

FOR SALE: MIXED-USE: MULTI-FAMILY, RETAIL AND ADDITIONAL DEVELOPMENT OPPORTUNITY



OFFERING MEMORANDUM

DEL PRADO HOUSE | 24452 Del Prado Ave, Dana Point, CA 92629

Marcus & Millichap

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SECTION ONE

INVESTMENT OVERVIEW

Offering Summary

OFFERING PRICE

Unpriced Offering

OVERVIEW

Total Units	26
Gross SF	16,407 SF
Residential No. of Units	23
Residential SF	11,495 SF
Commercial No. of Units	3
Commercial SF	4,912
Lot Size	25,088 SF
Year Built/Renovated	1946/2024
Zoning	TC-MU



INVESTMENT OVERVIEW

Marcus & Millichap REIS is pleased to present DEL PRADO HOUSE, located at 24422 – 24462 Del Prado Avenue, Dana Point, CA.

DEL PRADO HOUSE is an approximately 16,407 square foot 2-story mixed-use retail and multi-family property with an additional approximately 10,166 square foot adjacent parking lot for future development.

The property contains 23- apartment units completely remodeled and upgraded in 2024 and 2-streetfront retail units, including Jack's Restaurant and Hom Dana Point, a modern home furnishings store and finally a kiosk opportunity located in the ground level Courtyard of the Del Prado House.

DEL PRADO HOUSE is located in the heart of the Lantern District/Town Center of Dana Point, CA. Del Prado Avenue and the Streets of the Amber and Violet Lantern have become the pedestrian friendly "Main Street" of Dana Point.

Dana Point, CA is approximately halfway between Los Angeles and San Diego and is characterized by nearly seven miles of prominent coastal bluffs, rolling hills, the Dana Point Harbor and the Doheny State Beach.

Dana Point Harbor is undergoing a major \$600 million renovation and expansion, including new retail, hotel and restaurant venues, in addition to a complete overall of the 2,500-boat slip marina that is also one of the main routes to Catalina Island.

The Dana Point Harbor, Town Center and Doheny State Beach attract thousands of visitors a year, for events such as the Festival of the Whales, The Ohana Music Festival, Western Surfing Association Contest, California Wine Festival, Dana Point Classic Car Show and Dana Point Film Festival.

The coastal areas of Dana Point, Laguna Niguel and Laguna Beach to the north provide visitors with 4- and 5-star resorts and hotels, including the Laguna Cliffs Marriot, the Ritz Carlton, the Waldorf Astoria, the Montage and the Surf and Sand.

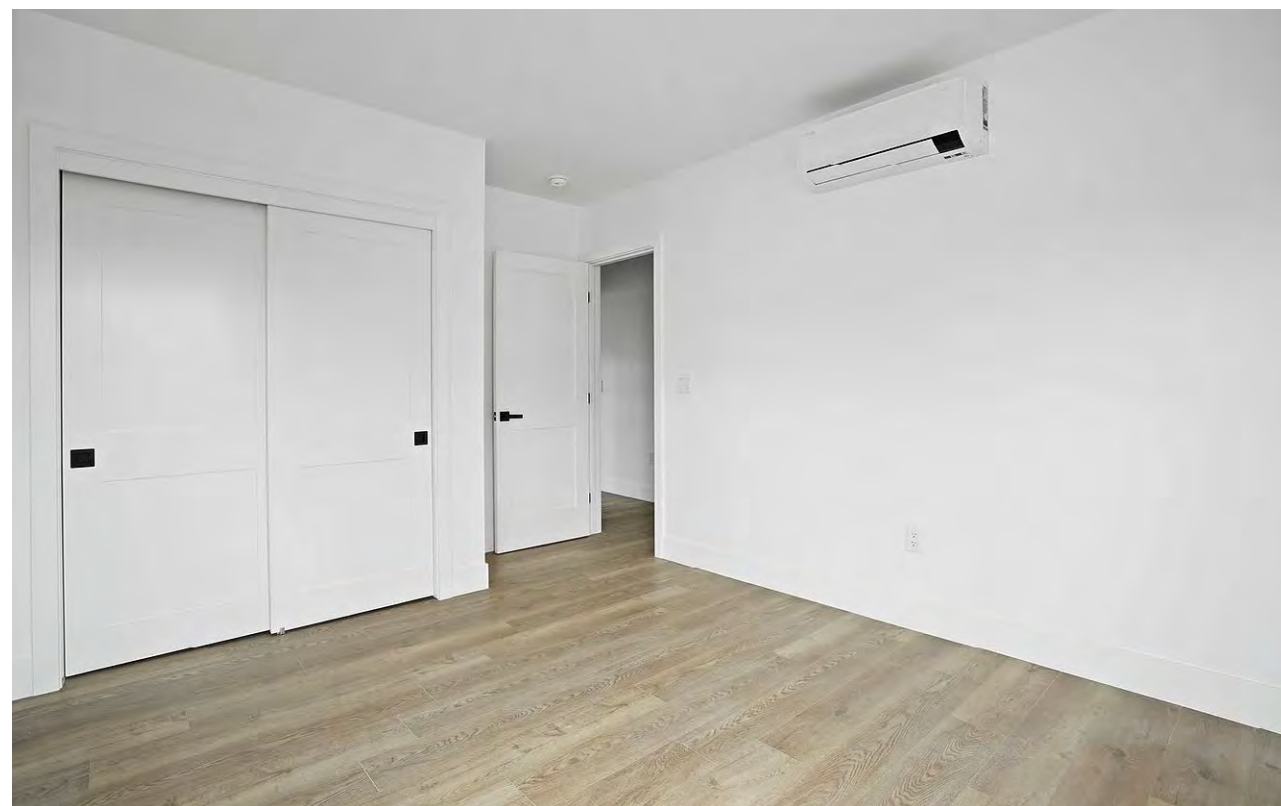
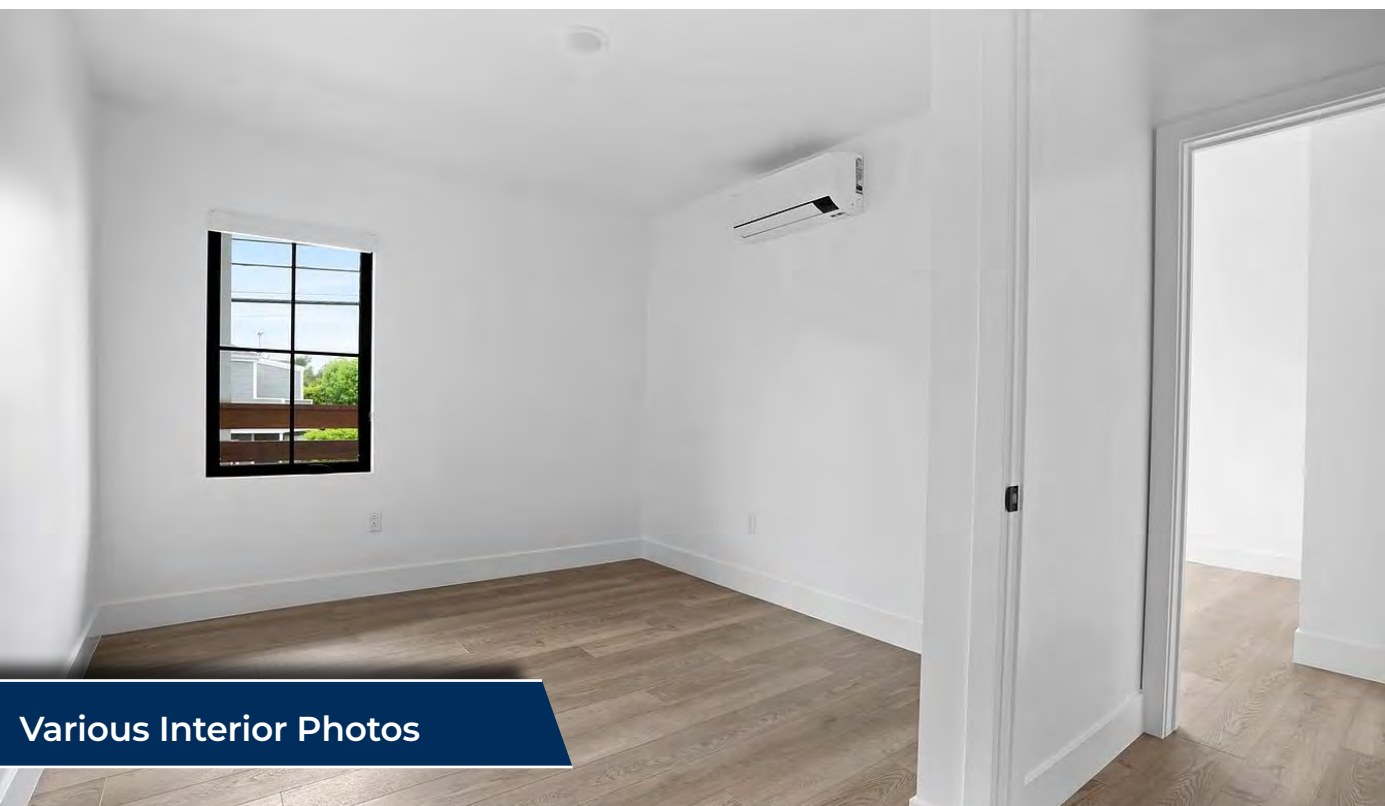
Dana Point, CA is also seeing additional planned and proposed redevelopment, including the Doheny Village Master Planned area along Doheny Park Road north of Pacific Coast Highway. Also, at the intersection of the entrance to Dana Point Harbor and Doheny State Beach is a proposed Strand's Plaza, an approximately 221,934 square foot mixed-use retail, restaurant, hospitality and residential project located on approximately 2.6 acres of land area.



