

HEADING TO AUCTION: AUGUST 3-5, 2026

STARTING BID: \$500,000

PROPERTY TOURS: JULY 16, 2026 | 10:00 AM – 1:00 PM
(PRIOR SCHEDULING CONFIRMATION REQUIRED)



3466-3478 UNIVERSITY AVENUE, RIVERSIDE, CA 92501

Marcus & Millichap
OVANESS-ROSTAMIAN GROUP

CONTACT AGENTS FOR DETAILS



ONLINE AUCTION



STARTING BID : \$500,000
AUCTION DATES : AUGUST 3-5, 2026
[CLICK TO VIEW AUCTION WEBSITE](#)

THE OFFERING PROCESS

An online auction event will be conducted on RealINSIGHT Marketplace in accordance with the Sale Event Terms and Conditions (<https://rimarketplace.com/sale-event-terms>). ALL PROPERTY SHOWINGS ARE BY APPOINTMENT ONLY. PLEASE CONSULT YOUR MARCUS & MILLICHAP AGENT FOR MORE DETAILS.

DUE DILIGENCE

Due diligence materials are available to qualified prospective bidders via an electronic data room hosted by RealINSIGHT Marketplace. Prospective bidders will be required to electronically execute a confidentiality agreement prior to being allowed access to the materials. All due diligence must be conducted prior to signing the purchase and sale agreement. You may contact the sales advisors with any due diligence questions.

BUYER QUALIFICATION

Prospective bidders will be required to register with RealINSIGHT Marketplace to bid. Each bidder will be required to provide current contact information, submit proof of funds up to the full amount they plan to bid, and agree to the Auction Terms and Conditions. In order to participate in an auction, the Seller requires bidders to provide proof of their liquidity in an amount of at least their anticipated maximum bid for those assets they wish to bid on. Such liquidity must be in the form of cash, or cash equivalents, and must be available immediately without restriction.

Generally, recent bank statements, brokerage account statements, or bank letters are acceptable. A line of credit statement may be acceptable only if it is already closed and in place, has undrawn capacity, and may be funded immediately without bank approval. Loan pre-approval letters, term sheets, and the like, where the loan would be collateralized by the property up for auction and funded at escrow closing, are NOT acceptable. Capital call agreements, investor equity commitments, and the like, are evaluated on a case-by-case basis. The acceptance of any proof of funds documents are made at the sole and absolute discretion of RealINSIGHT Marketplace. For further information, please visit the Bidder Registration FAQ (<https://rimarketplace.com/faq>).

AUCTION DATE

The Auction end date is set for **August 3-5, 2026**.

RESERVE AUCTION

This will be a reserve auction, and the Property will have a reserve price ("Reserve Price"). The starting bid is not the Reserve Price. The seller can accept or reject any bid. All bidders agree to execute the non-negotiable purchase and sale agreement, which will be posted to the electronic data room prior to bidding commencement, should they be awarded the deal. By submitting an Offer on a Property, Participant is deemed to have accepted any additional terms and conditions posted on the Property's details page on the Website ("Property Page") at the time the Offer was submitted, and such terms and conditions govern and control over these Terms to the extent of any conflict.

CLOSING

Following the auction, the winning bidder will be contacted by phone and email to go over specifics of the sale, including the execution of the purchase agreement and all documentation involved in the purchase. The winning bidder must be available by telephone within two hours of the sale. More information can be found on the RealINSIGHT Marketplace website.

NON-ENDORSEMENT & DISCLAIMER NOTICE

CONFIDENTIALITY & DISCLAIMER

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ALL PROPERTY SHOWINGS ARE BY APPOINTMENT ONLY. PLEASE CONSULT YOUR MARCUS & MILLICHAP AGENT FOR MORE DETAILS.

Activity ID: ZAG1050453

Marcus & Millichap
OVANESS-ROSTAMIAN GROUP



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University Ave.

01

EXECUTIVE SUMMARY

THE OFFERING



STARTING BID:

\$500,000



GROSS INCOME:

\$57,180 Annually



TOTAL BUILDING SIZE:

16,600 SF



TOTAL LOT SIZE:

11,761 SF (±0.27 AC)



3466-3478 UNIVERSITY AVENUE, RIVERSIDE, CA



RENT ROLL - CURRENT

Unit	Tenant	%	Sq. Ft.	Monthly Rent	Annual Rent	Rent PSF/Mo	Rent PSF/Yr	Type	Start	End	Options	Increases
1st Floor	Remedy Bail Bonds	4%	660	\$1,365	\$16,380	\$2.07	\$24.82	MG	MTM	MTM	None	None
1st Floor	Vacant	4%	650	-	-	-	-	-	-	-	-	-
1st Floor	D Town Smoke Shop	12%	2,000	\$3,400	\$40,800	\$1.70	\$20.40	MG	MTM	MTM	None	None
1st Floor	Vacant	38%	6,350	-	-	-	-	-	-	-	-	-
Upstairs	Vacant	42%	6,940	-	-	-	-	-	-	-	-	-
Total / Average		100%	16,600	\$4,765	\$57,180	\$1.88	\$22.61					
Vacancy		80%	13,290									
Occupancy		20%	3,310									

RENT ROLL - PROFORMA

Unit	Tenant	%	Sq. Ft.	Monthly Rent	Annual Rent	Rent PSF/Mo	Rent PSF/Yr	Type	Start	End	Options	Increases
1	NEW TENANT	14%	2,500	\$5,625	\$67,500	\$2.25	\$27.00	NNN	New Lease	New Lease	-	-
1	NEW TENANT	14%	2,500	\$5,625	\$67,500	\$2.25	\$27.00	NNN	New Lease	New Lease	-	-
1	NEW TENANT	14%	2,500	\$5,625	\$67,500	\$2.25	\$27.00	NNN	New Lease	New Lease	-	-
1	NEW TENANT	14%	2,500	\$5,625	\$67,500	\$2.25	\$27.00	NNN	New Lease	New Lease	-	-
2	NEW TENANT	16%	2,950	\$5,163	\$61,950	\$1.75	\$21.00	FS	New Lease	New Lease	-	-
3	NEW TENANT	16%	2,950	\$5,163	\$61,950	\$1.75	\$21.00	FS	New Lease	New Lease	-	-
Basement	NEW TENANT	14%	2,500	\$4,375	\$52,500	\$1.75	\$21.00	FS	New Lease	New Lease	-	-
Total / Average		100%	18,400	\$37,200	\$446,400	\$2.04	\$24.43					

INVESTMENT HIGHLIGHTS

Infill Value-Add Opportunity – Offered Unpriced for Auction

- Flexible Month-to-Month Tenancy Provides Immediate Repositioning Flexibility
- Multiple Redevelopment Strategies Including Mixed-Use, Hospitality, Office, Residential, and Entertainment Uses
- Existing Income Helps Offset Carrying Costs During Redevelopment
- Potential Historic Tax Credit and Redevelopment Incentive Opportunities (Buyer to Verify)

Redevelopment & Entitlement Progress

- Advanced Planning Progress – Preliminary Redevelopment Plans Have Been Prepared and Advanced Through the City Planning Process.
- Advanced Building & Safety Progress – First Building Department Submittal Approximately 50% Complete, With Remaining Items Clearly Defined.
- Clear Path to Final Approval – Remaining Work Limited to Mortar Testing and Final Structural Seismic Reinforcement Engineering; City Submittal Anticipated Within ~1.5 Months.
- Defined Cost to Completion – Approximately \$115,000 Remaining Budget, Inclusive of Remaining Consultant Contract Balance, Required Mortar Testing, and a 10–15% Contingency.

Prime Downtown Riverside Location

- Iconic Value-Add Redevelopment Opportunity Property – Rare Generational Investment Opportunity in Downtown Riverside.
- Prime Mission District Location – Steps From Mission Inn, Convention Center, Museums, Restaurants, and Nightlife.
- Surging Downtown Growth – Surrounded by New Developments, Revitalization Projects, and Increasing Investment Activity.
- Excellent Accessibility – Near 91 Freeway and Metrolink Station; Approximately 23 Minutes to Ontario International Airport.

Strong Demographics & Market Fundamentals

- Strong Demographics – 245,000+ Residents Within 5 Miles; Average Household Income of \$104,249; 77,093 Households.



INVESTMENT OVERVIEW

The Ovaness-Rostamian Group of Marcus & Millichap is pleased to present the iconic Crescent Building for sale in Riverside, California—a rare generational opportunity to acquire the sale in the heart of Downtown Riverside’s rapidly transforming urban core. The property is ideally located across from the historic YMCA and just one block from the world-renowned Mission Inn Hotel & Spa, with immediate access to the Riverside Convention Center, museums, dining, nightlife, and strong pedestrian activity, along with excellent regional connectivity via the 91 Freeway and Metrolink commuter rail.

