

Marcus & Millichap

OFFERING MEMORANDUM

310 BROADWAY

Rare Laguna Beach street-level office/retail building located on a high-traffic corner within a robustly affluent area.

310 Broadway Street
Laguna Beach, CA

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Activity ID: ZAF0100435

**IDEAL LOCATION
FOR A DRIVE-UP
RETAIL, MEDICAL
OFFICE OR FINANCIAL
SERVICES PROVIDER.**

LAGUNA

310
BROADWAY

**PRIME LOCATION
WITH HIGH VEHICLE &
PEDESTRIAN TRAFFIC,
PLUS STUNNING
COASTAL SCENERY
OF LAGUNA BEACH**



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SECTION ONE



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EXECUTIVE SUMMARY



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310 BROADWAY

310 Broadway Street, Laguna Beach, CA

PRIME RETAIL SPACE AVAILABLE FOR LEASE

5,920

GROSS LEASEABLE
SQUARE FEET

1987/2013

YEAR BUILT/
RENOVATED

0.58

TOTAL LOT
ACRES

8

SURFACE
PARKING SPACES

8

COVERED GARAGE
PARKING SPACES

PRICE DETERMINED BY MARKET. REQUEST FOR OFFERS

WELL-PARKED, HIGH-TRAFFIC LOCATION SURROUNDED BY POPULAR RETAIL

with abundant nearby parking access.



DANA POINT

SOUTH LAGUNA

South of Nick's

HOTEL
Laguna

22,900 VPD
PCH/BROADWAY ST.

SkyLoft

Nick's Laguna Beach

Ce's La Vie

PACIFIC COAST HWY

LAGUNA MAIN BEACH & PARK

Laguna South Coast Theatre

RIVIAN

acaí

Carmenitas

WELLS FARGO

WHOLE FOODS MARKET

Shirley's Bagels

Rasta Taco

Nirvana Kitchen And Pantry

BANK OF AMERICA

succulent

BROADWAY SANDWICHES

ACE
The helpful place.

31,400 VPD
BROADWAY ST./LAGUNA CYN.

GOODYEAR

310
BROADWAY

CLIFF DRIVE



DISCOVER THE
PERFECT LOCATION FOR
YOUR BUSINESS

OFFERING OVERVIEW & HIGHLIGHTS

HIGH-VALUE OPPORTUNITY IN PRIME RETAIL SPACE IN THE HEART OF LAGUNA BEACH.

310 Broadway offers an unparalleled opportunity to establish your brand in one of Southern California's most vibrant and picturesque communities.

- **Prime Location:** Situated in the bustling downtown area, this space benefits from vehicle and foot traffic, great visibility, abundant parking and is surrounded by pristine beaches, popular shops, restaurants, and cultural attractions.
- **Spacious Interior:** With 5,920 square feet of flexible space, this property is ideal for a variety of retail or service-oriented businesses.
- **Modern Amenities:** The space is equipped with modern fixtures, ample lighting, and a welcoming storefront that invites customers in.
- **Versatile Layout:** The open floor plan allows for easy customization to suit your business needs, whether you're a boutique, gallery, medical office, or professional service.
- **Parking and Accessibility:** Convenient parking options and easy access make this location a favorite for both locals and tourists.



Crescent Bay Beach

Divers Cove

Heisler Park

Laguna Art Museum

Laguna Main Beach Park

LAGUNA BEACH

Laguna Beach High School

\$208,907
LAGUNA BEACH
AVERAGE HOUSEHOLD
INCOME

107,404
RESIDENTS WITHIN
5 MILES

21,772
AGE 65+ RESIDENTS
WITHIN 5 MILES

Top of the World Trail Head

Surf and Sand Resort

**LAGUNA BEACH
OFFERS BREATHTAKING
BEACHES, CULINARY DELIGHTS,
ARTISTIC HERITAGE, AND
LUXURIOUS ACCOMMODATIONS**



133

Laguna Canyon Road (Rt 133) runs directly in front of 310 Broadway and is the direct inland route to Interstate 5 and the 405 freeway