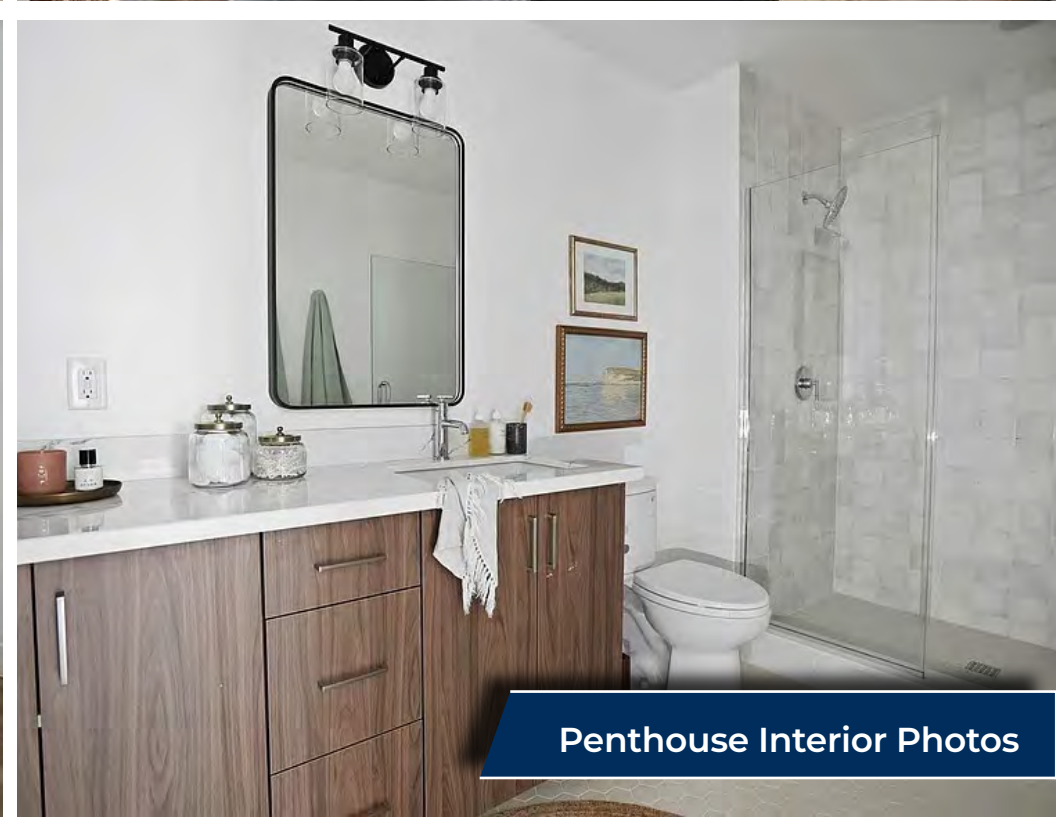
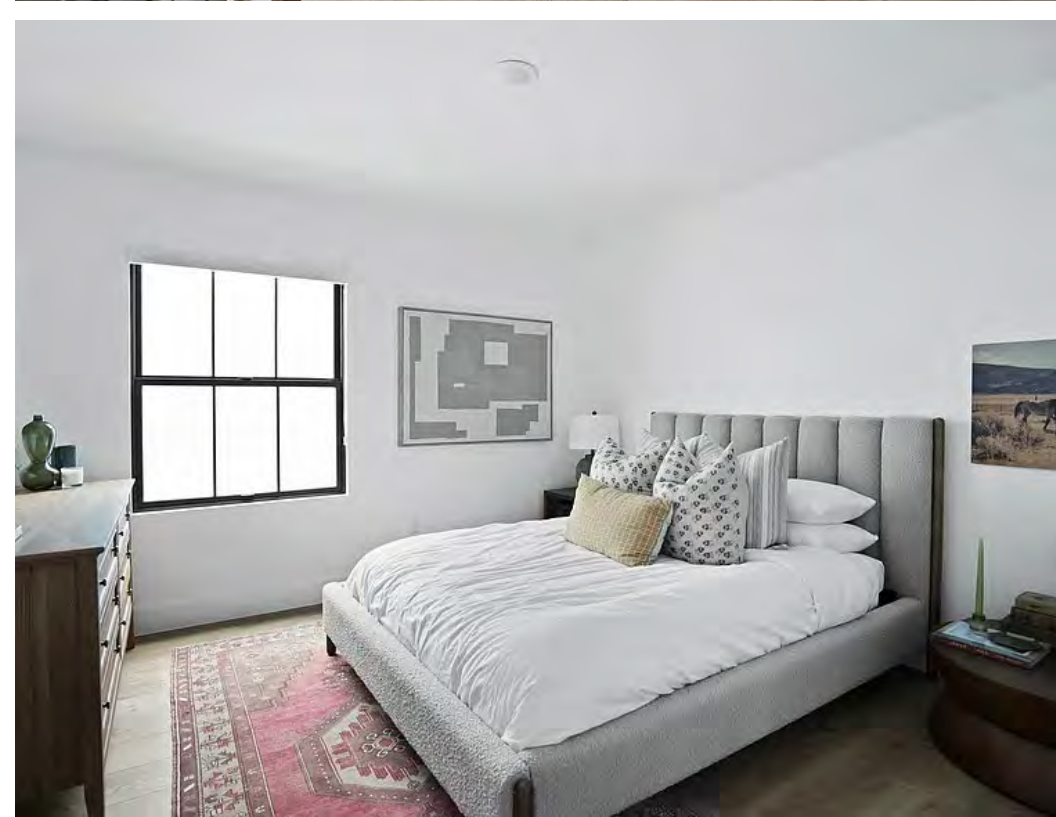
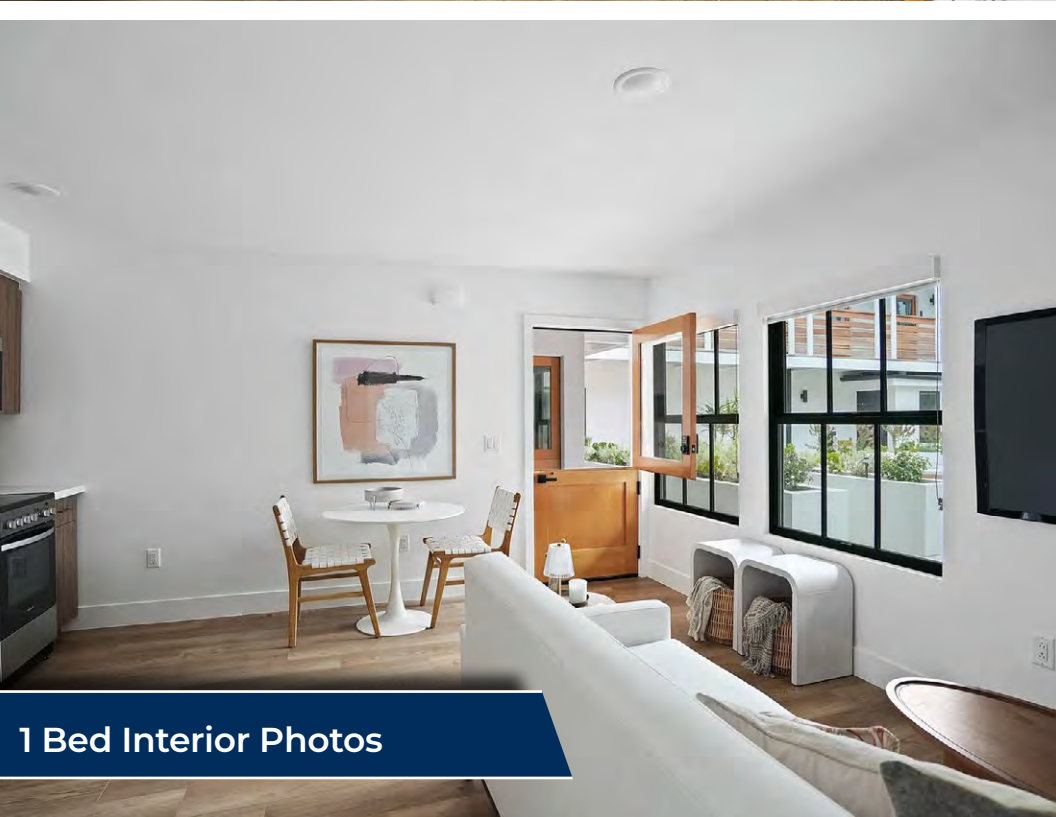
PROPERTY HIGHLIGHTS

- ◀ Located in the Heart of the Lantern District/Town Center of Dana Point, CA
- ◀ Trophy Turn-Key Asset. Completely Renovated and Upgraded 23 Apartment Units
- ◀ Jack's Restaurant and Bar Has Been in Operation for Over 20 Years Serving Italian and Seafood Specialties
- ◀ An adjacent Approximately 10,166 square foot Parking Lot for Future Development
- ◀ Dana Point, CA is characterized by nearly seven miles of prominent coastal bluffs, rolling hills, the Dana Point Harbor and the Doheny State Beach
- ◀ Dana Point Harbor is Undergoing a Major \$600 Million Renovation and Expansion
- ◀ The Dana Point Harbor, Town Center and Doheny State Beach Attract Thousands of Visitors a Year for Regionally Recognized Events
- ◀ Dana Point – It's Official Motto is "Harboring the Good Life" is easily accessible to all of Southern California via close proximity to the Interstate (5) Highway





Various Interior Photos



1 Bed Interior Photos

Penthouse Interior Photos

Hom Furnishings



Jack's Restaurant



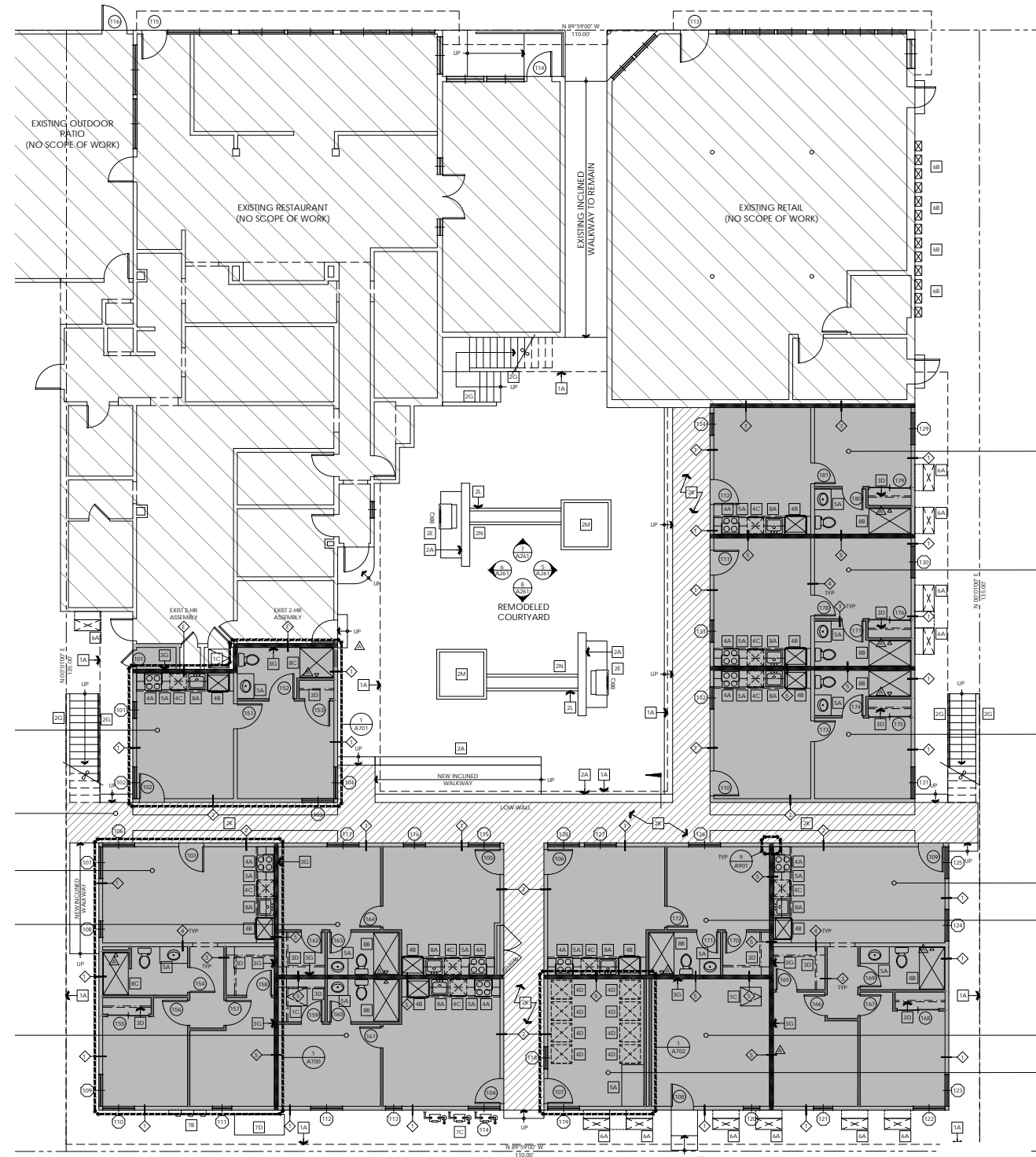
Jack's Restaurant



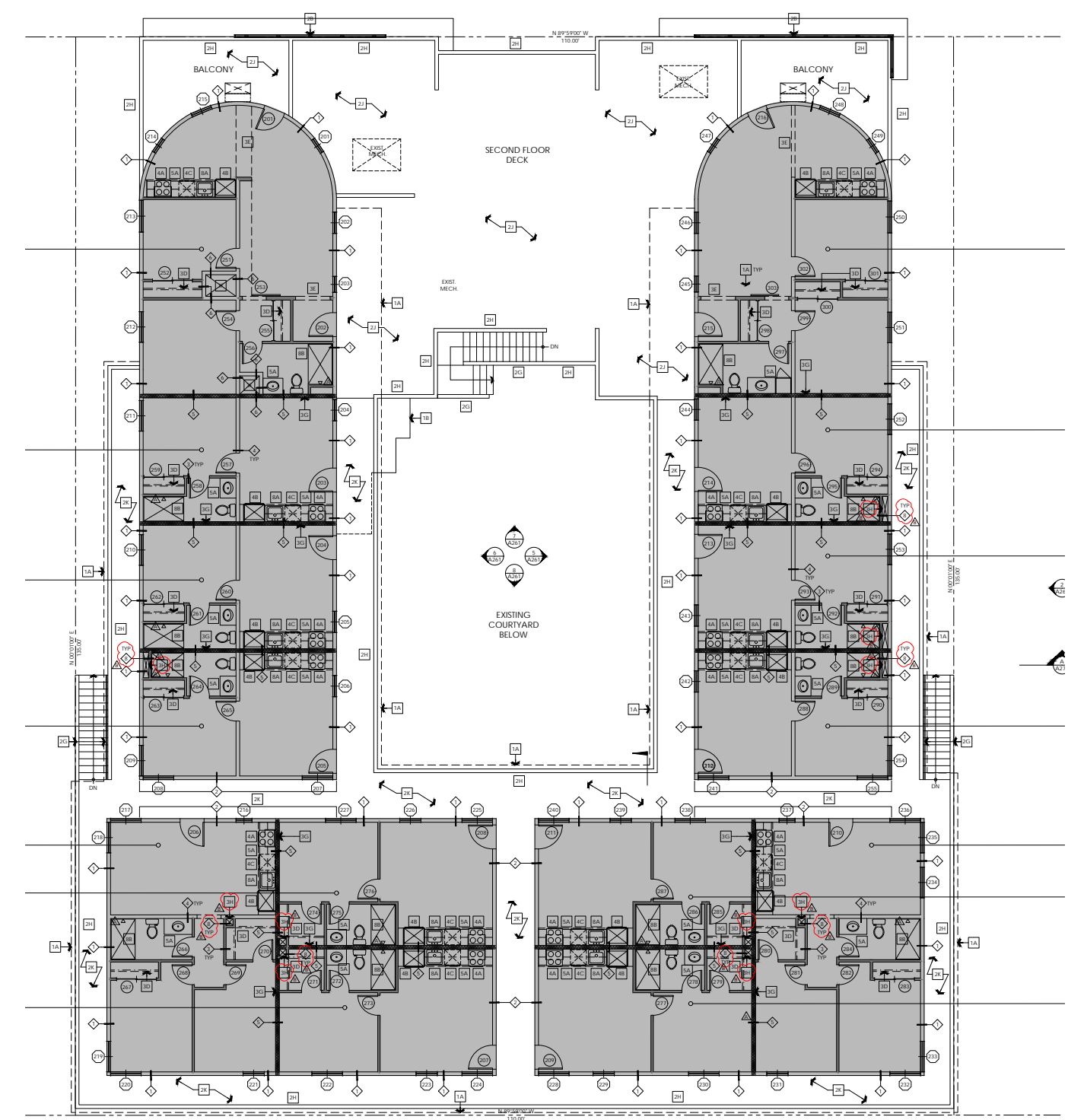
Retail Spaces

DANA POINT HARBOR - NEW PARKING STRUCTURE

FLOOR PLAN: LEVEL 1



FLOOR PLAN: LEVEL 2



MULTIFAMILY RENT ROLL

Unit	Unit Type	Square Feet	Current Rent/Month	Potential Rent/Month	Potential Rent/SF/Month
101	1 Bedroom / 1 Bathroom	393	\$2,800	\$3,095	\$7.88
102	1 Bedroom / 1 Bathroom	393	\$2,800	\$3,095	\$7.88
103	1 Bedroom / 1 Bathroom	398	\$2,800	\$3,095	\$7.78
104	2 Bedroom / 1 Bathroom	687	\$2,663	\$3,895	\$5.67
105	1 Bedroom / 1 Bathroom	442	\$2,975	\$3,195	\$7.23
107	1 Bedroom / 1 Bathroom	439	\$2,975	\$3,195	\$7.28
108	1 Bedroom / 1 Bathroom	442	\$2,975	\$3,195	\$7.23
109	2 Bedroom / 1 Bathroom	687	\$3,695	\$3,895	\$5.67
110	1 Bedroom / 1 Bathroom	428	\$2,975	\$3,195	\$7.46
201	1 Bedroom / 1 Bathroom	396	\$2,800	\$3,095	\$7.82
202	1 Bedroom / 1 Bathroom	393	\$2,800	\$3,095	\$7.88
203	1 Bedroom / 1 Bathroom	398	\$2,800	\$3,095	\$7.78
204	2 Bedroom / 1 Bathroom	687	\$3,695	\$3,895	\$5.67
205	1 Bedroom / 1 Bathroom	442	\$2,975	\$3,195	\$7.23
206	1 Bedroom / 1 Bathroom	439	\$2,975	\$3,195	\$7.28
207	1 Bedroom / 1 Bathroom	439	\$2,975	\$3,195	\$7.28
208	1 Bedroom / 1 Bathroom	442	\$2,975	\$3,195	\$7.23
209	2 Bedroom / 1 Bathroom	687	\$3,695	\$3,895	\$5.67
210	1 Bedroom / 1 Bathroom	398	\$2,800	\$3,095	\$7.78
211	1 Bedroom / 1 Bathroom	393	\$2,800	\$3,095	\$7.88
212	1 Bedroom / 1 Bathroom	394	\$2,800	\$3,095	\$7.86
213	2 Bedroom / 1 Bathroom	836	\$5,900	\$5,995	\$7.17
214	2 Bedroom / 1 Bathroom	842	\$5,000	\$5,995	\$7.12
Total		11,495	\$73,648	\$80,985	\$7.05