Preliminary redevelopment plans have been prepared and advanced through the City Planning process, positioning the project for an efficient and predictable path forward. The project is 100% complete with the Planning Department submittal, representing approximately half of the overall entitlement timeline, and has progressed meaningfully through Building & Safety, with the first Building Department submittal approximately 50% complete. Remaining work is limited to mortar testing and final structural seismic reinforcement engineering, after which the project is projected to take approximately 1.5 for months to be ready for city submittal, with final project approval anticipated within 4–6 months thereafter, inclusive of standard City comments and resubmittals. The estimated remaining budget to complete the entitlement and approval process is approximately \$115,000, inclusive of the remaining contract balance and required mortar testing, with a prudent 10–15% contingency factored in—providing incoming ownership with clear cost visibility and a defined path to execution.

The Crescent Building offers significant value-add and redevelopment potential, supported by approved plans for 5,900 square feet of retail storefront, 10,000 square feet of office space above, and 2,500 square feet of basement retail or storage. Surrounded by successful adaptive reuse projects such as Imperial Lofts and Stadler Plaza, the property is perfectly positioned for conversion into mixed-use residential, boutique hotel, creative office, or high-demand storage space. Given the building’s architectural significance and location within Downtown Riverside, future ownership may have the opportunity to pursue Historic Tax Credits and other redevelopment incentives, subject to buyer verification. All tenants are currently on month-to-month leases, providing maximum flexibility for repositioning. The building features soaring ceilings of 15 to 30 feet and exceptional architectural character.

Investors or owner users can benefit from existing income to offset carrying costs while pursuing final approval on entitlements for redevelopment, making this a unique opportunity to curate and reimagine a landmark asset in one of Southern California’s most vibrant downtown districts. With strong demographics, a growing cultural scene, and continued investment in the surrounding area, the Crescent Building represents an exceptional chance to create a transformative project in Riverside’s historic core.





02

PROPERTY DESCRIPTION

PROPERTY OVERVIEW

 **PARKING:**
Street Parking

 **ZONING:**
C3

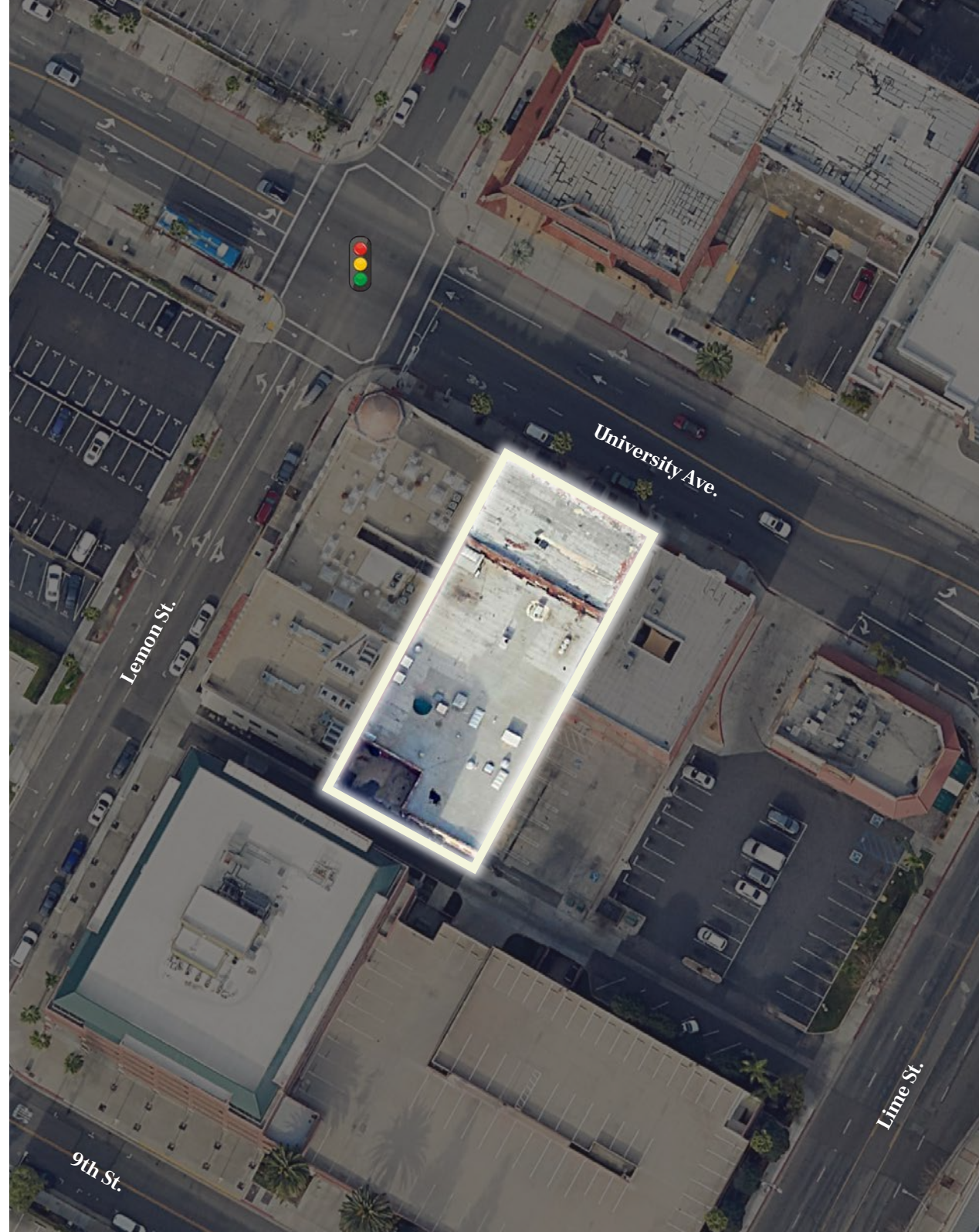
 **TOTAL BUILDING SIZE:**
16,600 SF

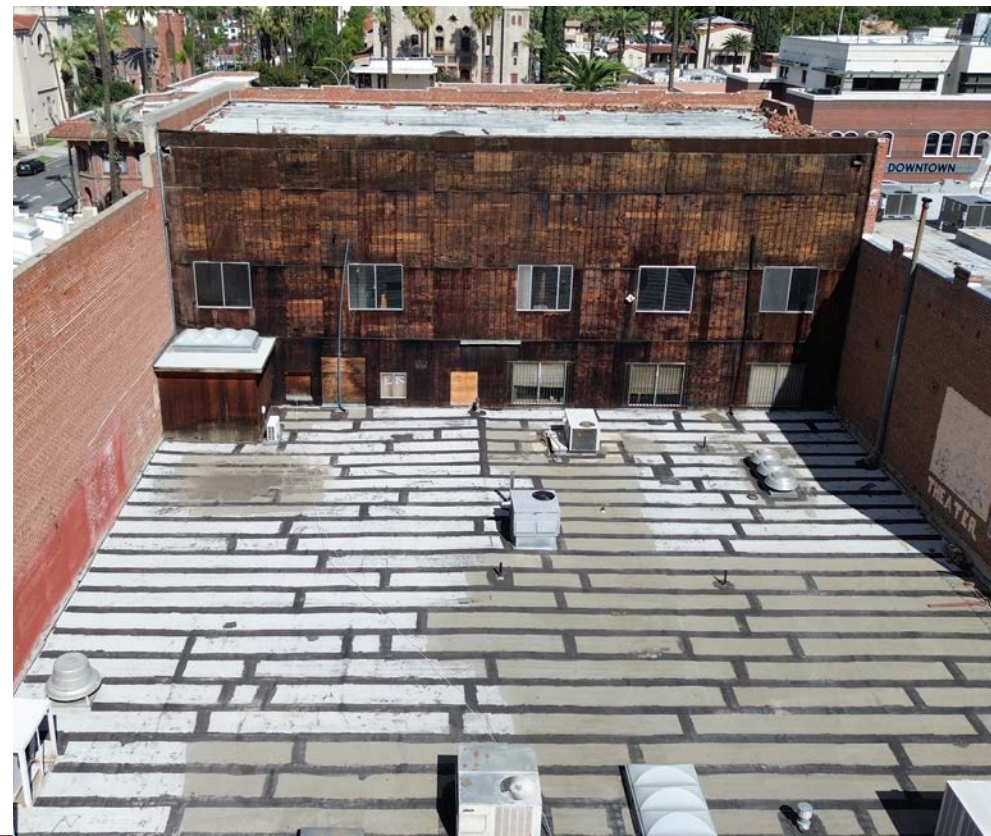
 **TOTAL LOT SIZE:**
11,761 SF (± 0.27 AC)

