

IMPERIAL MARKETPLACE

Fullerton, CA 92835

Development Opportunity | ±10.023 Acres | HI-OZ Overlay | Signalized Hard Corner



Generational Corner Land Hold



G & S GROUP



KW COMMERCIAL™

LOCATION SYNERGY

ANCHOR SYNERGY

SURROUNDING RETAILERS

EMPLOYMENT HUBS

THE HOME DEPOT

COST LESS

AMKOTRON

AJ KIRKWOOD

ONESOURCE

WETSET LOGISTICS

ACHEM INDUSTRY

MAD WOLF MONGOLIAN BBQ

Rami Pilates

Master Toddy Gym

AmericanFirst Credit Union

CVS DISTRIBUTION CENTER

CVS pharmacy

Carls Jr.

Valvoline

CRAZY ROCK'N SUSHI FULLERTON

9 Lives 4 Mew Cafe and Lounge

Premium Suit Bespoke Tailors

WOK & ROLL

CLK | NAILS

Beauty Spa

Banderito Mexican Food

McDonald's

STARBUCKS COFFEE

WOL CASAS MEXICAN FOOD

EL POLLO LOCO

BEST BUY 24 FITNESS

ROBEKS

HARBOR BLVD
32,436 VPD

IMPERIAL HIGHWAY
46,306 VPD

Mobil



TENANT ROSTER

Unit	Tenant	Sqft
115	Molcasalsa Mexican Food	1,040
125	El Pollo Loco	2,500
129	Partners Personnel	1,350
131	Vacant	30,000
141 A&B	Bandeno Mexican Food	1,967
141C	CLKNails	967
141D	Vacant	967
141E	Vacant	967
141F	Green Olive Beauty Spa	986
147	Starbucks Corp. #6671-CA	1,800
4010	Carl's Jr. #573	3,228
4030	Wok&Roll	1,600
4070	Premium Suit Bespoke Tailors	3,327
4080	9 Lives 4 Mew Cat Lounge	2,244
4090	Crazy Rock'N Sushi	2,926
4100	Vacant	60,628
4110	Mad Wolf BBQ	1,979
4180A&B	American Federal Credit Union	2,716
4180 C&D	MasterToddys Training Center	3,122
4180E	Rami Pilates	1,007
4180F	Vacant	1,007
4180G	Vacant	1,107
Total 21 Units		125,456

Excellent visibility from Imperial Highway and Harbor Blvd

Located at the NEC signalized corner of Imperial Hwy and Harbor Blvd

Outstanding demographics with median household incomes of over \$136,000 annually

Centrally located in one of Orange County's most affluent communities

Located in a great mix of daytime and residential population

Nearby Fullerton College (with 22k+ enrolled; 2019) and California State

Ample parking available in sprawling onsite lot



PROPERTY SUMMARY



- **PROPERTY** Imperial Marketplace Harbor Place Shopping Center
- **CITY** Fullerton, CA 92835
- **UNITS** 24
- **GROSS SF** 125,456

- **LAND AREA** Imperial Marketplace Harbor Place Shopping Center
- **PARKING** Open
- **BUILT** 1968 / Renovated 2019
- **ZONING** G-C

LOCATION (3 BUILDINGS IN THE PLAZA)