COMMERCIAL RENT ROLL

Tenant Name	Suite	Square Feet	% Bldg Share	Lease Term	Rent Per Sq. Ft.	Total Rent Per Month	Changes On	Changes To	Description Operating System Reimbursements	Renewal Options & Option Yr Rental Information
HOM Dana Point	24452-A	1,540	9.39%	4/1/22 to 3/31/26	\$51.00	\$6,545	Apr-2026	\$6,740	NNN Lease Capped at \$0.85 sf/mo.	TBD
Jack's Restaurant	24452-B	3,371	20.55%	7/1/22 to 12/31/28	\$43.32	\$12,168	Jan-2026	\$12,654	Modified Gross Rent	2 x 5 years
Courtyard Vendor	22452-C	1	0.01%	3/1/25 to 3/27/35	\$30,000	\$2,500	Apr-2026	\$2,500	Modified Gross Rent; Flat Rate 10 yrs.	N/A
Total	3	4,912				\$21,213				
Occupancy	100.00%									
Total Annualized Rent	3					\$254,556				

OPERATING STATEMENT

Income	Pro Forma Yr 1		Pro Forma Yr 2		Per Unit	Per SF
Multifamily						
Gross Scheduled Rent	883,780		971,820		42,253	84.54
All Other Income	4,200		4,200		183	0.37
Vacancy	(26,513)	3.0%	(29,155)	3.0%		
Effective Gross Income	\$861,467		\$946,865		\$41,168	\$82.37
Retail						
Gross Scheduled Rent	254,556		310,860			63.29
Expense Reimbursements	29,222		29,222			5.95
Jack's Restaurant Percentage Rent	35,289		35,289			
All Other Income	0		0			0.00
General Vacancy	(7,637)	3.0%	(9,326)	3.0%		
Effective Gross Income	\$311,430		\$366,045			\$74.52
Combined EGI	\$1,172,897		\$1,312,911			\$80.02
Expenses	Pro Forma Yr 1	% of CEGI	Pro Forma Yr 2	% of CEGI	Per Unit	Per SF
Real Estate Taxes	222,075	18.9%	222,075	16.9%	13.54	13.54
Insurance	57,325	4.9%	57,325	4.4%	3.49	3.49
Utilities - Electric	12,114	1.0%	12,114	0.9%	0.74	0.74
Utilities - Water & Sewer	15,420	1.3%	15,420	1.2%	0.94	0.94
Utilities - Gas	2,364	0.2%	2,364	0.2%	0.14	0.14
Utilities - Trash Removal	6,454	0.6%	6,454	0.5%	0.39	0.39
Utilities - House Meter	5,303	0.5%	5,303	0.4%	0.32	0.32
Repairs & Maintenance	17,950	1.5%	17,950	1.4%	1.09	1.09
Repairs & Maintenance Turnover	10,500	0.9%	10,500	0.8%	0.64	0.64
Grounds Maintenance	11,200	1.0%	11,200	0.9%	0.68	0.68
Pest Control	2,616	0.2%	2,616	0.2%	0.16	0.16
Marketing & Advertising	1,500	0.1%	1,500	0.1%	0.09	0.09
General & Administrative	1,500	0.1%	1,500	0.1%	0.09	0.09
Payroll	6,653	0.6%	6,653	0.5%	0.41	0.41
Misc. Expenses	9,000	0.8%	9,000	0.7%	0.55	0.55
Operating Reserves	3,000	0.3%	3,000	0.2%	0.18	0.18
Management Fee	46,916	4.0%	52,516	4.0%	2.86	3.20
Total Expenses	\$431,890		\$437,490		\$26.32	\$26.66
Expenses as % of EGI		36.8%		33.3%		
Net Operating Income	\$741,007		\$875,420			\$53.36

EXISTING FINANCING

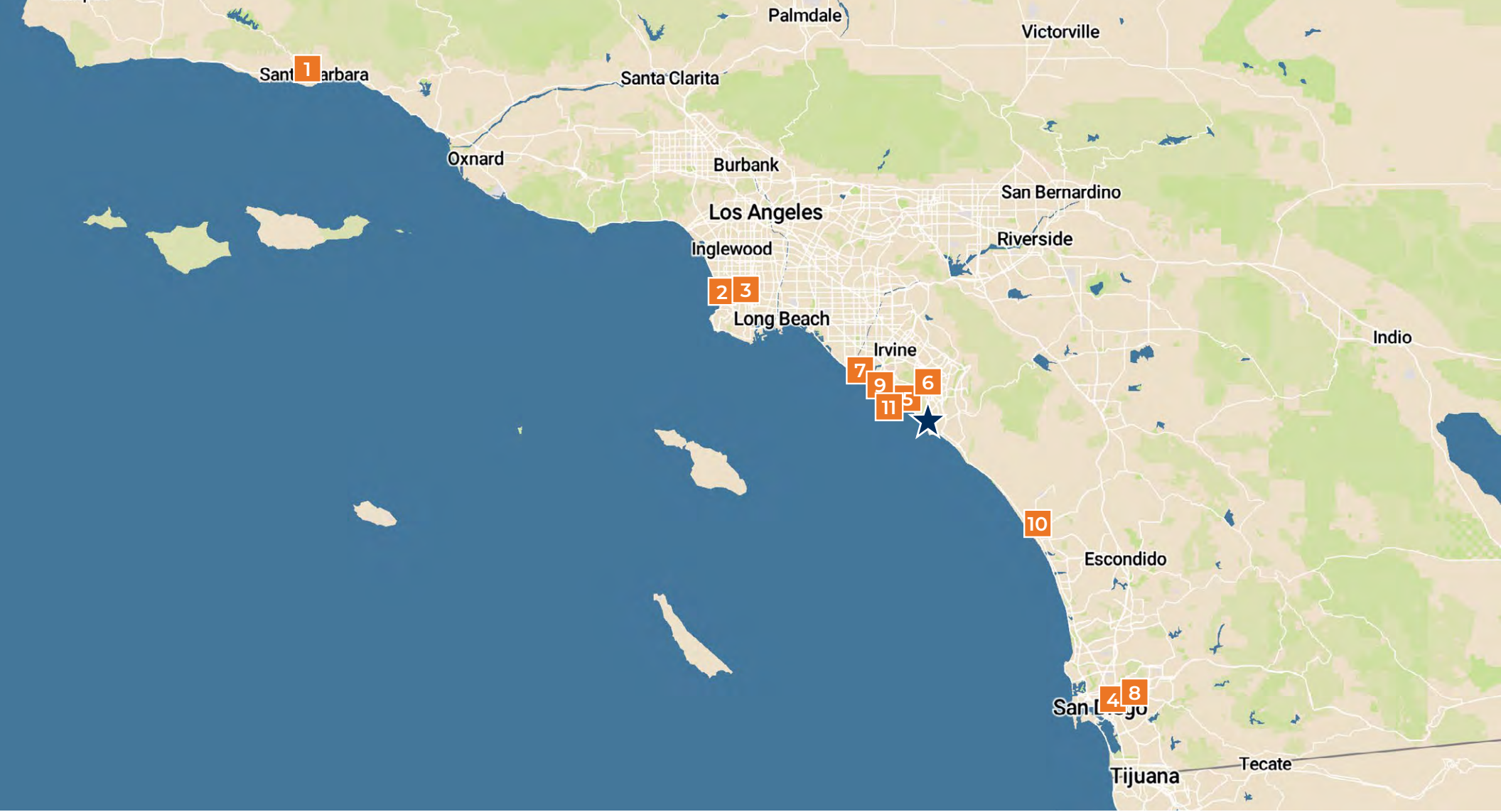
Existing CMBS Loan	1st Loan
Maturity Date	April, 2030
Interest Rate	6.43%
Amortization Period	5 Years
Months of Interest Only	60 Months
Loan Term	5 Years
Loan Amount	\$8,922,500
Assumption Fee	0.375%
Processing Fee	\$15,000





SECTION TWO

MARKET COMPARABLES



MULTIFAMILY SALES COMPARABLES

- Del Prado House
- 20-80 Oceana
- 1100 Esplanade
- 1402 Esplanade
- 3525-3549 Indiana
- 222 Arch St
- 20412 Laguna Canyon Rd
- 125 16th St
- 1929 Columbia St
- 1800-1838 Westcliff Drive
- 1931 S Coast Hwy
- 1105 N Coast Hwy

MULTIFAMILY SALES COMPARABLES

Property	Price	Gross SF	Price PSF	# of Units	Close
★ 24452 Del Prado Ave, Dana Point, CA 92629	TBD	11,495 SF	TBD	23	On-Market
1 20 Oceano Ave, Santa Barbara, CA 93109	\$21,150,000	26,960 SF	\$784.50	29	1/23/2025
2 1100 Esplanade, Redondo Beach, CA 90277	\$13,317,750	15,541 SF	\$856.94	16	9/26/2024
3 1402 Esplanade, Redondo Beach, CA 90277	\$10,250,000	12,993 SF	\$788.89	14	9/4/2024
4 3525 Indiana St, San Diego, CA 92103	\$18,500,000	18,445 SF	\$1,002.98	24	On Market
5 222 Arch St, Laguna Beach, CA 92651	\$11,500,000	12,307 SF	\$934.43	13	On Market
6 20412 Laguna Canyon Rd, Laguna Beach, CA 92651	\$17,175,000	16,895 SF	1,016.57	73	On Market
7 125 16th St, Huntington Beach, CA 92648	\$14,200,000	15,809 SF	\$898.22	20	On Market
8 1929 Columbia St, San Diego, CA 92101	\$13,950,000	13,984 SF	\$997.57	18	On Market
9 1800 Westcliff Dr, Newport Beach, CA 92660	\$12,600,000	17,309 SF	\$727.94	18	On Market
10 1931 S Coast Hwy, Oceanside, CA 92054	\$14,950,000	16,311 SF	\$916.56	20	On Market
11 1105 N Coast Hwy, Laguna Beach, CA 92651	\$10,295,000	8,992 SF	\$1,144.91	11	On Market
Averages	\$13,701,594	15,362 SF	\$915.25	29	--

MULTIFAMILY SALES COMPARABLES



24452 Del Prado Ave | Dana Point, CA 92629

List Price	TBD
Residential SF	11,495 SF
Commercial SF	4,912 SF
Year Built/Renovated	1946/2024
Lot Size	0.58 Acres
Gross SF	16,407 SF
Cap Rate	TBD
NOI	\$741,007
Price/SF	TBD
# of Units	26

Unit Mix	# of Units	Rent	Rent/SF
1 Bed/1 Bath	17	\$2,882	\$6.93
2 Bed/1 Bath	6	\$4,108	\$5.57
Total	23	\$3,201	\$6.40



20 Oceano Ave | Santa Barbara, CA 93109

Sold Price	\$21,150,000
Property Type	Mixed-Use
Cap Rate	4.68%
COE	1/23/2025
Lot Size	0.99 Acres
Gross SF	26,960 SF
Residential SF	26,960 SF
Year Built	1970
Price/SF	\$784.50
No. of Units	29

Notes
A +/- 26,960 sq. ft. 2-story Multi-Family Residential Building located on +/- 43,434 sq. ft. of land area with 16 on-site covered parking spaces. Zoning: R2SD3.

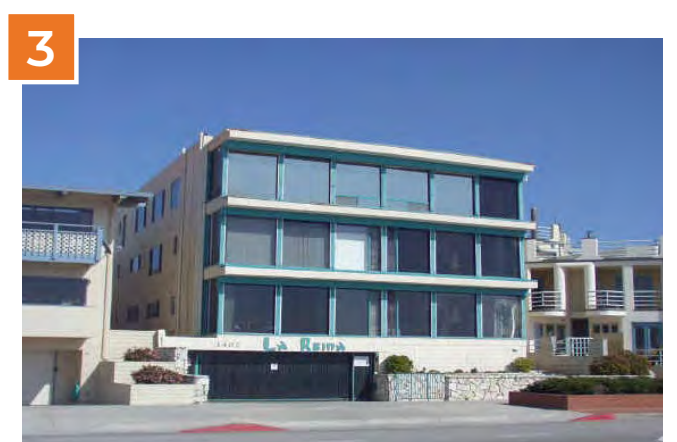


1100 Esplanade | Redondo Beach, CA 90277

Sold Price	\$13,317,750
Property Type	Mixed-Use
Cap Rate	4.50%
COE	9/26/2024
Lot Size	0.25 Acres
Gross SF	15,541 SF
Residential SF	15,541 SF
Year Built	1958
Price/SF	\$856.94
No. of Units	16

Notes
A +/- 15,541 sq. ft. 3-story Multi-Family Residential Building located on +/- 11,234 sq. ft. of land area with on-site covered parking spaces. Zoning: RBRMD.