 **APN:**
213-311-002

 **YEAR BUILT:**
1910

 **ADDRESS:**
3466-3478 UNIVERSITY AVENUE,
RIVERSIDE, CA 92501



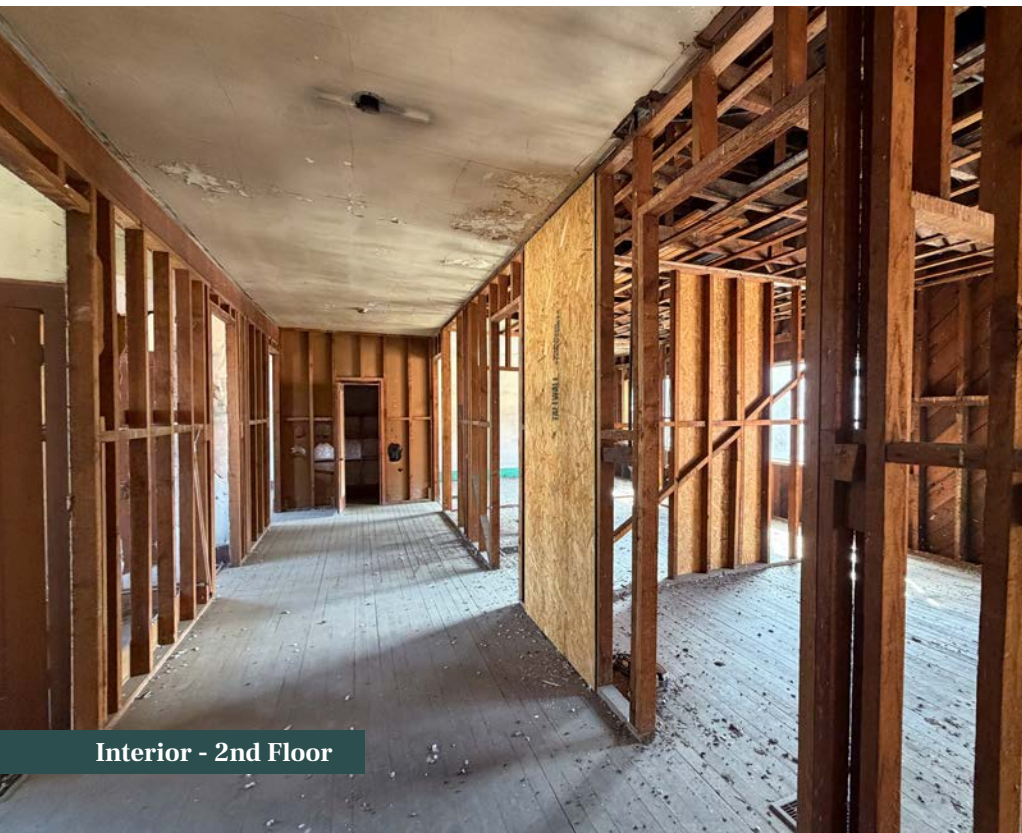




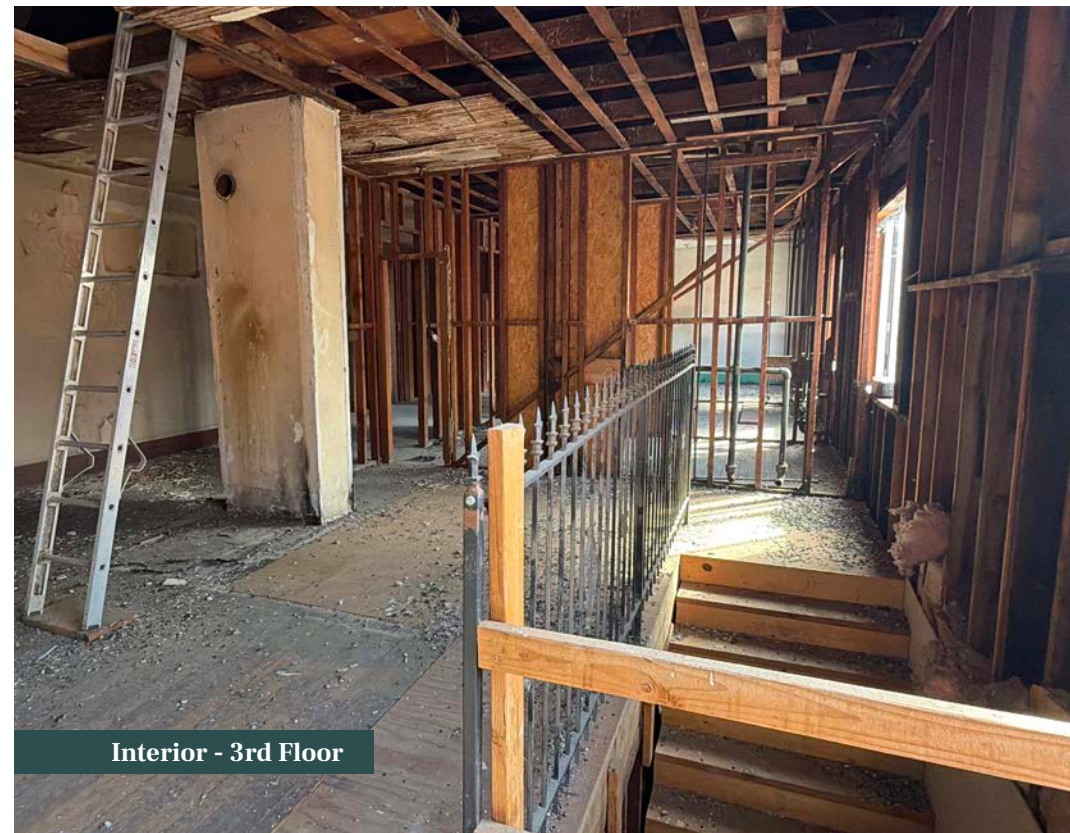
Pawn Shop



Interior - Ground Floor - Bail Bonds Tenant



Interior - 2nd Floor



Interior - 3rd Floor



Warehouse - Rear Building



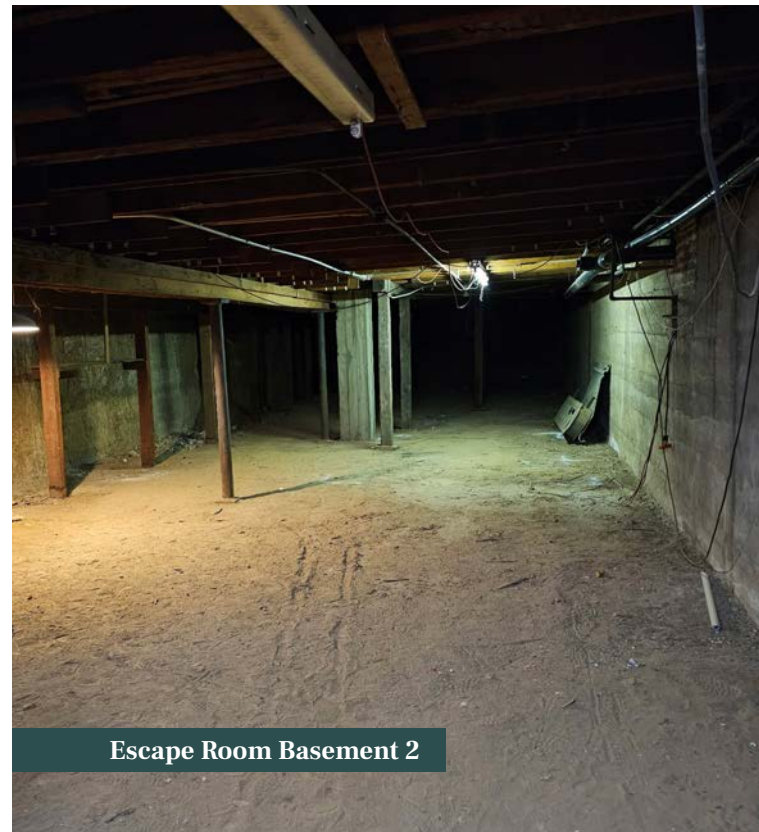
Warehouse - Rear Building Back



Escape Room Entrance

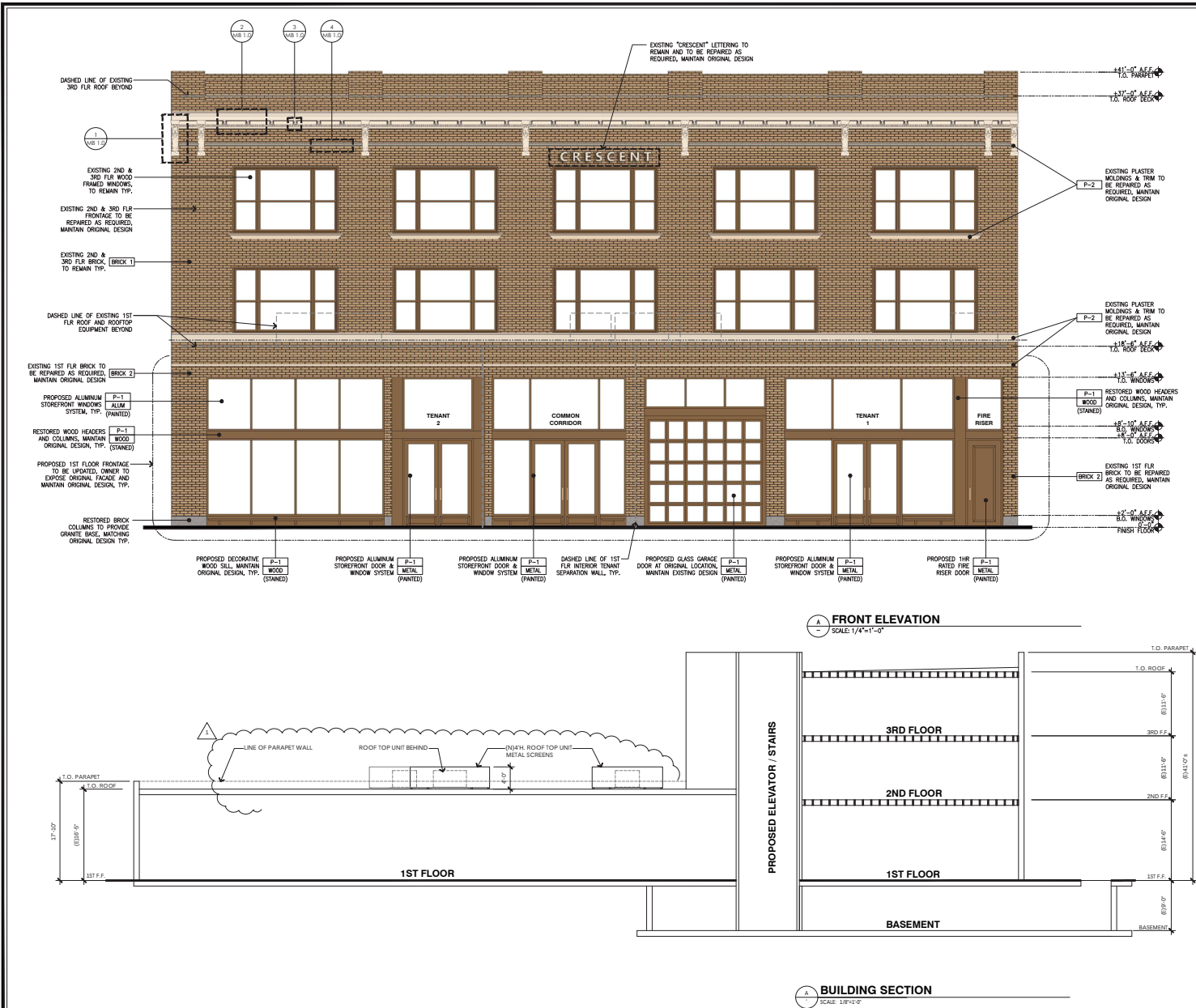


Escape Room Basement 1



Escape Room Basement 2

FRONT ELEVATION & BUILDING SECTION



GENERAL NOTES

A. ALL DIMENSIONS ARE TO BE VERIFIED IN FIELD PRIOR TO CONSTRUCTION.

B. ORIGINAL FACADE TO BE EXPOSED AND RECONSTRUCTED TO MATCH THE ORIGINAL BUILDING DESIGN, NO NEW FINISHES ARE PROPOSED.

EXTERIOR FINISHES:

[BRICK 1] EXISTING BRICK TO REMAIN

[BRICK 2] EXISTING BRICK TO REMAIN AND TO BE STRIPPED WITH THRESHOLD ENVIRO KLEEN SAFETY PEEL, 1" OR EQUAL

[WOOD] EXPOSED HEAVY TIMBER FRAMING MEMBERS TO MATCH ORIGINAL DESIGN, STAIN PER COLOR LEGEND

[METAL] ALUMINUM STOREFRONT WINDOW AND DOOR SYSTEM, PAINT PER COLOR LEGEND

COLOR LEGEND:

[P-1] DUNN EDWARDS
COLOR: TAN PLAN
DEB137

[P-2] DUNN EDWARDS
COLOR: SHORTBREAD
DEB134

NOTE:

ALL DIMENSIONS SHOWN ON THE PLANS MUST BE FIELD VERIFIED BY THE GENERAL CONTRACTOR PRIOR TO THE START OF CONSTRUCTION. CONTRACTOR MUST NOTIFY ARCHITECT AND ENGINEER, IN WRITING, IF ANY CONFLICTS, DISCREPANCIES, OR AMBIGUITIES EXIST PRIOR TO PROCEEDING WITH CONSTRUCTION.

CRESCENT BUILDING
APN: 213-311-002
3466-3478 UNIVERSITY AVE.
RIVERSIDE, CA 92501

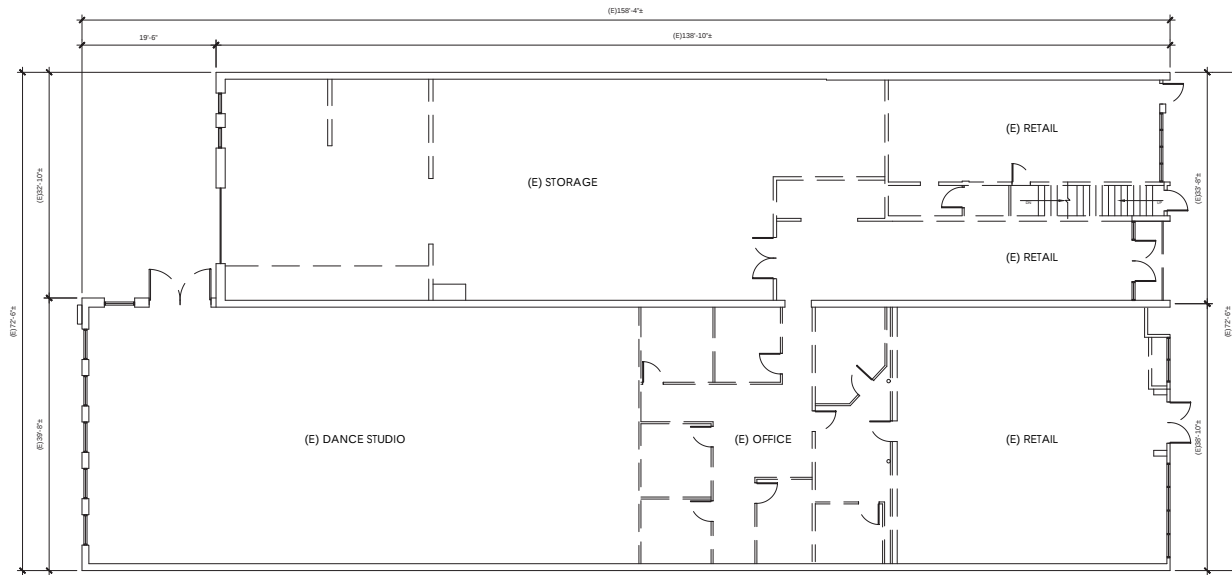
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5/22/24	1	1ST DRC CORRECTIONS
5/22/24	2	2ND DRC CORRECTIONS
5/22/24	3	3RD DRC CORRECTIONS

DESIGN BY	GH
DRAWN BY	GH
CHECKED BY	GH
DATE	05/22/24

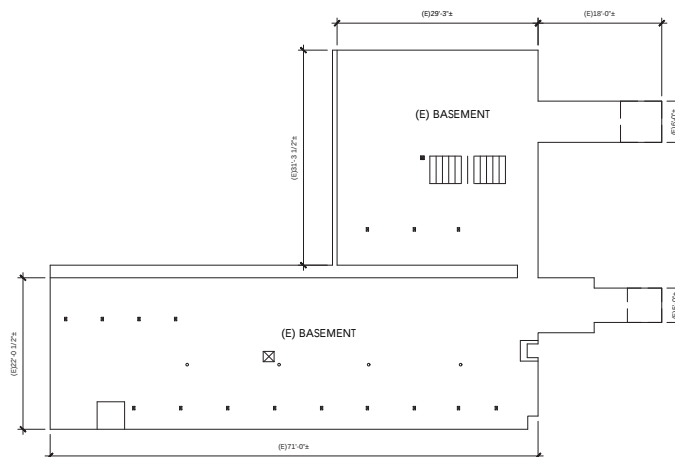
EXTERIOR ELEVATION BUILDING SECTION

SHEET NO. **A2.0**
A3.0

EXISTING FLOOR PLAN: 1ST FLOOR & BASEMENT



EXISTING FIRST FLOOR PLAN
SCALE: 1/8"=1'-0"



EXISTING BASEMENT PLAN
SCALE: 1/8"=1'-0"

LEGEND

- | | |
|---|--|
|  | PROPOSED NEW 2x WOOD STUDS @ 16" O.C. - SEE STRUCTURAL
(USE WATER RESISTANT GYPSUM BOARD IN LIEU OF SPECIFIED
WALLBOARD) |
|  | EXISTING WALLS TO REMAIN |
|  | EXISTING WALLS TO BE DEMOLISHED |

NOTE:

ALL DIMENSIONS SHOWN ON THE PLANS MUST BE FIELD VERIFIED BY THE GENERAL CONTRACTOR PRIOR TO THE START OF CONSTRUCTION. CONTRACTOR MUST NOTIFY ARCHITECT AND ENGINEER, IN WRITING, IF ANY CONFLICTS, DISCREPANCIES, OR AMBIGUITIES EXIST PRIOR TO PROCEEDING WITH CONSTRUCTION.