BUILDING

ADDRESS

INDIVIDUAL PAD - BUILDING A

- 141 East Imperial Highway, Fullerton, California, 92835

MAIN BUILDING

- 4100 North Harbor Boulevard, Fullerton, California, 92835

INDIVIDUAL PAD - BUILDING B

- 4180 North Harbor Boulevard, Fullerton, California, 92835



NEW CONSTRUCTION SPACES AVAILABLE 1,007 TO 2,107 SF



Property Layout



Property Layout

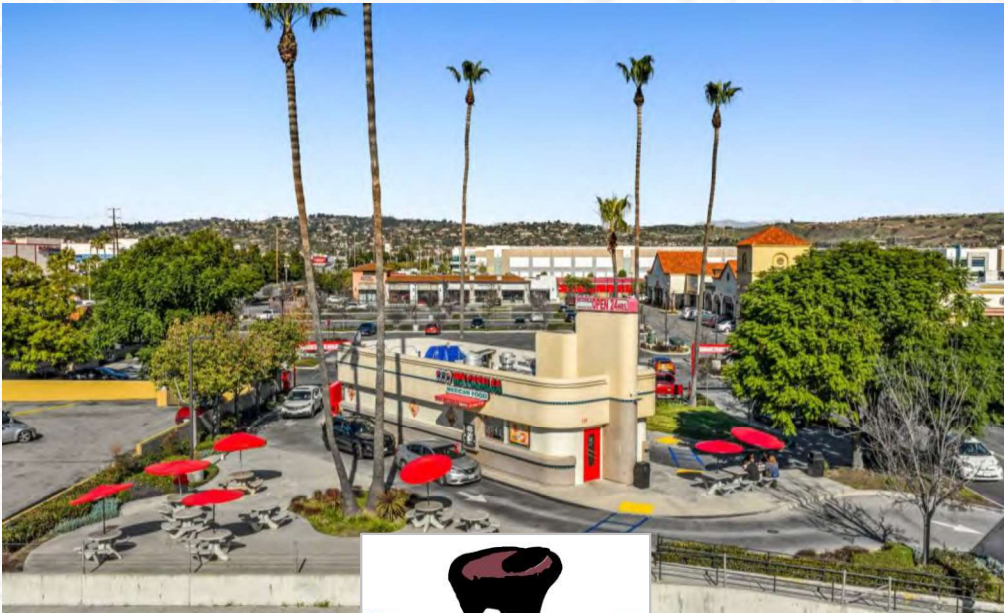


IMPERIAL MARKETPLACE



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Existing QSR Outparcel Tenants



Property Summary

RETAIL REPOSITIONING

Property Type	Existing Retail Center with Value-Add Potential
Location	Signalized NEC of Imperial Hwy & Harbor Blvd, Fullerton
Total Site Area	±436,606 SF (±10.023 Acres)
Zoning	General Commercial (G-C)
Overlay	Portion within Housing Incentive Overlay Zone (HI-OZ)
Existing Tenancy	Multi-tenant retail center with QSR pads
Notable QSR Tenants	Carl's Jr., El Pollo Loco, Molcasalsa Mexican Restaurant, Starbucks
Vacancy	±87,000 SF Large Box Vacancy
Value-Add Strategy	Re-tenant anchor space, increase occupancy, enhance NOI
Investment Profile	Covered Land Play with Retail Upside
Pricing	Best Offer

DEVELOPMENT OPPORTUNITY

Property Type	High-Density Residential / Mixed-Use Development Site
Location	Signalized NEC of Imperial Hwy & Harbor Blvd, Fullerton
Total Site Area	±436,606 SF (±10.023 Acres)
APNs	296-201-012, 296-201-010, 296-201-011
Current Zoning	General Commercial (G-C)
Overlay Status	Portion within HI-OZ; City may consider expansion
Permitted Density	20–60 Dwelling Units per Acre
Potential Unit Count	±200–600 Units (Subject to Approval)
Density Bonus	Possible for Affordable Housing Component
Topography	Flat, Contiguous Development Site
Development Profile	Infill Orange County Redevelopment Opportunity
Pricing	Best Offer

Investment Overview

IMPERIAL MARKETPLACE

The offering consists of approximately ±10.023 acres (±436,606 square feet) of flat, contiguous land located at the signalized northeast corner of Imperial Highway and Harbor Boulevard in the City of Fullerton. The property is comprised of three separate parcels, each zoned General Commercial (G-C), with a portion currently situated within the City's Housing Incentive Overlay Zone (HI-OZ). The HI-OZ designation allows for high-density residential development ranging from 20 to 60 dwelling units per acre, with potential density bonuses available for projects incorporating affordable housing components, subject to City approval.

The site presents a rare opportunity to acquire a large-scale infill land position in an established Orange County corridor. In addition to its development potential, the property benefits from existing retail improvements, including established quick-service restaurant operators such as Carl's Jr., El Pollo Loco, Molcasalsa Mexican Restaurant, and Starbucks, which contribute to consistent daily consumer traffic. The property also offers approximately ±87,000 square feet of vacancy, creating an immediate value-add opportunity through lease-up and re-tenanting while preserving long-term redevelopment flexibility.

Strategically positioned at a major signalized intersection with strong visibility and access, the property offers multiple exit strategies, including high-density residential development, mixed-use repositioning, retail stabilization, or long-term land banking at a generational Orange County corner.



Investment Highlights

±10.023 Acres of Prime Orange County Land: Rare opportunity to acquire ±436,606 square feet (±10.023 acres) of flat, contiguous land at a signalized hard corner in the City of Fullerton — one of North Orange County’s most established and supply-constrained submarkets.

Flexible General Commercial (G-C) Zoning Across Three APNs: The offering consists of three separate parcels totaling ±436,606 SF, all zoned General Commercial (G-C), providing optionality for:

- ❖ High-density multifamily development
- ❖ Mixed-use concepts
- ❖ Retail repositioning
- ❖ Long-term land banking

The City may consider expanding the HI-OZ overlay to additional parcels.