MULTIFAMILY SALES COMPARABLES



1402 Esplanade | Redondo Beach, CA 90277

Sold Price	\$10,250,000
Property Type	Mixed-Use
Cap Rate	3.78%
COE	9/4/2024
Lot Size	0.18 Acres
Gross SF	12,993 SF
Residential SF	12,993 SF
Year Built/Renovated	1963/2025
Price/SF	\$788.89
No. of Units	14

Notes
A +/- 12,993 sq. ft. 2-story Multi-Family Residential Building located on +/- 7,841 sq. ft. of land area with on-site covered parking spaces. Zoning: MDR.



3525 Indiana St | San Diego, CA 92103

List Price	\$18,500,000
Property Type	Mixed-Use
Cap Rate	2.79%
COE	On Market
Lot Size	0.56 Acres
Gross SF	18,445 SF
Year Built/Renovated	1923/2019
Price/SF	\$1,002.98
No. of Units	24

Notes
A +/- 18,445 sq. ft. 4-story Multi-Family Residential Building located on +/- 24,394 sq. ft. of land area with 28 on-site covered parking spaces.



222 Arch St | Laguna Beach, CA 92651

List Price	\$11,500,000
Property Type	Multifamily
Cap Rate	3.81%
COE	On Market
Lot Size	0.31 Acres
Gross SF	12,307 SF
Residential SF	12,307 SF
Year Built/Renovated	1971/2017
Price/SF	\$934.43
No. of Units	13

Notes
A +/- 12,307 sq. ft. 2-story Multi-Family Residential Building located on +/- 13,504 sq. ft. of land area with 14 1-car garages and 2 on-site surface parking spaces. Zoning: R3.

MULTIFAMILY SALES COMPARABLES



20412 Laguna Canyon Rd | Laguna Beach, CA 92651

List Price	\$17,175,000
Property Type	Multifamily
Cap Rate	4.01%
COE	On Market
Lot Size	0.89 Acres
Gross SF	16,895 SF
Residential SF	16,895 SF
Year Built	2023
Price/SF	\$1,016.57
No. of Units	28

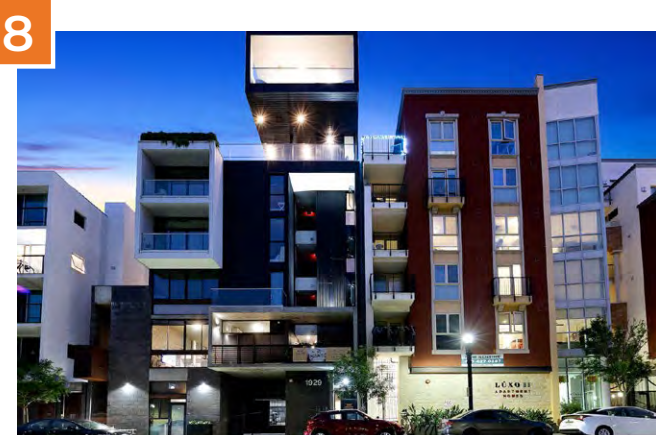
Notes
A +/- 16,895 sq. ft. 2-story Multi-Family Residential Building located on +/- 38,768 sq. ft. of land area with 45 on-site covered parking spaces. Zoning: RMF.



125 16th St | Huntington Beach, CA 92648

List Price	\$14,200,000
Property Type	Multifamily
Cap Rate	4.21%
COE	On Market
Lot Size	0.4 Acres
Gross SF	15,809 SF
Residential SF	15,809 SF
Year Built	1971
Price/SF	\$898.22
No. of Units	20

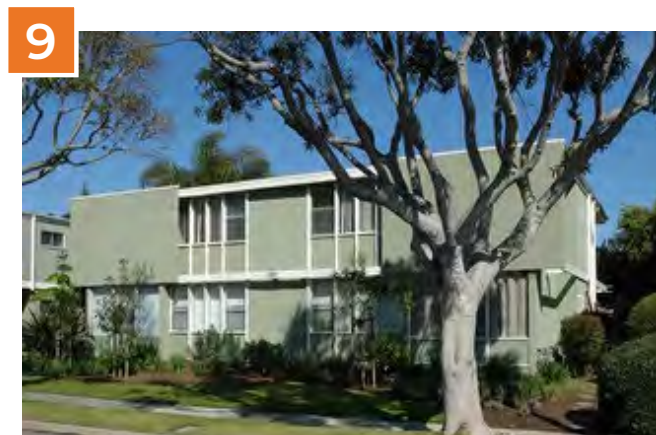
Notes
A +/- 15,809 sq. ft. 2-story Multi-Family Residential Building located on +/- 17,625 sq. ft. of land area with 19 on-site covered parking spaces. Zoning: MFR.



1929 Columbia St | San Diego, CA 92101

List Price	\$13,950,000
Property Type	Multifamily
Cap Rate	4.00%
COE	On Market
Lot Size	0.12 Acres
Gross SF	13,984 SF
Residential SF	13,984 SF
Year Built	2017
Price/SF	\$997.57
No. of Units	18

Notes
A +/- 13,984 sq. ft. 7-story Multi-Family Residential Building located on +/- 5,245 sq. ft. of land area with 9 on-site attached garages. Zoning: C.



1800 Westcliff Dr | Newport Beach, CA 92660

List Price	\$12,600,000
Property Type	Multifamily
Cap Rate	2.89%
COE	On Market
Lot Size	0.62 Acres
Gross SF	17,309 SF
Residential SF	17,309 SF
Year Built	1960
Price/SF	\$727.94
No. of Units	18

Notes
A +/- 17,309 sq. ft. 2-story Multi-Family Residential Building located on +/- 27,007 sq. ft. of land area with 18 on-site covered parking spaces. Zoning: MFR.



1931 S Coast Hwy | Oceanside, CA 92054

List Price	\$14,950,000
Property Type	Multifamily
Cap Rate	--
COE	On Market
Lot Size	0.28 Acres
Gross SF	16,311 SF
Residential SF	16,311 SF
Year Built	2024
Price/SF	\$916.56
No. of Units	20

Notes
A +/- 16,311 sq. ft. 4-story Multi-Family Residential Building located on +/- 16,311 sq. ft. of land area with 20 covered and secured on-site parking spaces. Zoning: C-6.

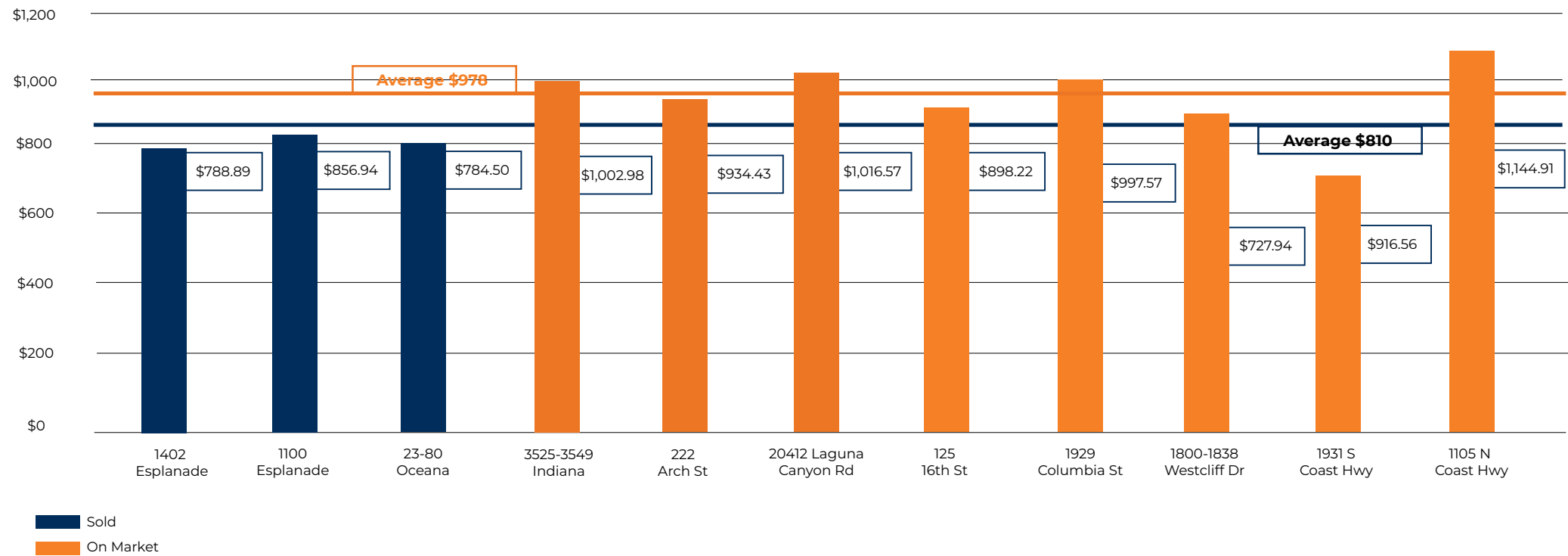


1105 N Coast Hwy | Laguna Beach, CA 92651

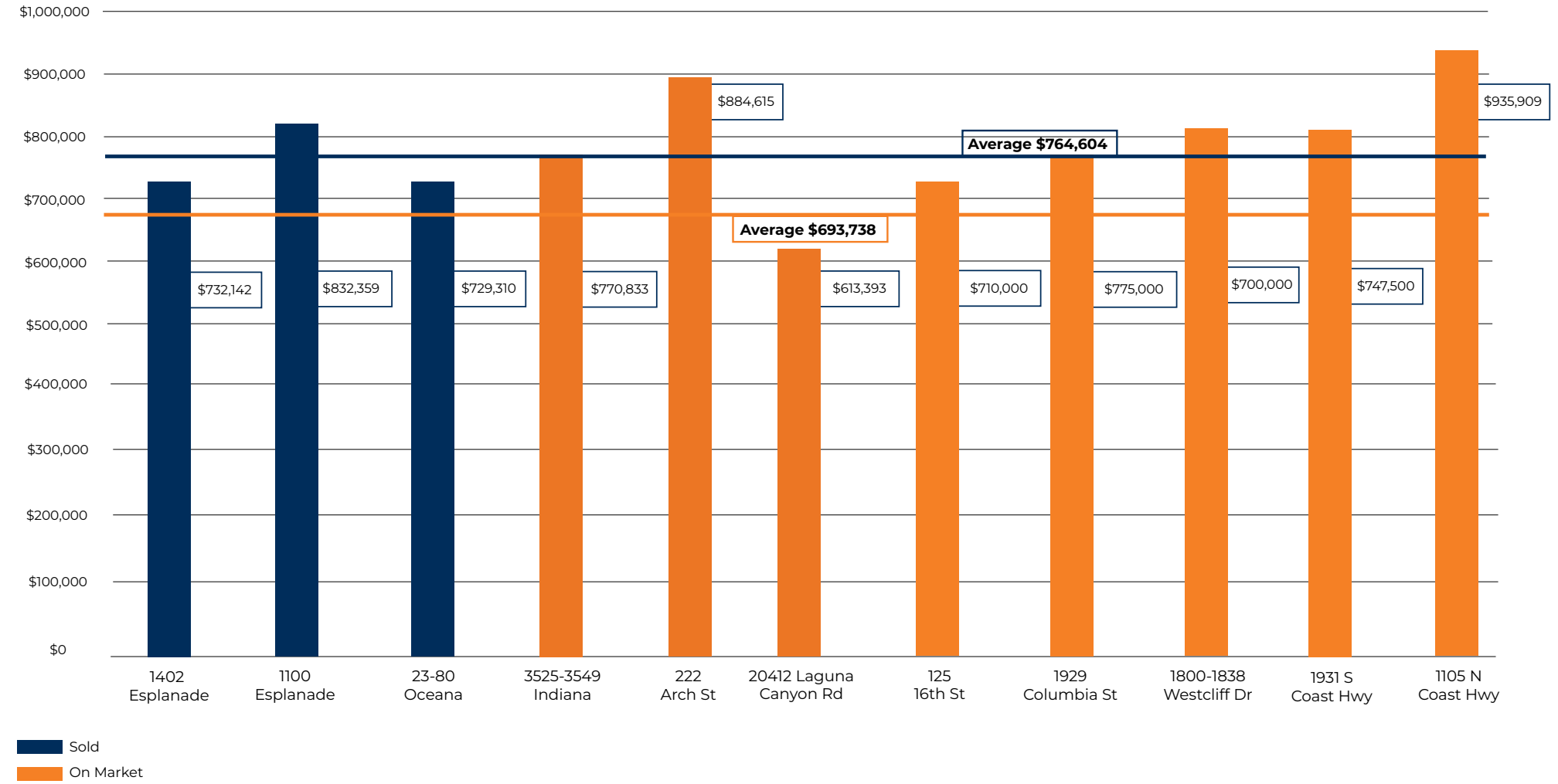
List Price	\$10,295,000
Property Type	Multifamily
Cap Rate	3.82%
COE	On Market
Lot Size	0.18 Acres
Gross SF	8,992 SF
Residential SF	7,665 SF
Commercial SF	1,327 SF
Year Built	1950
Price/SF	\$1,144.91
No. of Units	11