CRESCENT BUILDING
APN: 213-311-002
3466-3478 UNIVERSITY AVE.
RIVERSIDE, CA 92501

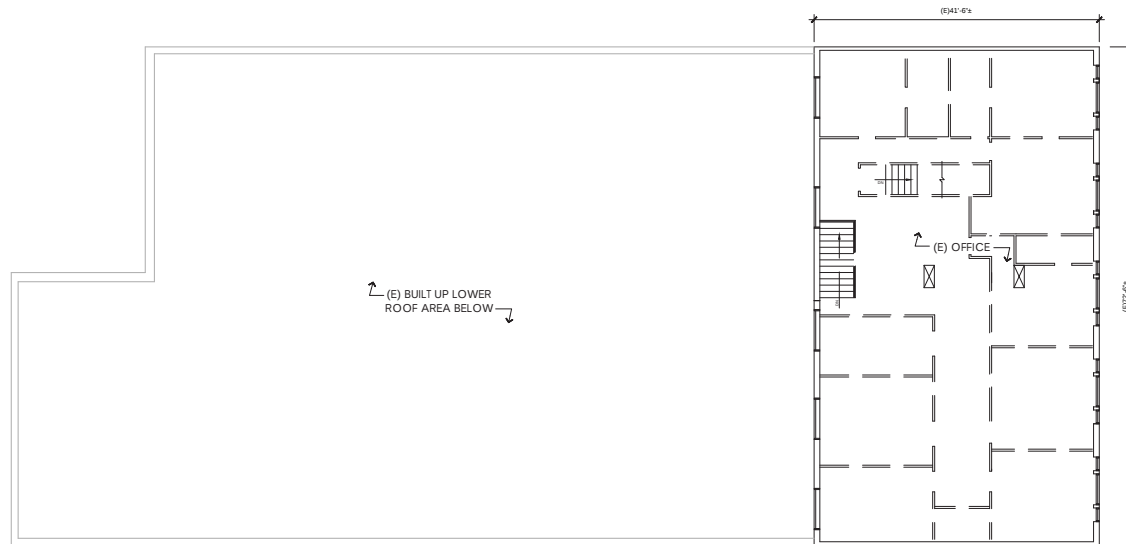
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PROJECT NUMBER:		EDG#04888	
NO.	DATE	REVISION DESCRIPTION	
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2	10/1/24	2ND DRC CORRECTIONS	
3	2/6/25	3RD DRC CORRECTIONS	
DESIGNED BY:		GH	
CHECKED BY:		GH	
DRAWN BY:		BN	
DRAWING TITLE:			

EXISTING
BASEMENT AND
FIRST FLOOR PLANS

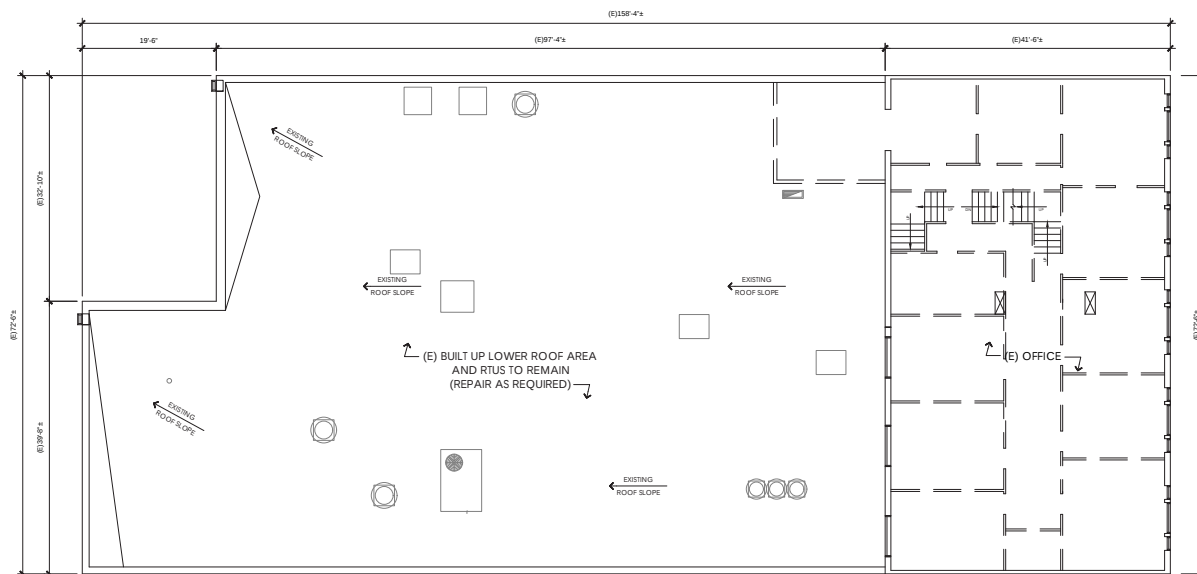
SHEET NO:

AB 1.0

EXISTING FLOOR PLAN: 2ND FLOOR + LOWER ROOF & 3RD FLOOR



EXISTING THIRD FLOOR PLAN
SCALE: 1/8"=1'-0"



EXISTING SECOND FLOOR PLAN AND LOWER ROOF PLAN
SCALE: 1/8"=1'-0"

LEGEND

- | | |
|---|--|
|  | PROPOSED NEW 2x WOOD STUDS @ 16" O.C. - SEE STRUCTURAL
(USE WATER RESISTANT GYPSUM BOARD IN LIEU OF SPECIFIED
WALLBOARD) |
|  | EXISTING WALLS TO REMAIN |
|  | EXISTING WALLS TO BE DEMOLISHED |

NOTE:

ALL DIMENSIONS SHOWN ON THE PLANS MUST BE FIELD VERIFIED BY THE GENERAL CONTRACTOR PRIOR TO THE START OF CONSTRUCTION. CONTRACTOR MUST NOTIFY ARCHITECT AND ENGINEER, IN WRITING, IF ANY CONFLICTS, DISCREPANCIES, OR AMBIGUITIES EXIST PRIOR TO PROCEEDING WITH CONSTRUCTION.

CRESCENT BUILDING
APN: 213-311-002
3466-3478 UNIVERSITY AVE.
RIVERSIDE, CA 92501

DATE:		DEC. 11, 2023	
PROJECT NUMBER:		EDG#04886	
NO.	DATE	REVISION DESCRIPTION	
1	5/22/24	1ST DRC CORRECTIONS	
2	10/1/24	2ND DRC CORRECTIONS	
3	2/6/25	3RD DRC CORRECTIONS	

DESIGNED BY	GH
CHECKED BY	GH
DRAWN BY	BN
DRAWING TITLE	

EXISTING
SECOND AND THIRD
FLOOR PLANS
AND LOWER ROOF PLAN

SHEET NO:

AB 1.1

CRESCENT BUILDING
APN: 213-311-002
3466-3478 UNIVERSITY AVE.
RIVERSIDE, CA 92501

DATE:		DEC. 11, 2023	
PROJECT NUMBER:		EDG#04888	
NO.	DATE	REVISION DESCRIPTION	
1	5/22/24	1ST DRC CORRECTIONS	
2	10/1/24	2ND DRC CORRECTIONS	
3	2/6/25	3RD DRC CORRECTIONS	
DESIGNED BY:	GH		
CHECKED BY:	GH		
DRAWN BY:	BN		
DRAWING TITLE:			

EXISTING
ROOF PLAN

SHEET NO:

AB 1.2

[illegible]

CRESCENT BUILDING
APN: 213-311-002
3466-3478 UNIVERSITY AVE.
RIVERSIDE, CA 92501

DATE:		DEC. 11, 2023	
PROJECT NUMBER:		EDG#04888	
NO.	DATE	REVISION DESCRIPTION	
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2	10/1/24	2ND DRC CORRECTIONS	
3	2/6/25	3RD DRC CORRECTIONS	
DESIGNED BY	GH		
CHECKED BY	GH		
DRAWN BY	BN		
DRAWING TITLE:			

**PROPOSED
BASEMENT LEVEL
FLOOR PLAN**

SHEET NO:

A 1.0

LEGEND

PROPOSED NEW 2x WOOD STUDS @ 16" O.C. - SEE STRUCTURAL
(USE WATER RESISTANT GYPSUM BOARD IN LIEU OF SPECIFIED
WALLBOARD)

EXISTING WALLS TO REMAIN

EXISTING WALLS TO BE DEMOLISHED

NOTE:
ALL DIMENSIONS SHOWN ON THE PLANS MUST BE FIELD VERIFIED BY THE GENERAL
CONTRACTOR PRIOR TO THE START OF CONSTRUCTION. CONTRACTOR MUST NOTIFY
ARCHITECT AND ENGINEER IN WRITING, IF ANY CONFLICTS, DISCREPANCIES, OR
AMBIGUITIES EXIST PRIOR TO PROCEEDING WITH CONSTRUCTION.