Covered Land Play with Retail Value-Add Upside: The property presents an opportunity to create additional value through the lease-up of approximately ±87,000 square feet of large-box vacancy. Re-tenanting with anchor users could significantly enhance in-place income while preserving long-term redevelopment flexibility.

Located Within the Housing Incentive Overlay Zone (HI-OZ): Portions of the property are currently within the HI-OZ overlay, allowing for high-density residential development ranging from 20 to 60 dwelling units per acre, with potential density bonuses for affordable housing components.

Signalized Corner at Major Thoroughfare: Situated at the heavily trafficked northeast corner of Imperial Highway and Harbor Boulevard, the property benefits from strong daily vehicle counts, excellent visibility, and multiple points of ingress and egress.

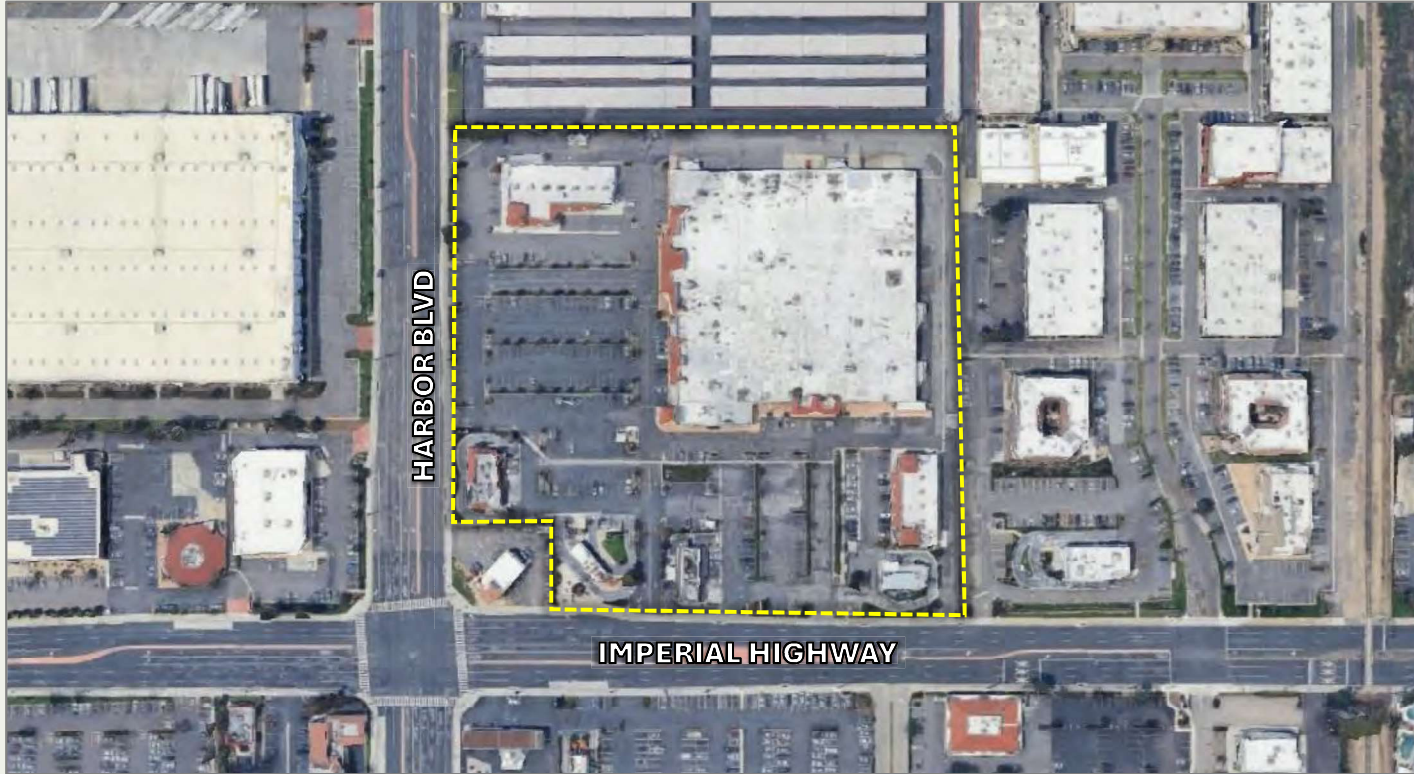
Established QSR Presence Driving Daily Traffic: The site is supported by national and regional quick-service restaurant operators including:

- ❖ Carl's Jr.
 - ❖ El Pollo Loco
 - ❖ Molcasalsa Mexican Restaurant
 - ❖ Starbucks
 - ❖ These established operators reinforce the location’s strong consumer demand and retail viability.
-