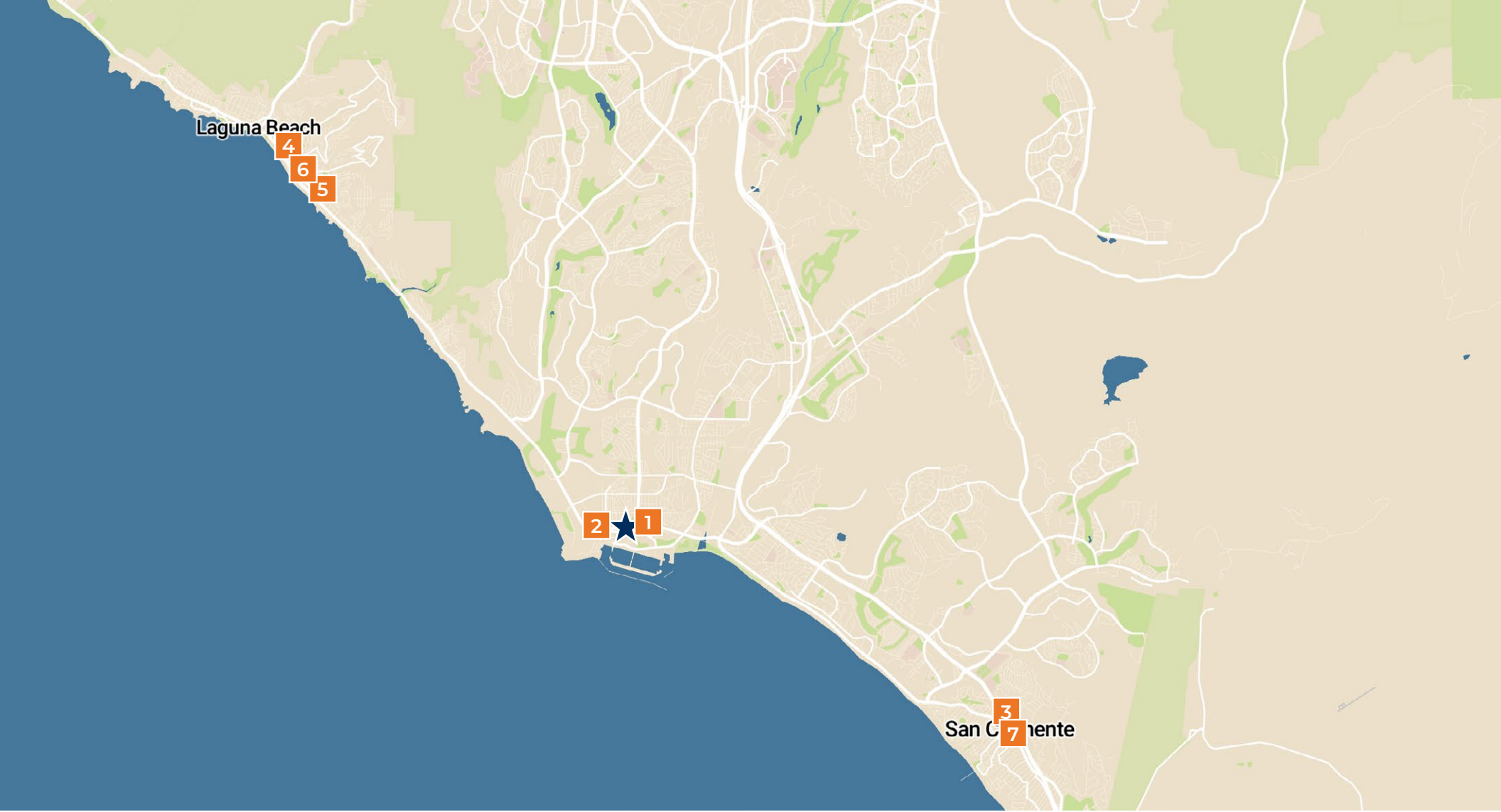
Notes
A +/- 8,992 sq. ft. 3-story Mixed-Use Retail and Multi-Family Building located on +/- 7,840 sq. ft. of land area with covered parking. Zoning: CN.

MULTIFAMILY SALES COMPARABLES AVERAGE PRICE PER SQUARE FOOT CHART



MULTIFAMILY SALES COMPARABLES AVERAGE PRICE PER UNIT CHART





RETAIL SALES COMPARABLES

Property	Price	Building SF	Price, SF	Close
★ 24462 Del Prado Ave, Dana Point, CA 92629	TBD	4,912	TBD	On Market
1 24691 Del Prado Ave, Dana Point, CA 92629	\$4,500,000	5,279	\$852.43	On Market
2 24312 Del Prado Ave, Dana Point, CA 92629	\$4,750,000	4,640	\$1,023.71	11/22/2024
3 101 Avenida Del Mar, San Clemente, CA 92672	\$3,650,000	4,171	\$875.09	On Market
4 446 S Coast Hwy, Laguna Beach, CA 92651-2404	\$14,050,000	7,587	\$1,851.85	4/1/2025
5 1450 S Coast Hwy, Laguna Beach, CA 92651-3159	\$7,250,000	4,951	\$1,464.35	On Market
6 855 Glenneyre St, Laguna Beach, CA 92651	\$6,900,000	3,759	\$1,835.59	On Market
7 128 Avenida del Mar, San Clemente, CA 92672-4080	\$4,900,000	4,390	\$1,116.17	On Market
8 34211 Pacific Coast Hwy, Dana Point, CA 92629	\$1,815,000	1,700	\$1,067.65	12/31/2024
9 34198 Pacific Coast Hwy, Dana Point, CA 92629	\$2,200,000	2,407	\$914.00	On Market
Averages	\$5,557,222	4,866	\$1,222.32	

RETAIL SALES COMPARABLES

- ★ Del Prado House
- 3 101 Avenida Del Mar
- 6 855 Glenneyre St
- 9 34198 Pacific Coast Hwy
- 1 24691 Del Prado Ave
- 4 446 S Coast Hwy
- 7 128 Avenida del Mar
- 2 24312 Del Prado Ave
- 5 1450 S Coast Hwy
- 8 34211 Pacific Coast Hwy

RETAIL SALES COMPARABLES



24462 Del Prado Ave | Dana Point, CA 92629

List Price	TBD
Price/SF	TBD
Year Built/Renovated:	1946/2024
Property Type	Retail
Building Size	4,912 SF



24691 Del Prado Ave | Dana Point, CA 92629

List Price	\$4,500,000
Occupancy	100%
Year Built	2002
Days On Market	238
Price/SF	\$852.43
Property Type	Retail
Building Size	5,279 SF
Close of Escrow	On Market

Notes
A 2-Story +/- 5,279 sq. ft. multi-tenant commercial building located on +/- 9,148 sq. ft. of land area with 20 on-site covered parking spaces.



24312 Del Prado Ave | Dana Point, CA 92629

List Price	\$4,750,000
Occupancy	100%
Year Built	1954
Days On Market	--
Price/SF	\$969.83
Property Type	Retail
Building Size	4,460 SF
Close of Escrow	11/22/2024

Notes
A +/- 4,460 sq. ft. single tenant restaurant building located on +/- 6,750 sq. ft. of land area.

RETAIL SALES COMPARABLES



101 Avenida Del Mar | San Clemente, CA 92672

List Price	\$3,650,000
Occupancy	100%
Year Built	1926
Days On Market	248
Price/SF	\$875.09
Property Type	Retail
Building Size	4,171 SF
Close of Escrow	On Market

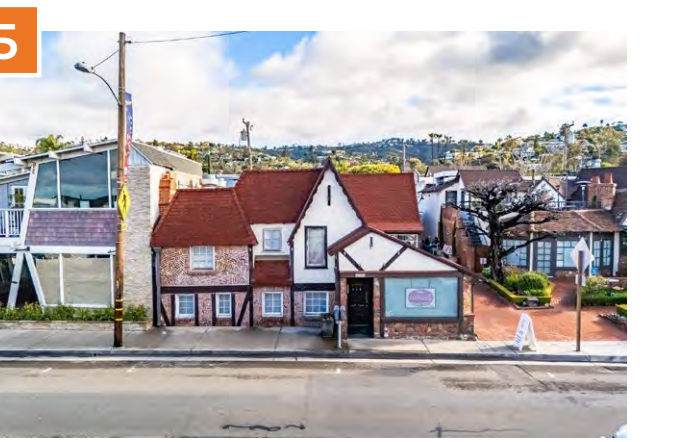
Notes
A +/- 4,171 sq. ft. 2-story multi-tenant mixed-use retail and office building located on +/- 3,920 sq. ft. of land area. with 3 on-site surface parking spaces.



446 S Coast Hwy | Laguna Beach, CA 92651-2404

List Price	\$14,050,000
Occupancy	100%
Year Built	1934
Days On Market	86
Price/SF	\$1,851.85
Property Type	Retail
Building Size	7,587 SF
Close of Escrow	4/1/2025

Notes
A +/- 7,587 sq. ft. 2-story mixed-use office and retail building located on +/- 5,227 sq. ft. of land area with no on-site surface parking spaces. Zoning: CBD-V.

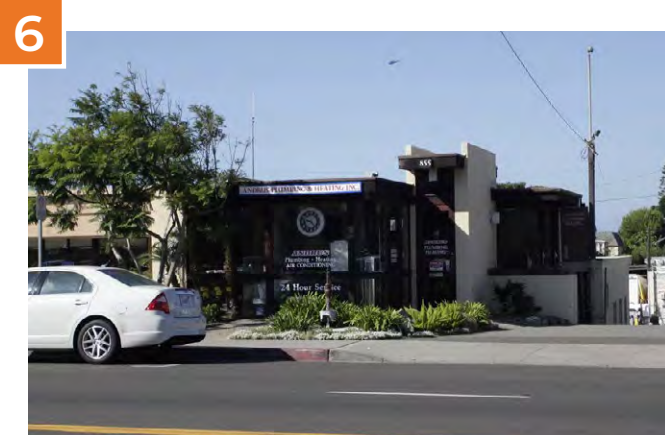


1450 S Coast Hwy | Laguna Beach, CA 92651-3159

List Price	\$8,000,000
Occupancy	100%
Year Built/Renovated	1924/2024
Days On Market	437
Price/SF	\$1,464.35
Property Type	Retail
Building Size	4,951 SF
Close of Escrow	On Market

Notes
A +/- 4,951 sq. ft. 3-story mixed-use office and retail building located on +/- 12,632 sq. ft. of land area with 20 on-site surface parking spaces. Zoning: C1, LBP.

RETAIL SALES COMPARABLES



855 Glenneyre St | Laguna Beach, CA 92651

List Price	\$6,900,000
Occupancy	100%
Year Built/Renovated	1940/1952
Days On Market	56
Price/SF	\$1,835.59
Property Type	Retail
Building Size	3,759 SF
Close of Escrow	On Market

Notes
A +/- 3,759 sq. ft. 2-building 1-story mixed-use office and retail properties located on +/- 35,283 sq. ft. of land area with on-site surface parking spaces. Zoning: LBP1.



128 Avenida Del Mar | San Clemente, CA 92672

List Price	\$4,900,000
Occupancy	100%
Year Built	1980
Days On Market	29
Price/SF	\$1,070.62
Property Type	Retail
Building Size	4,390 SF
Close of Escrow	On Market

Notes
A +/- 4,390 sq. ft. 2-story mixed-use office and retail building located on +/- 7,405sq. ft. of land area with 14 on-site surface parking spaces. Zoning: MU1.



34211 Pacific Coast | Hwy Dana Point, CA 92629

List Price	\$1,815,000
Occupancy	--
Year Built	1975
Days On Market	30
Price/SF	\$1,167.64
Property Type	Office
Building Size	1,700 SF
Close of Escrow	12/31/2024

Notes
A +/- 1,700 sq. ft. Office Building located on +/- 5,227 sq. ft. of land area with 8 on-site surface parking spaces. Zoning: TC-MU.