BROADWAY STREET

310
BROADWAY



31,400 VPD

COMMUTING POPULATION

41,332

WORKERS AGED
16 YRS. + COMMUTE

32,744

COMMUTE 30 MINS.
OR LESS TO WORK

1-MILE RADIUS
2,470 COMMUTERS

3-MILE RADIUS
6,758 COMMUTERS

5-MILE RADIUS
41,332 COMMUTERS



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**HIGH VISIBILITY
IN A SIGNALIZED
INTERSECTION
AND EASY ACCESS
FROM LAGUNA
CANYON ROAD.**

SECTION TWO

2

310
BROADWAY

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PROPERTY OVERVIEW

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310

**5,290 LEASEABLE
SQUARE FEET
WITH TWO LEVELS
AND EXCELLENT
STREET VISIBILITY.**

PROPERTY SITE DETAILS



Second Level
Patio Deck

Access from
Broadway
Street

Surface Parking

 **31,400 VPD**
BROADWAY ST./LAGUNA CYN.

Beach Street
Access

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310
BROADWAY

YOGA



Walkway access
from Beach Street

SPACIOUS INTERIOR WITH MODERN AMENITIES

FLEXIBLE SPACE IDEAL FOR A VARIETY
OF RETAIL OR SERVICE-ORIENTED BUSINESS.