TENANT SPACE 1 OCCUPANT LOAD (1st FLOOR)

ROOM NAME	AREA (S.F.)	FACTOR	OCCUPANT
TENANT SPACE 1 (A2-RESTAURANT)	2,123	15	142
TENANT SPACE 1 (A2-KITCHEN)	1,300	200	7
TENANT SPACE 1 (S2-STORAGE)	300	300	1
TENANT SPACE 1 TOTAL OCCUPANT LOAD			150

MINIMUM PLUMBING FACILITIES REQUIRED
TOTAL OCCUPANT: 153
153 / 2 = 76.5 (TOTAL MALE OCCUPANT: 76, TOTAL FEMALE OCCUPANT: 77)

TYPE OF OCCUPANCY	WATER CLOSETS (PER PERSON)		URINALS (PER PERSON)	LAVATORIES (PER PERSON)	
	MALE	FEMALE	MALE	MALE	FEMALE
A2	2: 51-150	3: 51-100	1: 1-200	1: 1-150	1: 1-150

PLUMBING FACILITIES PROVIDED

A2	MALE	FEMALE	MALE	MALE	FEMALE
	3	4	1	2	2

TENANT SPACE 2 OCCUPANT LOAD (1st FLOOR)

ROOM NAME	AREA (S.F.)	FACTOR	OCCUPANT
TENANT SPACE 2 (A2-RESTAURANT)	2,690	15	180
TENANT SPACE 2 (A2-KITCHEN)	1,500	200	8
TENANT SPACE 2 (S2-STORAGE)	300	300	1
TENANT SPACE 2 TOTAL OCCUPANT LOAD			189

MINIMUM PLUMBING FACILITIES REQUIRED
TOTAL OCCUPANT: 183
183 / 2 = 91.5 (TOTAL MALE OCCUPANT: 91, TOTAL FEMALE OCCUPANT: 92)

TYPE OF OCCUPANCY	WATER CLOSETS (PER PERSON)		URINALS (PER PERSON)	LAVATORIES (PER PERSON)	
	MALE	FEMALE	MALE	MALE	FEMALE
A2	2: 51-150	3: 51-100	1: 1-200	1: 1-150	1: 1-150

PLUMBING FACILITIES PROVIDED

A2	MALE	FEMALE	MALE	MALE	FEMALE
	3	4	1	2	2

PROPOSED FIRST FLOOR PLAN
SCALE: 1/8"=1'-0"

CRESCENT BUILDING
APN: 213-311-002
3466-3478 UNIVERSITY AVE.
RIVERSIDE, CA 92501

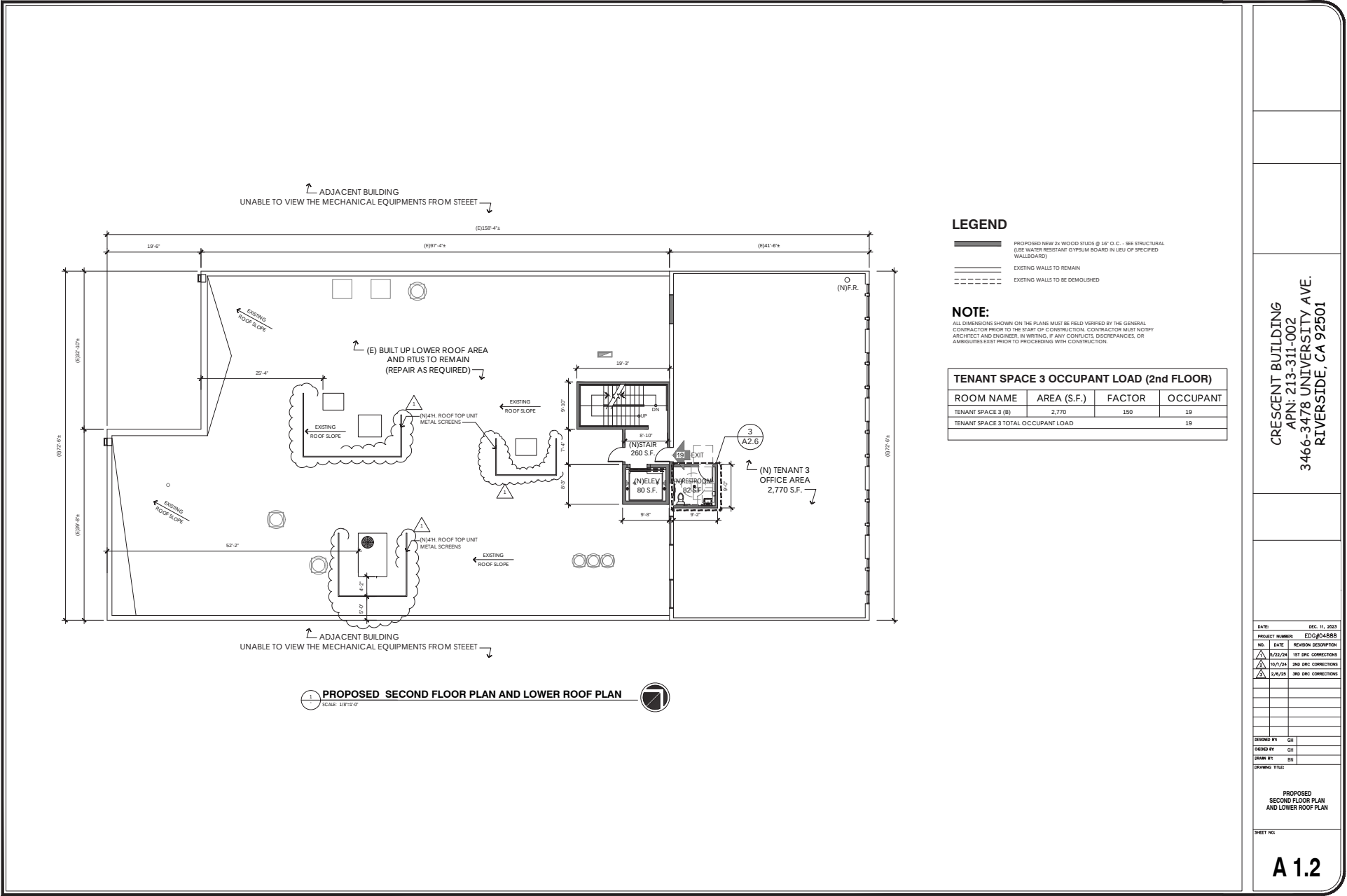
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NO. DATE REVISION DESCRIPTION
1/22/24 1ST DRC CORRECTIONS
10/2/24 2ND DRC CORRECTIONS
2/9/25 3RD DRC CORRECTIONS

DESIGNED BY: GH
CHECKED BY: GH
DRAWN BY: BN
DRAWING TITLE:
PROPOSED FIRST FLOOR PLAN
SHEET NO.

