inc	176	176	\$4,797,159	805100	4.77
Tenma America Corporation	168	168	\$10,030,126	308906	4.92
Sweetwater Auth Employees Cmmtte	112	132	\$46,107	484100	4.85
Ongs Restaurant Group	120	120	\$8,059,338	581203	4.1
Marine Group Boat Works LLC	115	115	\$21,678,082	769900	3.84
California Fun Collections Inc	114	114	\$1,503,509	251999	4.46
Boys & Girls Clubs South Cnty	100	100	\$2,867,178	864103	0.93
Bella Terra Nursery Inc	100	100	\$3,247,325	519300	2.83
Foshay Electric Co Inc	100	100	\$8,971,717	173100	3.4

Daytime Population in Excess of
4.7M ANNUAL CONSUMERS

171,210
POPULATION IN
5-MILE TRADE AREA

10,000+
EMPLOYEES WITHIN A
15 MINUTE DRIVE TIME

10+
COLLEGES, UNIVERSITIES,
AND TECHNICAL SCHOOLS
WITHIN A 15-MILE RADIUS

38.8%
OF AREA RESIDENTS
HAVE COMPLETED
A BACHELOR'S DEGREE

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ROSE RETAIL GROUP

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