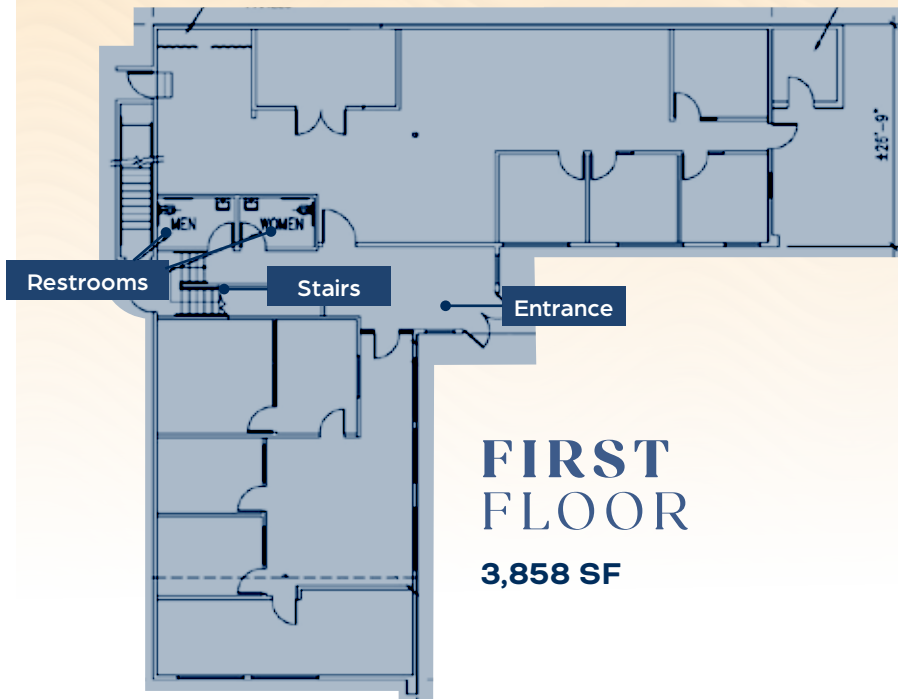


**EQUIPPED WITH MODERN FIXTURES, AMPLE LIGHTING, AND
A WELCOMING STOREFRONT THAT INVITES CUSTOMERS IN.**

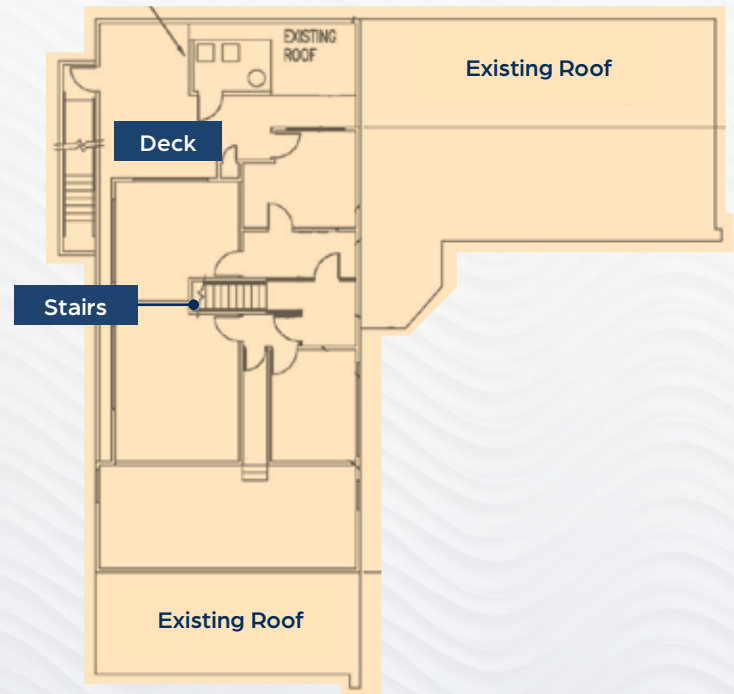


VERSATILE LAYOUT SPANNING 5,920 SF OF SPACE

The open floor plan allows for easy customization to suit your business needs, whether you're a boutique, gallery, medical office, or professional service.



SECOND FLOOR 2,062 SF



DEDICATED & SURROUNDING PARKING

310
BROADWAY

ABUNDANT ACCESS TO SURROUNDING METERED & PAID PARKING

OVER 200 SPACES ARE
AVAILABLE TO LOCAL
AND TOURISM VISITORS
WITHIN A ONE-BLOCK
RADIUS.



310
BROADWAY

THE BUILDING HAS A RARE
DEDICATED SURFACE PARKING
LOT WITH 8 SPACES.

8 ADDITIONAL SPACES ARE
AVAILABLE IN THE ON-SITE
COVERED PARKING GARAGE.



EXPENSES

OPERATING EXPENSES

Real Estate Tax	\$67,938
Insurance	\$7,200
Earthquake Insurance	\$11,050
Utilities	\$6,000
Owner's Association CAM Fees	\$26,664
Total Operating Expenses	\$118,852

NEARBY STOPS FOR THE LAGUNA BEACH TROLLEY BRINGS VISITOR EXPOSURE & FOOT TRAFFIC

 **22,900 VPD**
PCH/BROADWAY ST.

Laguna Beach Trolley:

This free, seasonal trolley service operates within Laguna Beach, with routes covering major points of interest like Main Beach, local galleries, and dining spots. It's popular with both locals and tourists for short trips within the city, particularly during the summer months and special events.



310
BROADWAY

SECTION THREE



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LEASE COMPS _ 27

PROPERTY COMPARABLES

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AVAILABLE LEASE COMPARABLES

1



176-188 S. COAST HIGHWAY

Laguna Beach, CA 92651

BUILDING

Type	Retail
Year Built	1923
GLA	5,214 SF
Floors	1
Typical Floor	5,214 SF

AVAILABILITY

Min Divisible	1,812 SF
Max Contig	1,812 SF
Total Available	1,812 SF
Asking Rent	\$100.20/NNN

2



280 S. COAST HIGHWAY

Laguna Beach, CA 92651

BUILDING

Type/Subtype	Retail/Restaurant
Year Built	1948
GLA	5,259 SF
Floors	1
Typical Floor	5,259 SF
Tenancy	Multiple

AVAILABILITY

Min Divisible	1,950 SF
Max Contig	1,950 SF
Total Available	1,950 SF
Asking Rent	\$90.00/NNN