RETAIL SALES COMPARABLES

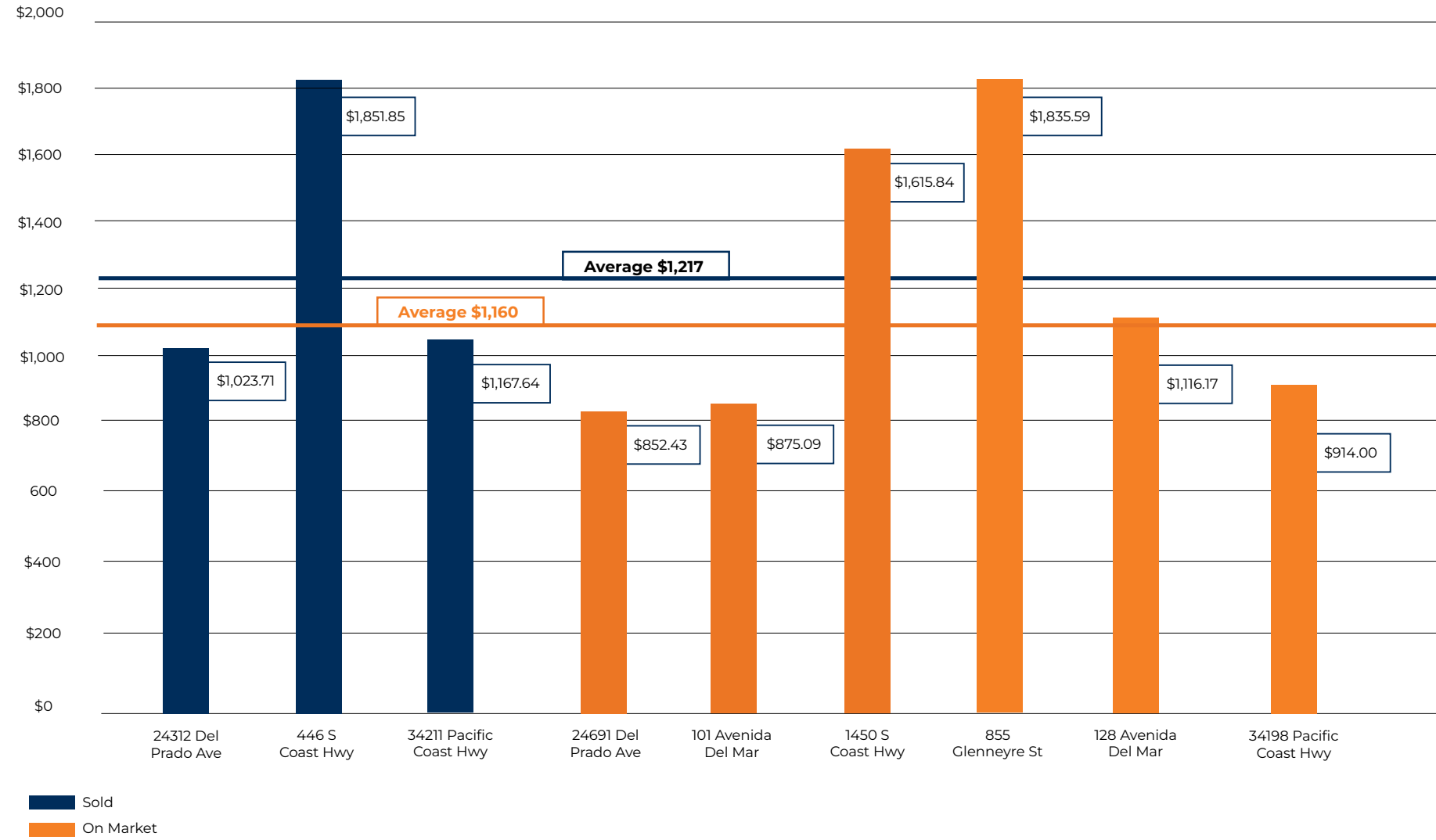


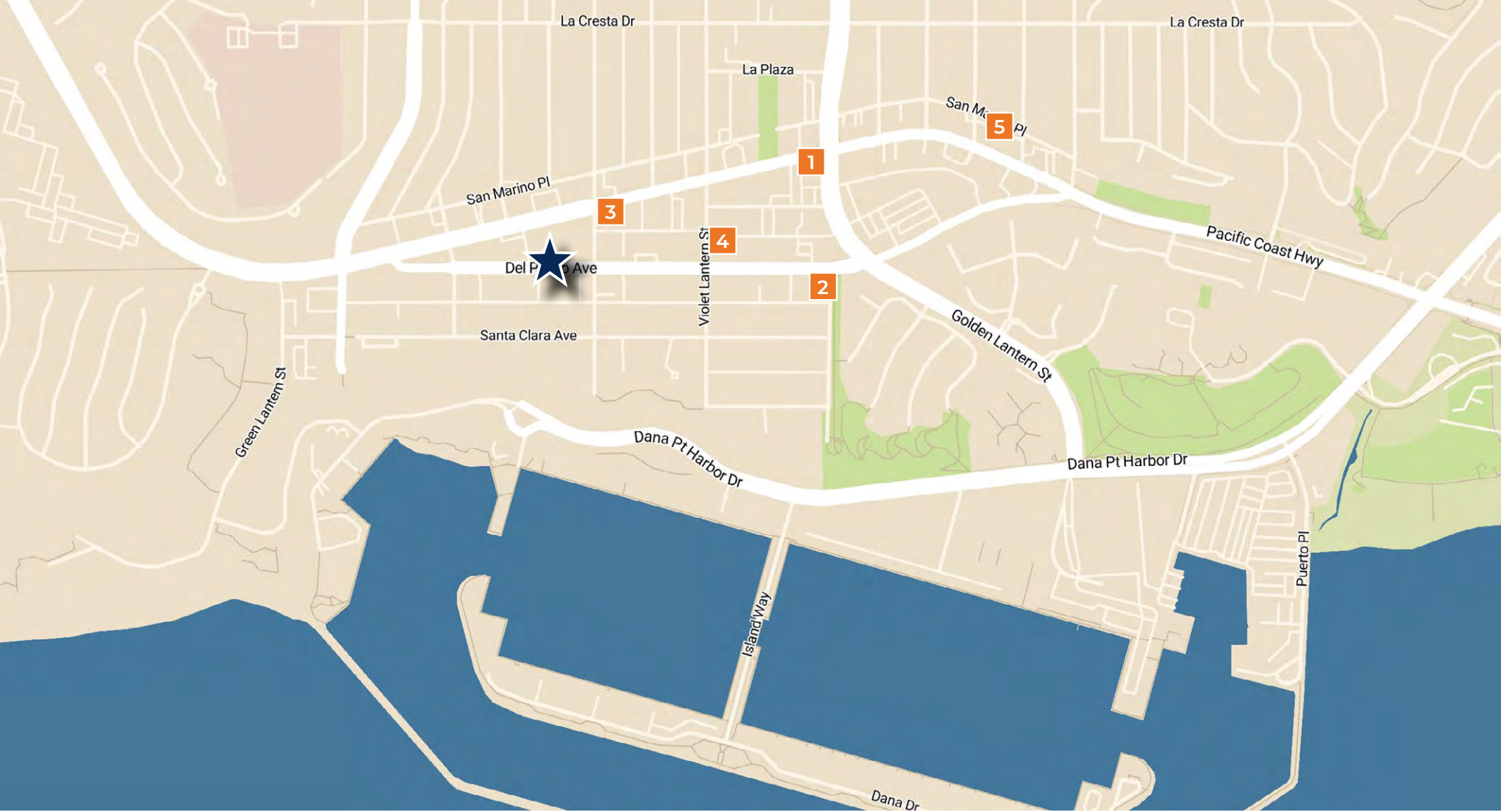
34198 Pacific Coast | Hwy Dana Point, CA 92629

List Price	\$2,200,000
Occupancy	--
Year Built	1965
Days On Market	88
Price/SF	\$914.00
Property Type	Retail
Building Size	2,407 SF
Close of Escrow	On Market

Notes
A +/- 4,171 sq. ft. 2-story multi-tenant mixed-use retail and office building located on +/- 3,920 sq. ft. of land area. with 3 on-site surface parking spaces.

RETAIL SALES COMPARABLES AVERAGE PRICE PER SQUARE FOOT CHART








RETAIL LEASE COMPARABLES

-  24462 Del Prado Ave
-  34177 Pacific Coast Hwy
-  24722 Del Prado Ave
-  34137 Pacific Coast Hwy
-  24621 Del Prado Ave
-  34212 Pacific Coast Hwy

RETAIL LEASE COMPARABLES

Property	NET RENTABLE AREA	AVERAGE RENT
 24452 Del Prado Ave, Dana Point, CA 92629	4,912 SF	\$4.32/SF
 34177 Pacific Coast Hwy, Dana Point, CA 92629	1,200 SF	\$6.00/SF
 24722 Del Prado Ave, Dana Point, CA 92629	1,200 SF	\$5.00/SF
 34137 Pacific Coast Hwy, Dana Point, CA 92629	1,592 SF	\$5.00/SF
 24621 Del Prado Ave, Dana Point, CA 92629	1,852 SF	\$4.42/SF
 34212 Pacific Coast Hwy Dana Point, CA 92629	1,039 SF	\$4.00/SF
Averages	1,377 SF	\$4.88

RETAIL LEASE COMPARABLES



24462 Del Prado Ave | Dana Point, CA 92629

Property Type	Retail	Average Rent:	\$4.32/SF
Net Rentable Area:	4,912 SF	Lot Size	4,912 SF
Year Built/Renovated:	1946/2024		



Dana Cove Luxury Living | 34177 Pacific Coast Hwy, Dana Point, CA 92629

Property Type	Retail	Average Rent	\$6.00/SF
Net Rentable Area	1,200 SF	Lot Size	0.54 Acres
Year Built	2024		

A 3-story, +/- 33,098 sq. ft. mixed-use retail and multi-family residential property located on +/- 23,522 sq. ft. of land area with covered parking. Ground level retail totals 4,028 sq. ft.



Del Prado Place | 24722 Del Prado Ave, Dana Point, CA 92629

Property Type	Retail	Average Rent	\$5.00/SF
Net Rentable Area	1,200 SF	Lot Size	0.43 Acres
Year Built	2025		

A +/- 30,000 sq. ft. mixed-use development currently under construction with 18 residential condominium units and +/- 4,723 sq. ft. of ground level retail with covered parking located on +/- 18,939 sq. ft. of land area.

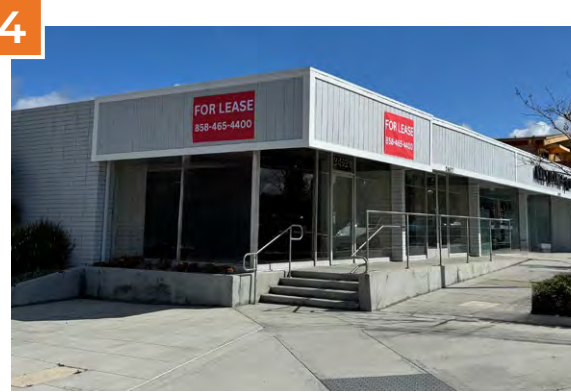
RETAIL LEASE COMPARABLES



Prado West | 34137 Pacific Coast Hwy, Dana Point, CA 92629

Property Type	Retail	Average Rent	\$5.00/SF
Net Rentable Area	1,592 SF	Lot Size	2.32 Acres
Year Built	2021		

A 3-story, +/- 189,377 sq. ft. mixed-use retail and multi-family residential property located on +/- 100,880 sq. ft. of land area with 135 on-site covered parking. A 1,592 sq. ft. Penelope Pots retail unit will be available soon.



24621 Del Prado Ave | Dana Point, CA 92629

Property Type	Retail	Average Rent	\$4.42/SF
Net Rentable Area	1,852 SF	Lot Size	0.22 Acres
Year Built/Renovated	1961/2017		

A +/- 3,045 sq. ft. multi-tenant retail building located on +/- 9,583 sq. ft. of land area. A 1,852 sq. ft. retail unit is currently available.