A 1.1

CRESCENT BUILDING
APN: 213-311-002
3466-3478 UNIVERSITY AVE.
RIVERSIDE, CA 92501

PARTIALLY APPROVED DEVELOPMENT PLAN: 2ND FLOOR + LOWER ROOF



CRESCENT BUILDING
APN: 213-311-002
3466-3478 UNIVERSITY AVE.
RIVERSIDE, CA 92501

TENANT SPACE 4 OCCUPANT LOAD (3rd FLOOR)			
ROOM NAME	AREA (S.F.)	FACTOR	OCCUPANT
TENANT SPACE 4 (B)	2,770	150	19
TENANT SPACE 4 TOTAL OCCUPANT LOAD			19

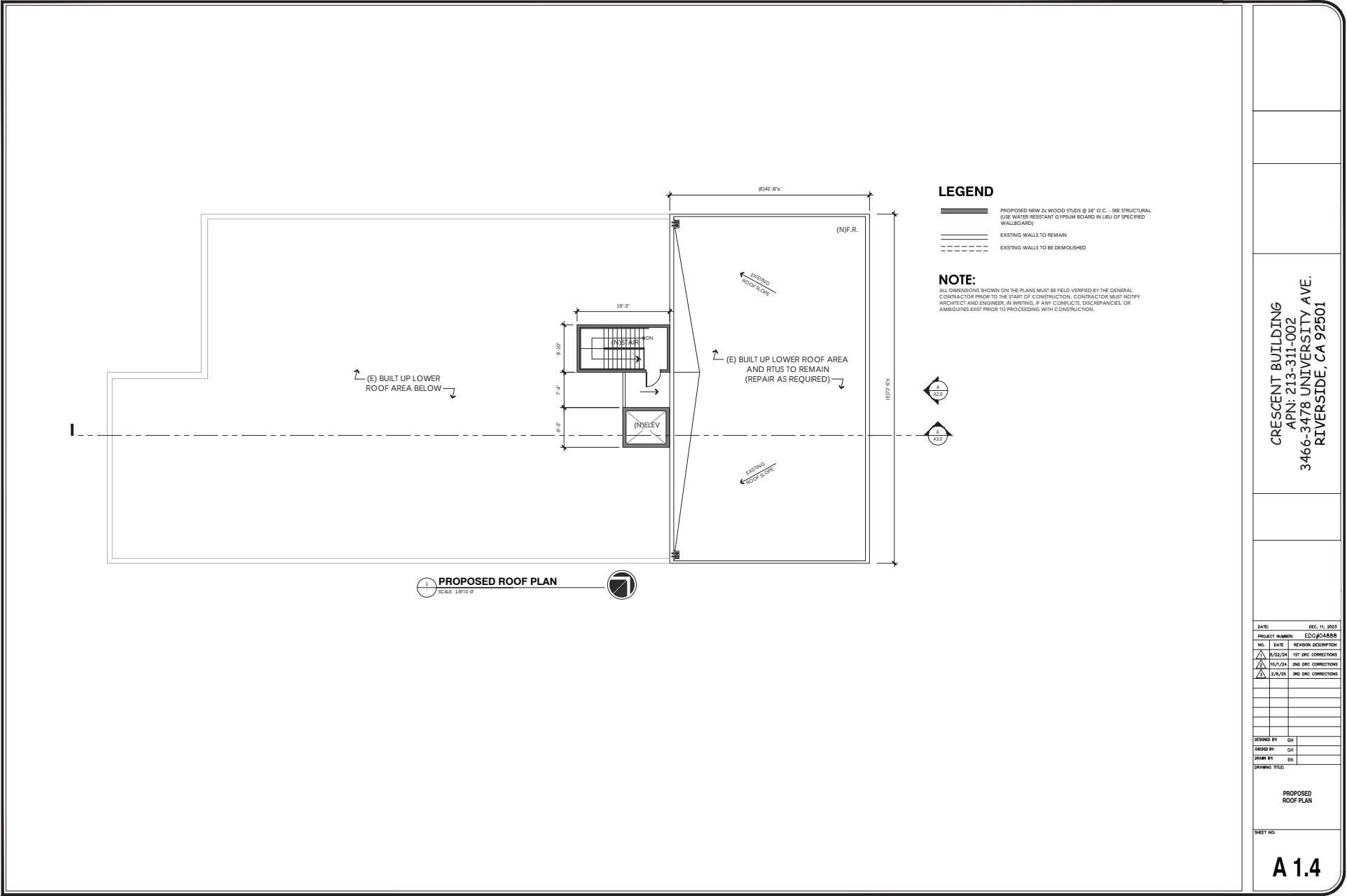
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PROJECT NUMBER:		EDG#04888	
NO.	DATE	REVISION DESCRIPTION	
1	8/22/24	1ST DRC CORRECTIONS	
2	10/1/24	2ND DRC CORRECTIONS	
3	2/6/25	3RD DRC CORRECTIONS	
DESIGNED BY:	GH		
CHECKED BY:	GH		
DRAWN BY:	BN		
DRAWING TITLE:			

**PROPOSED
THIRD FLOOR PLAN**

SHEET NO:

A 1.3

PARTIALLY APPROVED DEVELOPMENT PLAN: ROOF





SUBJECT

CRESCENT BUILDING

Flabob AIRPORT
31 Aircraft Operations/Day

RIVERSIDE Community Hospital
2,210 Beds

RCC RIVERSIDE CITY COLLEGE
30,000 Students

VONS **CVS pharmacy** **TRADER JOE'S** **Marshall's** **REGAL** **verizon** **Jack in the box** **the Habit BURGER GRILL** **Burlington**

Olivewood Ave.

Ralphs **ups** **JUAN POLLO ROTISSERIE**

Poly HIGH SCHOOL
3,954 Students

Abraham Lincoln High School
2,049 Students

UEI COLLEGE
650 Students

JOHN W. NORTH HUSKIES
2,171 Students

Food 4 Less
Jack in the box **Western Dental & Orthodontics**

GROCERY OUTLET bargain market **DOLLAR TREE** **planet fitness** **WING STOP** **ABC Pharmacy**

CANYON CREST TOWNE CENTRE
Ralphs

STATER BROS. markets
FarmerBoys
Starbucks **SUBWAY Baker's**

Crystal

LAN BAR

McDonald's

NSA STORAGE

AC PRO

BOURNS

Walmart Distribution Center

NSA STORAGE

AUTO SMART GROUP

CUBESMART self storage + logistics
HARRINGTON Process Solutions since 1959
WHITE CAP



Superior Court of California
County of Riverside

SUBJECT



CRESCENT
BUILDING

WELLS
FARGO



RCC
RIVERSIDE CITY COLLEGE
5,534 Students



COLUMBIA
BANK



RIVERSIDE
Community Hospital
547 Beds

Riverside
City Hall

UCR
ARTS



RAM
RIVERSIDE ART MUSEUM



THE MISSION INN FOUNDATION
RIVERSIDE
VISITOR CENTER • MUSEUM



FOX
THEATER
RIVERSIDE

9th St.

25,080
CARS PER DAY



±43,938
COMBINED
CARS PER DAY



18,858
CARS PER DAY



166,232
CARS PER DAY



University Ave.

Riverside Fwy.

91

Lime St.

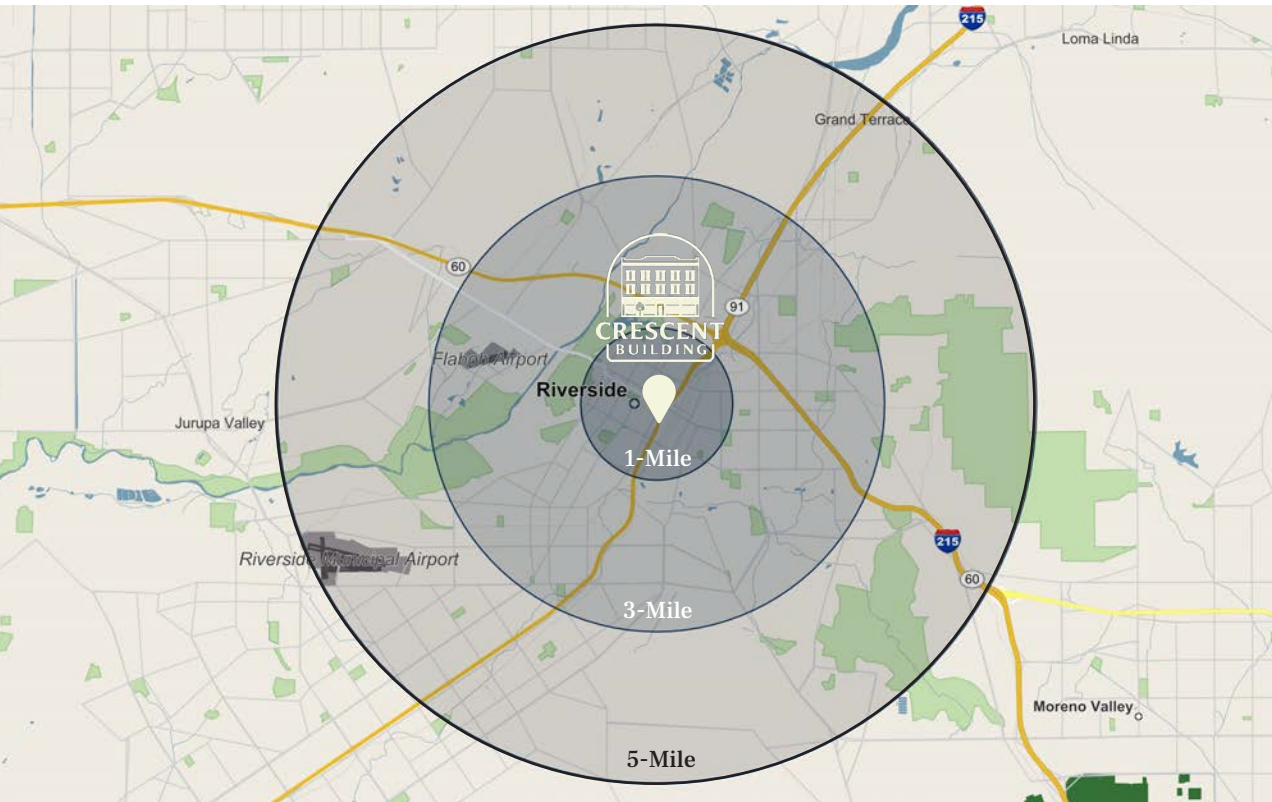
Lemon St.