3



263 FOREST AVENUE

Laguna Beach, CA 92651

BUILDING

Type/Subtype	Retail/Freestanding
Year Built	1926
GLA	1,350 SF
Floors	1
Typical Floor	1,350 SF
Tenancy	Multiple

AVAILABILITY

Min Divisible	1,350 SF
Max Contig	1,350 SF
Total Available	1,350 SF
Asking Rent	\$99.00/NNN

LEASE COMPARABLES

1



244-248 S. COAST HIGHWAY
Laguna Beach, CA 92651

Leased SF	974 SF
Start Date	Mar 2024
Asking Rent	\$85.50/NNN
Building Area	6,045 SF
Year Built	1950
Property Type	Retail Class C

2



302-310 GLENNEYRE STREET
Laguna Beach, CA 92651

Leased SF	2,650 SF
Start Date	Feb 2024
Asking Rent	\$59.40/NNN
Building Area	11,180 SF
Year Built	1937
Property Type	Retail Class C

SECTION FOUR



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MARKET OVERVIEW

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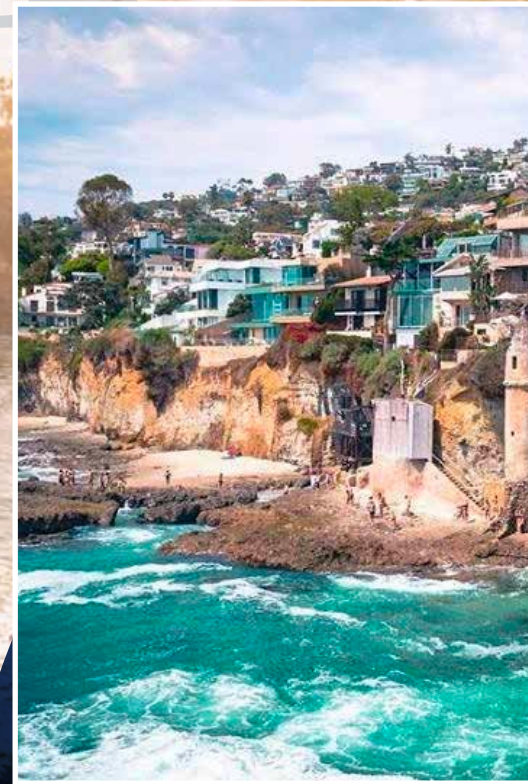
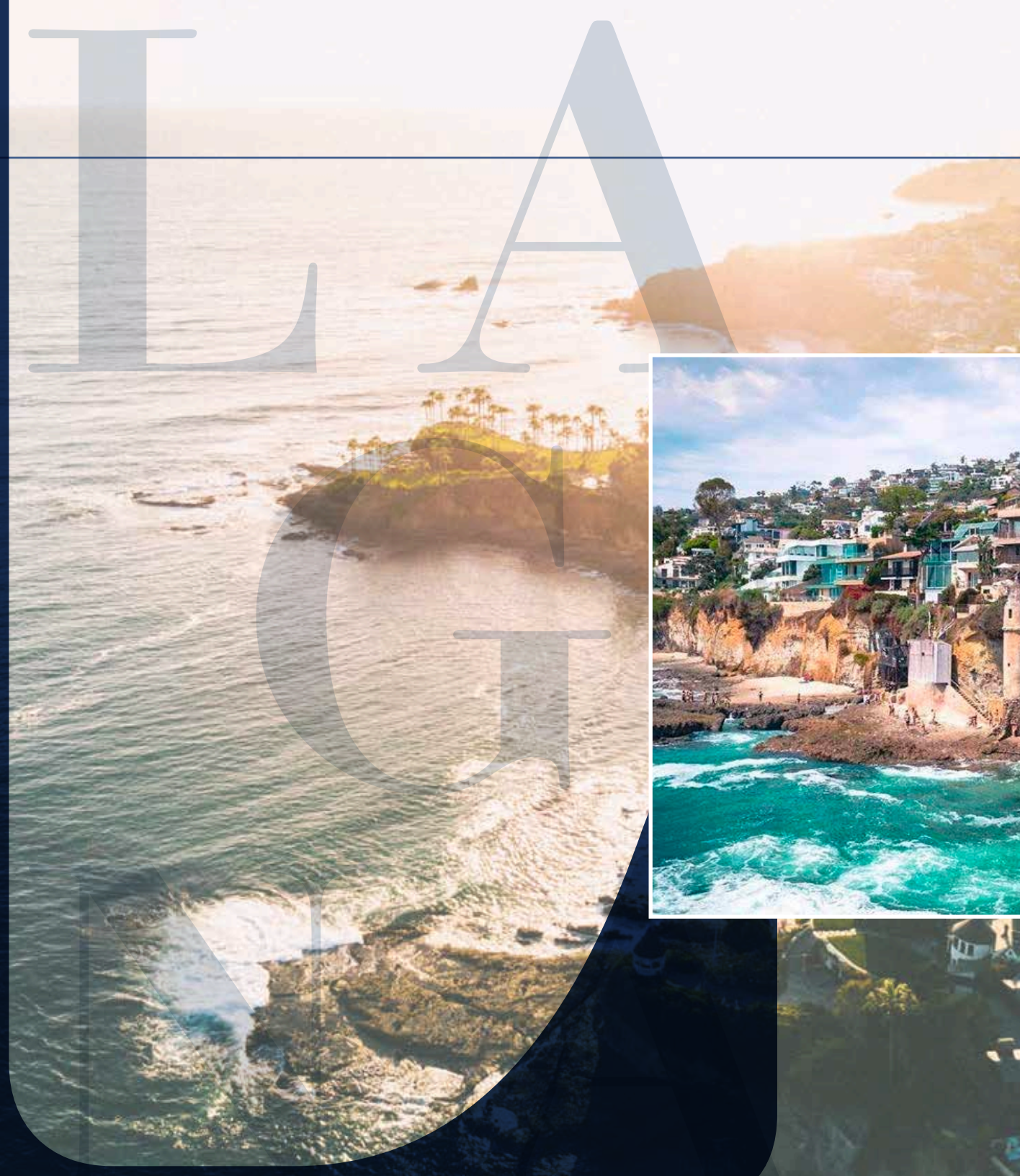
THE PERFECT BACKDROP
FOR SUCCESS.