HIOZ ZONING



PROPERTY BREAKDOWN



APN	Zoning	Overlay Status	SF
296-201-012	G-C	Within HI-OZ	201,269 SF
296-201-010	G-C	City may consider HI-OZ	231,717 SF
296-201-011	G-C	City may consider HI-OZ	3,620 SF
Total			436,606 SF (±10.023 AC)

Fullerton, CA

The property is strategically located at the signalized northeast corner of Imperial Highway and Harbor Boulevard in the City of Fullerton, one of North Orange County's most established and desirable communities. This highly visible intersection serves as a major commercial corridor connecting Fullerton to surrounding cities including Anaheim, Brea, and La Habra, providing strong regional accessibility and daily commuter traffic.

Radius	Population	Avg HH Income
2 Miles	77,265	\$119,614
3 Miles	141,894	\$130,138
5 Miles	416,734	\$120,330
10 Miles	1.73+ Million	\$114,939





LA HABRA MARKETPLACE

Smart & Final SPROUTS FARMERS MARKET ROSS DRESS FOR LESS

petco REGAL CINEMAS LAIFITNESS

IMPERIAL MARKETPLACE

BREA MALL

macy's NORDSTROM lululemon athletica JCPenney TESLA

BREA MARKETPLACE

SPROUTS STARBUCKS Banfield PET HOSPITAL

STONE ISLAND FIRE GRILL 24 FITNESS

BREA UNION PLAZA

NORDSTROM Michaels Walmart rack PET SMART TILLYS ROSS

WESTRIDGE PLAZA

Sam's Club LOWE'S five BELOW BED BATH & BEYOND Walmart

TJ-maxx Michaels KOHL'S

Target

Walmart

24 FITNESS

BREA GATEWAY

RITE AID HomeGoods Ralphs

Panera Total Wine & More Chick-fil-cv

TRADER JOE'S

petco Albertsons TJ-maxx

AMERIGE HEIGHTS

Target ROSS ISLANDS Starbucks

HEROES FULLESTON

THE GELLAR REVOLUCION GANTINA POUR /// CO

Fullerton College

Troy High School

Target

KOHL'S JO-ANN Ralphs



AMTRAK

DOLLAR TREE Office DEPOT OfficeMax Panera Smart & Final Starbucks

NORTHGATE MARKET SONIC IN-N-OUT

COSTCO WHOLESALE fresh AMC THEATRES

FULLERTON METROCENTER

Target SPROUTS Michaels TILLYS PET SMART MELT DOWN

NORTHWEST ANAHEIM

NORTHEAST ANAHEIM

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Anaheim

HISTORIC DOWNTOWN

Fullerton's historic Downtown District hosts numerous restaurants and clubs ranging from fast-food favorites to five-star gourmet establishments. The Downtown, which has won several awards, also hosts a variety of unique stores, such as gift and antique shops, clothing stores and more. Fullerton's offerings are not just confined to the Downtown. Other popular destinations are the award-winning Fullerton Museum Center, home of the Leo Fender Gallery; the Muckenthaler Cultural Center, which offers fine art exhibitions; the Fullerton Arboretum, on campus of California State University at Fullerton, which presents a stunning array of plant and garden ideas, plus is home to Heritage House, a beautifully restored Victorian residence; two championship golf courses and a driving range; an Olympic-sized swim complex; and more than 40 parks, plus recreation and equestrian trails.

TOP EMPLOYERS

1	California State University, Fullerton	3,821
2	St. Jude Medical Center	2,928
3	Raytheon	1,446
4	Fullerton School District	1,286
5	Fullerton College	1,094
6	Fullerton Joint Union High School District	1,078
7	Alcoa Fastening Systems	975
8	Albertsons	800
9	City of Fullerton	631
10	Kraft Foods	550

FULLERTON TOP EMPLOYERS



California State University, Fullerton



St. Jude Medical Center, Fullerton



Raytheon, Fullerton

Local Map

2 MILE RADIUS	
POPULATION	AHI
77,265	\$119,614
Fullerton	

SUBJECT

3 MILE RADIUS	
POPULATION	AHI
141,894	\$130,138
Brea La Habra	

5 MILE RADIUS	
POPULATION	AHI
416,734	\$120,330
Rowland Heights La Habra Heights Buena Park Placentia East Whittier La Mirada	

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PATRICK SHARPLES

714.293.2792

psharples@kwcommercial.com

Director | Lic # 01245463

G & S Group | KW Commercial

CHRISTINE SUNG

714-240-3270

christinesunghomes@gmail.com

Agent | Lic # 01966331

Keller Williams

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