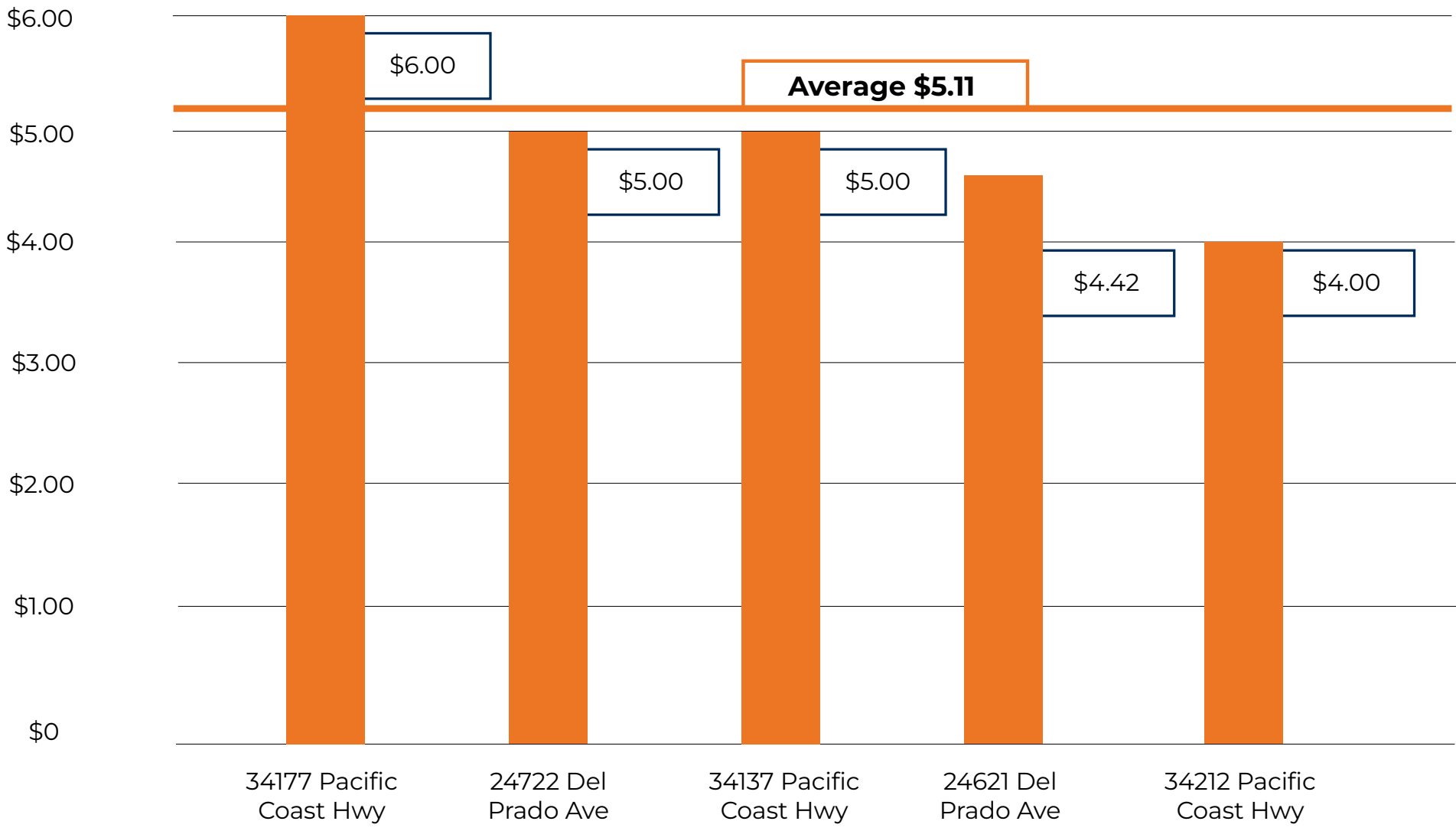


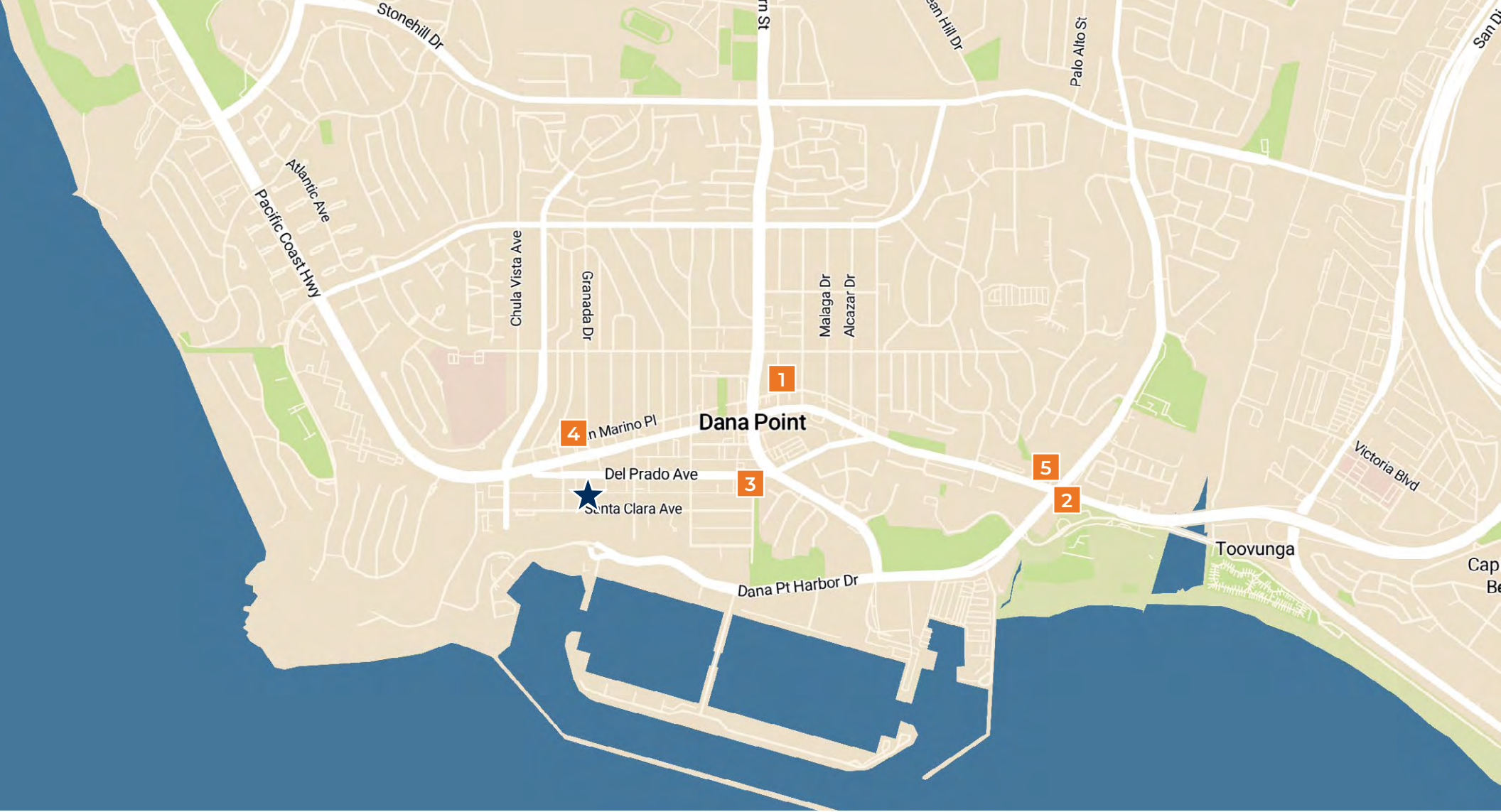
34212 Pacific Coast Hwy | Dana Point, CA 92629

Property Type	Retail	Average Rent	\$4.00/SF
Net Rentable Area	1,039 SF	Lot Size	0.56 Acres
Year Built/Renovated	1999/2013		

A +/- 8,120 sq. ft. multi-tenant retail building located on +/- 24,394 sq. ft. with 40 on-site surface parking spaces. Zoning: CCP.

RETAIL LEASE COMPARABLES AVERAGE RENT PER SQUARE FOOT CHART





LAND SALES COMPARABLES

Property	Price	Lot Size AC	\$/SF	Close
★ 24442 Del Prado Ave Dana Point, CA 92629	TBD	0.23 AC	TBD	On-Market
1 34192 Pacific Coast Hwy Dana Point, CA 92629	\$3,390,000	0.33 AC	\$235.83	On Market
2 34311 Pacific Coast Hwy Dana Point, CA 92629	\$22,000,000	2.6 AC	\$194.25	On Market
3 24722 Del Prado Ave Dana Point, CA 92629	\$7,000,000	0.43 AC	\$373.73	12/15/2022
4 34114 Pacific Coast Hwy Dana Point, CA 92629	\$2,100,000	0.14 AC	\$344.37	7/11/2025
5 34294 Pacific Coast Hwy Dana Point, CA 92629	\$4,750,000	0.31 AC	\$351.75	On Market
Averages	\$7,848,000	0.76 AC	\$300.00	--

LAND SALES COMPARABLES

- ★ 24442 Del Prado Ave
- 3 24722 Del Prado Ave
- 1 34192 Pacific Coast Hwy
- 4 34114 Pacific Coast Hwy
- 2 34311 Pacific Coast Hwy
- 5 34294 Pacific Coast Hwy

LAND SALES COMPARABLES



24442 Del Prado Ave | Dana Point, CA 92629

List Price	TBD
Close of Escrow	On Market
Lot Size	0.23 Acres
Price/SF	TBD
Entitled	No
Permit Ready	No
Lot Dimensions	75' x 185'
Zoning	TC - MU



34192 Pacific Coast Hwy | Dana Point, CA 92629

List Price	\$3,390,000
Close of Escrow	On Market
Lot Dimensions	131 x 109
Lot Size	0.33 Acres
Price/SF	\$235.83
Entitled	No
Permit Ready	No
Days on Market	780
Zoning	Commercial

Notes
A +/- 14,375 sq. ft. parcel of land with +/- 1312 ft of frontage on Pacific Coast Highway. The property is located south of Golden Lantern Street and on the northeast corner of Pacific Cost Highway and Colegio Drive. The property is zoned for Multi-Family, Commercial and/or Mixed-Use.



34311 Pacific Coast Hwy | Dana Point, CA 92629

List Price	\$22,000,000
Close of Escrow	On Market
Lot Dimensions	--
Lot Size	2.6 Acres
Price/SF	\$194.25
Entitled	No
Permit Ready	No
Days on Market	230
Zoning	C-CPC/C-VC

Notes
A +/- 221,394 sq. ft. Mixed-Use Development Opportunity located at the Northwest and South West corners of Pacific Coast Hwy and Dana Point Harbor Drive at the entrance of the Dana Point Harbor and Doheny State Beach. The various parcels total +/- 113,692 sq. ft.

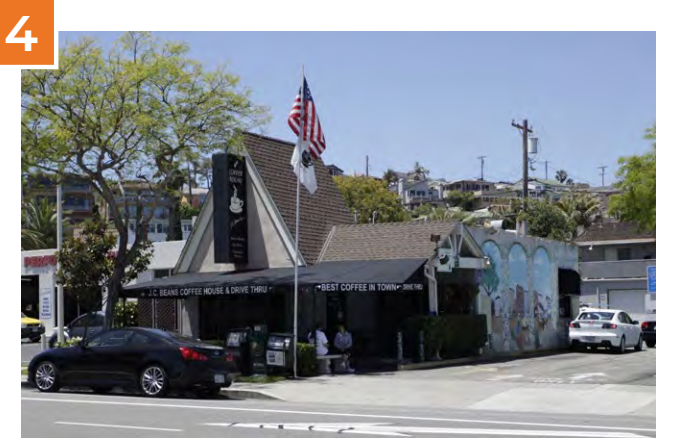
LAND SALES COMPARABLES



24722 Del Prado Ave | Dana Point, CA 92629

List Price	\$7,000,000
Close of Escrow	12/15/2022
Lot Dimensions	--
Lot Size	0.43 Acres
Price/SF	\$373.73
Entitled	No
Permit Ready	No
Days on Market	--
Zoning	TC-MU

Notes
A +/- 30,000 sq. ft. mixed-use development currently under construction with 18 residential condominium units and +/- 4,723 sq. ft. of ground level retail with subterranean parking located on +/- 18,939 sq. ft. of land area.



34114 Pacific Coast Hwy | Dana Point, CA 92629

List Price	\$2,100,000
Close of Escrow	7/11/2025
Lot Dimensions	50' x 120'
Lot Size	0.14 Acres
Price/SF	\$344.37
Entitled	No
Permit Ready	No
Days on Market	--
Zoning	C-C-PC

Notes
A +/- 6,011 sq. ft. parcel of land with a +/- 1,209 sq. ft. single-tenant building located on 5 on-site surface parking spaces and +/- 50 ft. of frontage on Pacific Coast Highway. Building is currently occupied by a Coffee Cafe.

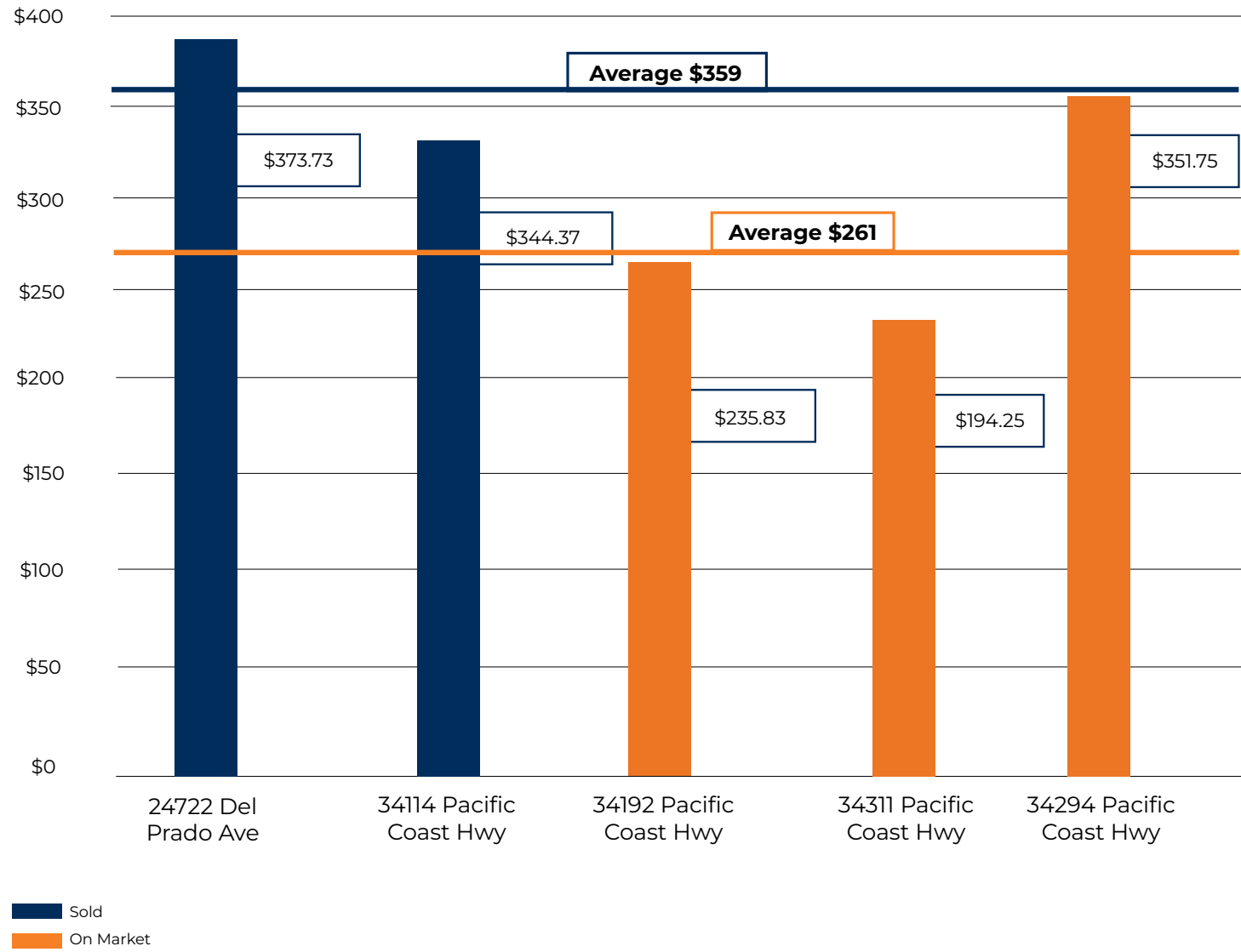


34294 Pacific Coast Hwy | Dana Point, CA 92629

List Price	\$4,750,000
Close of Escrow	On Market
Lot Dimensions	150' x 90'
Lot Size	0.31 Acres
Price/SF	\$351.75
Entitled	No
Permit Ready	No
Days on Market	412
Zoning	C-CPC

Notes
A +/- 13,504 sq. ft. parcel of land with a +/- 1,726 sq. ft. single-tenant building located on 12 on-site surface parking spaces and +/- 150 ft. of frontage on Pacific Coast Highway. Building is currently occupied by a sit-down Rib Restaurant.