03

LOCATION & MARKET OVERVIEW

RIVERSIDE, CALIFORNIA



CITY HIGHLIGHTS



245,284
2025 POPULATION



\$104,249
2025 AVERAGE HOUSEHOLD INCOME



77,093
2025 TOTAL HOUSEHOLDS



± 58 Minute Drive
TO LOS ANGELES, CA

PALM SPRINGS

58
MILES

LOS ANGELES

58
MILES

SAN DIEGO

100
MILES

FRESNO

255
MILES

SAN FRANCISCO

425
MILES

SACRAMENTO

505
MILES

DEMOGRAPHICS

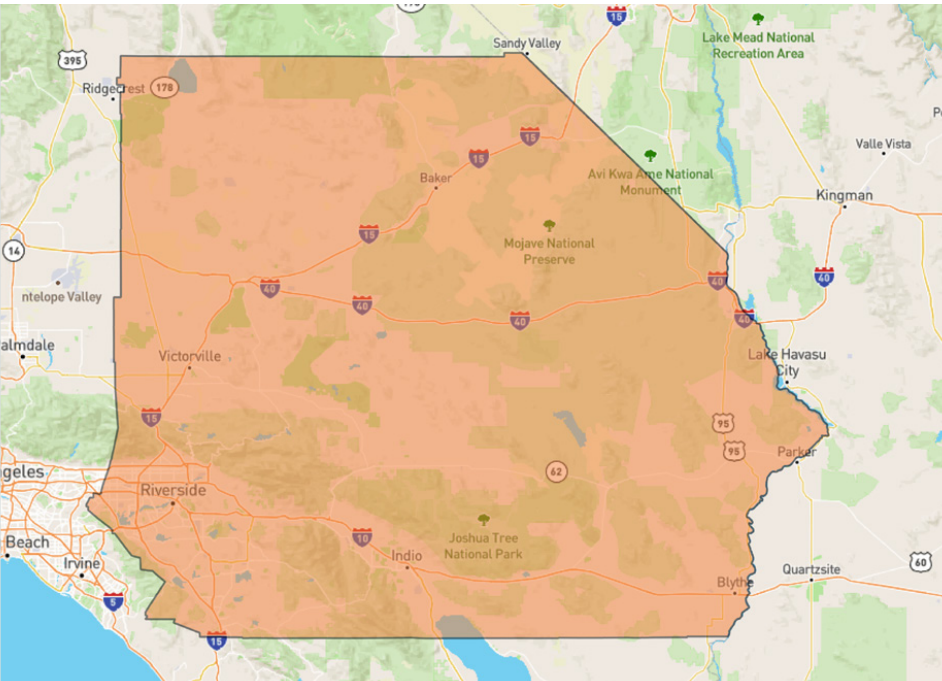
Marcus & Millichap
OVANESS-ROSTAMIAN GROUP

POPULATION	1 Mile	3 Miles	5 Miles
2030 Projection			
Total Population	19,322	119,627	251,367
2025 Estimate			
Total Population	19,195	116,566	245,284
2020 Census			
Total Population	19,321	113,240	239,471
2010 Census			
Total Population	18,629	110,282	228,327
Daytime Population			
2025 Estimate	36,020	170,209	292,998
HOUSEHOLDS	1 Mile	3 Miles	5 Miles
2030 Projection			
Total Households	6,197	38,520	79,185
2025 Estimate			
Total Households	6,122	37,411	77,093
Average (Mean) Household Size	3.0	3.0	3.1
2010 Census			
Total Households	5,978	35,292	73,108
2010 Census			
Total Households	5,377	33,558	69,149
Occupied Units			
2030 Projection	6,692	40,417	82,750
2025 Estimate	6,610	39,247	80,570
HOUSEHOLDS BY INCOME	1 Mile	3 Miles	5 Miles
2025 Estimate			
\$150,000 or More	14.4%	18.1%	21.4%
\$100,000-\$149,999	17.3%	18.4%	20.4%
\$75,000-\$99,999	15.6%	13.7%	13.7%
\$50,000-\$74,999	15.8%	16.0%	15.8%
\$35,000-\$49,999	10.4%	10.1%	9.6%
Under \$35,000	26.5%	23.6%	19.1%
Average Household Income	\$85,735	\$94,995	\$104,249
Median Household Income	\$71,430	\$77,661	\$87,338
Per Capita Income	\$29,305	\$31,935	\$34,035

HOUSEHOLDS BY EXPENDITURE	1 Mile	3 Miles	5 Miles
Total Average Household Retail Expenditure	\$79,252	\$82,371	\$87,167
Consumer Expenditure Top 10 Categories			
Housing	\$31,443	\$32,507	\$34,251
Transportation	\$13,158	\$13,624	\$14,282
Food	\$11,557	\$11,884	\$12,469
Personal Insurance and Pensions	\$10,323	\$10,796	\$11,590
Entertainment	\$3,595	\$3,714	\$3,977
Apparel	\$2,545	\$2,662	\$2,788
Cash Contributions	\$1,940	\$2,095	\$2,327
Education	\$1,479	\$1,588	\$1,711
Personal Care Products and Services	\$1,049	\$1,114	\$1,188
Alcoholic Beverages	\$656	\$704	\$757
POPULATION PROFILE	1 Mile	3 Miles	5 Miles
Population By Age			
2025 Estimate Total Population	19,195	116,566	245,284
Under 20	26.6%	28.1%	26.7%
20 to 34 Years	26.7%	27.6%	26.0%
35 to 39 Years	8.5%	7.1%	7.0%
40 to 49 Years	13.0%	11.7%	11.9%
50 to 64 Years	15.4%	14.9%	16.2%
Age 65+	9.7%	10.7%	12.2%
Median Age	33.0	33.0	34.0
Population 25+ by Education Level			
2025 Estimate Population Age 25+	12,735	71,812	156,369
Elementary (0-8)	12.4%	9.8%	9.6%
Some High School (9-11)	12.3%	9.6%	9.2%
High School Graduate (12)	27.5%	26.7%	26.9%
Some College (13-15)	20.9%	21.5%	21.6%
Associate Degree Only	7.2%	7.6%	7.7%
Bachelor's Degree Only	12.5%	14.4%	14.6%
Graduate Degree	7.2%	10.3%	10.4%

RIVERSIDE-SAN BERNARDINO OVERVIEW

Known as the Inland Empire, the Riverside-San Bernardino metro is a 28,000-square-mile region in Southern California, encompassing San Bernardino and Riverside counties. The metro contains a population of 4.7 million. The largest city is Riverside, with roughly 319,000 residents, followed by San Bernardino and Fontana, with more than 200,000 people each. Valleys in the southwestern portion of the region that are adjacent to Los Angeles, Orange County and San Diego County are the most populous in the metro. These areas about the San Bernardino and San Jacinto mountains, behind which lies the high-desert area of Victorville/Barstow to the north, and the low-desert Coachella Valley — home of Palm Springs — to the east. Abundant land and proximity to the Los Angeles metro have led the area formerly known as the Orange Empire to transition from an agricultural economy into a manufacturing and logistics hub in the last 70 years.



Sources: Marcus & Millichap Research Services; BLS; Bureau of Economic Analysis; Experian; Fortune; Moody's Analytics; U.S. Census Bureau

METRO HIGHLIGHTS

STRATEGIC LOCATION

Access to multiple interstates and proximity to LAX and Ontario International airports, as well as ports in Long Beach and Los Angeles, contribute to the metro's vast transportation network.

DOMINANT INDUSTRIAL MARKET

The metro continues to be one of the nation's leading industrial markets in terms of annual property sales, construction activity and net absorption.

STRONG DEMOGRAPHIC TRENDS

Job growth, colleges and regionally affordable housing options draw thousands of new residents to the Inland Empire each year.

ECONOMY

- Intermodal infrastructure supports the industrial sector. Ontario International is the major cargo airport, with Union Pacific and BNSF operating rail facilities in Fontana and San Bernardino. Another rail facility has been proposed by BNSF in Barstow.
- The metro's standing as a logistics hub requires many Fortune 500 companies to have massive distribution centers and warehouses in the area, such as Amazon and J.B. Hunt.
- East of Riverside and San Bernardino, communities in the Coachella Valley serve as tourist destinations and support employment in the hospitality sector.

MAJOR AREA EMPLOYERS

- Kaiser Permanente
- Riverside Community
- AT&T
- Loma Linda University Medical Center
- Walmart
- University of California, Riverside
- Amazon
- Inland Cold Storage

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