LAND SALES COMPARABLES PRICE PER SQUARE FOOT





SECTION THREE

MARKET OVERVIEW

DANA POINT, CALIFORNIA

Dana Point, California, is a scenic coastal city located in southern Orange County, about halfway between Los Angeles and San Diego. With a population of around 35,000, it offers a laid-back yet upscale atmosphere characterized by stunning ocean views, clean beaches, and a strong connection to its maritime roots. The area features a marina, waterfront restaurants, boutique shops, and serves as a launching point for whale-watching cruises and trips to Catalina Island.

Dana Point is known as the “Whale-Watching Capital of the World” and was recognized in 2021 as the first Whale Heritage Site in the Americas. Visitors can enjoy year-round marine life sightings, including gray whales, dolphins, and humpbacks. The nearby Ocean Institute offers interactive exhibits and educational tours, making it a popular destination for families and school groups. Coastal attractions such as Doheny State Beach, Salt Creek Beach, and Strands Beach provide opportunities for surfing, swimming, tide pooling, and scenic walking trails, including the Bluff-Top Trail.

The city hosts a number of celebrated annual events, including the Festival of Whales in March, the Tall Ships Festival in September, and the Ohana Music Festival in late summer, which features high-profile musicians and beachfront performances.

Real estate continues to be a key economic driver. The city has a homeownership rate of about 63%, and homes tend to sell quickly, reflecting steady demand. As Dana Point is mostly “built out,” future development is largely focused on redevelopment and densification. One of the city’s most significant economic initiatives is the revitalization of Dana Point Harbor, which is expected to increase commercial activity and add new housing and mixed-use projects along the waterfront. These developments are seen as strategic investments that will continue to bolster the local economy.



Market Overview



32,585

Total Population



\$127k

Median Household Income



\$157B

Travel Spending in California Annually



\$1.9M

Median Sold Home Price



\$5.5k

Average Rental Price



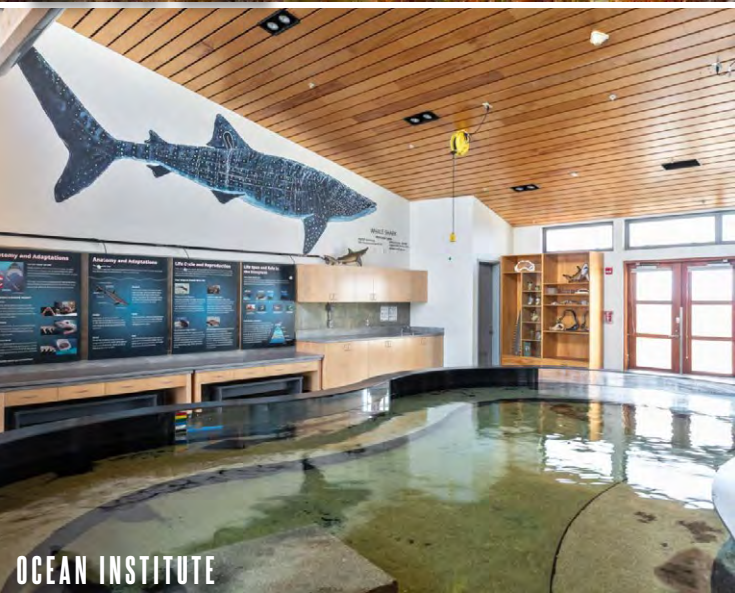
DANA POINT HARBOR



WHALE WATCHING & MARINE TOURS



DANA POINT HEADLANDS CONSERVATION AREA



OCEAN INSTITUTE

24452 DEL PRADO

//////

**IN THE CENTER OF
EVERYTHING**



DANA POINT HEADLANDS CONSERVATION AREA



DOHENY STATE BEACH



LANTERN DISTRICT



56,832
WITHIN A 3-MILE RADIUS



\$131,854
MEDIAN HOUSEHOLD INCOME
WITHIN 3-MILE RADIUS



24,182
HOUSEHOLDS
WITHIN 3-MILE RADIUS



46.0
MEDIAN AGE WITHIN
3-MILE RADIUS



32.3%
BACHELOR'S DEGREE OR HIGHER
WITHIN 3-MILE RADIUS



8,223
RENTER OCCUPIED HOUSEHOLDS
WITHIN 3-MILE RADIUS

DANA POINT HARBOR REVITALIZATION

The Dana Point Harbor revitalization will exponentially enhance the Harbor experience for Dana Point residents and visitors to the area. The revitalization will uphold an appreciation for the Harbor’s rich history, while providing an invigorating meeting place that enhances a sense of community, improves local businesses, and serves as an even greater Orange County icon.

A key feature of the revitalized Harbor will be increased pedestrian connectivity and grand public spaces that will link the community from the Headlands, all the way to Doheny State Beach. Dana Point Harbor Partners (DPHP) recognize the importance of the Harbor to the Dana Point community and beyond. DPHP are passionate about instilling the Harbor’s rich history and renowned reputation as a waterman’s paradise into the revitalization, and will honor the Harbor’s legacy for generations to come.

The Dana Point Harbor Revitalization is a sweeping \$600 million redevelopment project aimed at transforming one of Orange County’s most iconic waterfronts. Led by Dana Point Harbor Partners (DPHP)—a consortium that includes Burnham-Ward Properties, R.D. Olson Development, and Bellwether Financial Group—the project represents a public-private partnership with no taxpayer funding involved. The initiative includes both landside and marina improvements and is designed to modernize the harbor while preserving its coastal charm and enhancing its economic potential.





COMMERCIAL CORE

Burnham-Ward Properties (BWP) is spearheading the revitalization of Dana Point Harbor's restaurants, retail shops, parkscapes, and public spaces, known collectively as the Commercial Core. BWP will transform the Harbor experience into a world-class dining, shopping, and recreation destination, all while instilling the Harbor's rich history into the revitalization.



RESTAURANTS

Exciting new restaurants will join harbor favorites to create an elevated and cohesive destination. BWP is hand-selecting restaurants that will diversify the harbor's offering, and include all dining service levels from fine-dining to upscale casual as well as grab and go for guests departing on whale watching and fishing excursions.

RETAIL

Curated retailers will enhance the Dana Point shopping experience for locals and visitors alike. The small-town surf, boating and fishing culture will be reflected in retailers that speak to the harbor's history and future.

PUBLIC SPACES & ART

Along with increased public access from the waterside, the landside will also see expanded greenscapes and public spaces for guests to enjoy. Winding green paseos are placed along the waterfront and will be home to plants and trees that were salvaged from the harbor, along with new trees that thrive in the California climate. There will be public seating and grass areas for visitors to take in the water.

Art will be incorporated into key areas of the revitalization and will represent the many facets of the harbor from whale watching and marine life to the waterman's heritage and activities.

PARKING

A 984-stall, state-of-the-art parking structure will include 93 boater dedicated spaces and boater-service amenities including restrooms, showers and changing rooms, a corral of service carts to aid boaters carrying supplies to their boats and a valet drop point for boaters positioned at the gangway to the docks. The new structure will also feature EV charging stations, a significant increase in parking spaces and convenience for sportfishing, whale watching and Catalina Express customers departing from the adjacent Dana Wharf area.



THE MARINA AT DANA POINT

The marina portion of the revitalization began in 2022 and features the replacement of 2,400 boat slips with modern, corrosion-resistant docks. These improvements include updated guest docks, marine utilities, and upgraded light pedestals with smart metering and nostalgic lantern-style design.



DOCKS & SLIPS

Bellingham Marine will develop and build the new marina, which will consist of over 2,200 boat slips and a total of 493 dry boat-storage spaces within about 20.5 acres, while sister company Bellport will oversee operations. The dock system innovation by Bellingham Marine will eliminate all treated wood and includes technology that removes all ferrous metals, ensuring longer dock life, while ridding the environment of those toxic materials.

CONSTRUCTION

Bellwether worked closely with the California Coastal Commission to ensure increased public access within the harbor and are focused on environmentally friendly docks by eliminating ferrous metals within the new dock system. In addition, Bellwether has engaged with marine biologists to monitor marine mammals and fish for underwater acoustic impact from pile driving and dock installation.

The company is dedicated to improving water quality by using fiberglass to construct the new marina as opposed to using treated wood, like lumber, that can seep into the water. With the California Coastal Commission's green light, Bellwether is now working with the city and county permit and planning groups to finalize construction permits with the goal of beginning construction by mid 2022

GUEST SLIPS

The Marina at Dana Point's guest slips will be comprised of three docks that provide flexibility with vessel size and type and be relocated to the outer basin at the entrance to the Harbor enabling easy visitor access. This location will allow for vessels ranging from 20' to 200' to visit the Harbor attracting visitors from all parts of the west coast.

PUBLIC ACCESS & SOCIAL JUSTICE

In working with the California Coastal Commission, Bellwether will improve public access to the water through both the design of The Marina and community programs. Bellwether Financial is partnering with local nonprofit organizations to introduce a first-of-its-kind social justice program that will serve 1,000 underserved youths annually from Orange County. The robust program will provide access to coastal resources such as ocean education, sailing, swimming lessons, and other water activities. A key component of the marina revitalization is to expand public access points to the water and recreational activities around the entire harbor.



DANA POINT HARBOR HOTELS

The Dana Point Marina Inn will be replaced with two new, world-class hotels, developed and built by R.D. Olson Development, one of the most successful hotel developers in the country. The first will be a 4-star upscale full-service hotel with a water-front experience for visitors. The second will be a 3-star affordable hotel providing more relaxed style accommodations for a casual stay. They will be moved to the waterfront to take advantage of views and increase connectivity with the Harbor. Both hotels will feature a coastal style design with amenities ranging from pools with Harbor views, restaurants and bars, fitness center, ballroom and meeting rooms and direct access to the water for recreation.

DEMOGRAPHIC SNAPSHOT

	Population		
	1 Mile	3 Miles	5 Miles
2029 Projection			
Total Population	12,339	56,832	127,113
2024 Estimate			
Total Population	12,026	56,075	125,808
2020 Census			
Total Population	11,847	56,628	127,172
2010 Census			
Total Population	11,788	56,133	126,283
Daytime Population			
2024 Estimate	10,220	53,301	105,885

	Housing Units		
	1 Mile	3 Miles	5 Miles
2029 Projection			
2024 Estimate	6,542	26,771	55,791
Owner Occupied	6,388	26,424	55,211
Renter Occupied	2,853	15,699	34,553
Vacant	2,717	8,223	16,032
Vacant	817	2,554	4,578

	Households by Income		
	1 Mile	3 Miles	5 Miles
2024 Estimate			
\$200,000 or More	23.9%	27.8%	29.4%
\$150,000-\$199,999	11.1%	13.0%	13.3%
\$100,000-\$149,999	22.6%	19.6%	19.8%
\$75,000-\$99,999	8.8%	8.8%	9.0%
\$50,000-\$74,999	13.7%	11.7%	11.0%
\$35,000-\$49,999	5.8%	5.6%	5.2%
\$25,000-\$34,999	4.9%	4.4%	4.1%
\$15,000-\$24,999	4.2%	3.8%	3.4%
Under \$15,000	5.2%	5.4%	4.8%
Average Household Income	\$146,009	\$158,275	\$162,554
Median Household Income	\$119,814	\$131,854	\$138,131
Per Capita Income	\$68,151	\$67,572	\$65,737

	Population Profile		
	1 Mile	3 Miles	5 Miles
Population By Age			
2024 Estimate Total Population	12,026	56,075	125,808
Under 20	15.8%	18.2%	19.9%
20 to 34 Years	18.1%	15.2%	15.1%
35 to 39 Years	5.5%	5.2%	5.1%
40 to 49 Years	11.2%	10.9%	11.1%
50 to 64 Years	24.9%	25.1%	24.7%
Age 65+	24.7%	25.4%	24.1%
Median Age	46.0	46.0	45.0
Population 25+ by Education Level			
2024 Estimate Population Age 25+	9,562	43,131	94,316
Elementary (0-8)	3.7%	3.1%	4.4%
Some High School (9-11)	2.0%	3.4%	3.3%
High School Graduate (12)	13.2%	13.8%	13.4%
Some College (13-15)	18.9%	18.7%	19.0%
Associate Degree Only	8.3%	8.1%	8.4%
Bachelor's Degree Only	32.7%	32.3%	30.6%
Graduate Degree	21.2%	20.6%	20.9%
Population by Gender			
2024 Estimate Total Population	12,026	56,075	125,808
Male Population	50.4%	50.8%	50.7%
Female Population	49.6%	49.2%	49.3%

	Households		
	1 Mile	3 Miles	5 Miles
2029 Projection			
Total Households	5,707	24,182	51,158
2024 Estimate			
Total Households	5,571	23,871	50,633
Average (Mean) Household Size	2.2	2.4	2.5
2020 Census			
Total Households	5,382	23,439	49,909
2010 Census			
Total Households	5,270	22,942	48,775
Growth 2024-2029	2.4%	1.3%	1.0%

	Persons in Units		
	1 Mile	3 Miles	5 Miles
2024 Estimate Total Occupied Units	5,571	23,871	50,633
1 Person Units	32.8%	28.0%	25.4%
2 Person Units	41.0%	39.8%	38.7%
3 Person Units	12.9%	14.1%	14.7%
4 Person Units	9.2%	12.0%	13.5%
5 Person Units	2.1%	3.5%	4.4%
6+ Person Units	2.0%	2.6%	3.3%

DEL PRADO HOUSE

24452 DEL PRADO AVE, DANA POINT, CA 92629

EXCLUSIVELY LISTED BY

MARTIN PORTER

Director Investments

Long Beach Office

Tel: (562) 257 - 1233

Martin.Porter@MarcusMillichap.com

License: CA 00861399

KEVIN J. KING

Senior Managing Director Investments

Long Beach Office

Tel: (562) 257 - 1246

Kevin.King@MarcusMillichap.com

License: CA 01158184

Marcus & Millichap