INVESTMENT OVERVIEW

AN IDYLIC COASTAL CITY

IN SOUTHERN
CALIFORNIA

Laguna Beach is a seaside resort city in southern Orange County, California. The city sits between Newport Beach and Dana Point just 50 miles south of Los Angeles and 70 miles north of San Diego. The community is known for its year-round mild climate, scenic beaches, environmental preservation and public art.



ATTRACT A DIVERSE, AFFLUENT CLIENTELE WITH A LOCATION THAT OFFERS CHARM AND CONVENIENCE.

HIGHLIGHTS

- **Breathtaking Beaches**

With seven miles of pristine coastline, Laguna Beach boasts some of the most beautiful beaches in California. Enjoy sunbathing, surfing, or exploring the tide pools along the scenic shores.

- **Artistic Heritage**

Known as an artist colony, Laguna Beach is home to over 100 art galleries and hosts renowned events like the Festival of Arts, Pageant of the Masters, and Sawdust Art Festival. Immerse yourself in the creative spirit of the community.

- **Outdoor Adventures**

Beyond the beach, explore 22,000 acres of protected wilderness. Hike or bike through scenic trails, discover hidden coves, and take in dramatic vistas that will leave you in awe.

- **Luxurious Accommodations**

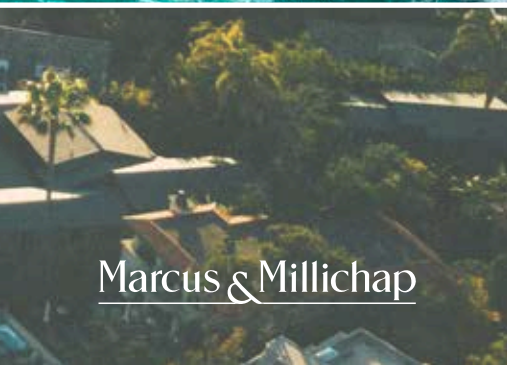
From upscale resorts to charming bed & breakfasts, Laguna Beach offers a variety of lodging options that cater to every taste and budget. Experience world-class hospitality with stunning ocean views.

- **Culinary Delights**

Savor the flavors of Laguna Beach at its diverse array of restaurants, cafes, and eateries. Enjoy fresh seafood, farm-to-table cuisine, and international dishes that will tantalize your taste buds.

- **Cultural Attractions**

Visit the Laguna Art Museum, explore historic landmarks, and enjoy live performances at the Laguna Playhouse. The city's rich cultural scene ensures there's always something exciting to do.



ENJOY A LAID-BACK BEACH TOWN CONNECTED TO COASTAL INDUSTRIES



Laguna Art Museum

Celebrating California art, the Laguna Art Museum showcases pieces created by California-based artists, making it a must-visit for art lovers. The museum features a diverse collection ranging from historic to contemporary works that reflect the region's cultural heritage and coastal inspiration.



Main Beach

As the iconic centerpiece of Laguna Beach, Main Beach offers golden sands, beach volleyball courts, and a bustling boardwalk where visitors can enjoy the vibrant beach atmosphere. Known for its scenic views of the Pacific Ocean, Main Beach is ideal for swimming, sunbathing, and people-watching. The location is also close to downtown shops and eateries, adding to its appeal as a hub for the city's culture and seaside charm.



Heisler Park

Known for its stunning ocean views and beautifully landscaped pathways, Heisler Park is a favorite among both locals and visitors. Stretching along the coastline, the park features art sculptures, picnic areas, and tide pools, making it perfect for leisurely walks, family outings, and sunset watching. Its central location provides easy access to nearby galleries, restaurants, and Main Beach, enhancing the vibrant Laguna Beach experience.

6 MILLION
tourists visit Laguna
Beach each year.

*Greetings from
Laguna Beach, Ca*



310
BROADWAY

LAGUNA BEACH EMPLOYMENT SUMMARY

TOP EMPLOYERS EXIST WITHIN THE HOSPITALITY,
EDUCATION, AND HEALTHCARE INDUSTRIES.

LAGUNA BEACH TOP EMPLOYERS 2023

	Company	Employees	Industry
1	Montage Laguna Beach Hotel	602	Hospitality
2	Laguna Beach School District	351	Education
3	Mission Hospital, Laguna Beach	335	Healthcare
4	City of Laguna Beach	315	Government
5	Surf & Sand Resort	260	Hospitality
6	Laguna College of Art & Design	237	Education
7	Las Brisas Restaurant	180	Restaurant
8	Pacific Edge Hotel	113	Hospitality
9	Anneliese Schools	104	Education
10	Moxambique Restaurant	100	Restaurant

SPOTLIGHT EMPLOYER

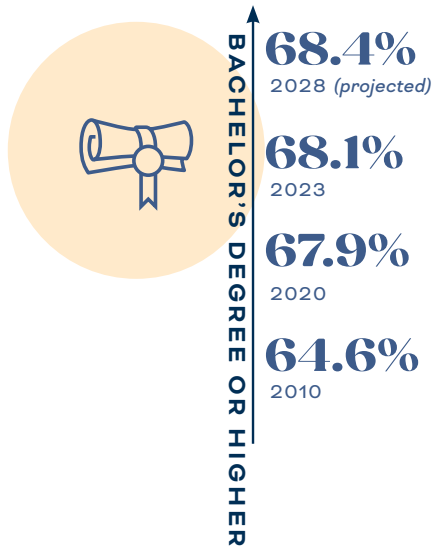
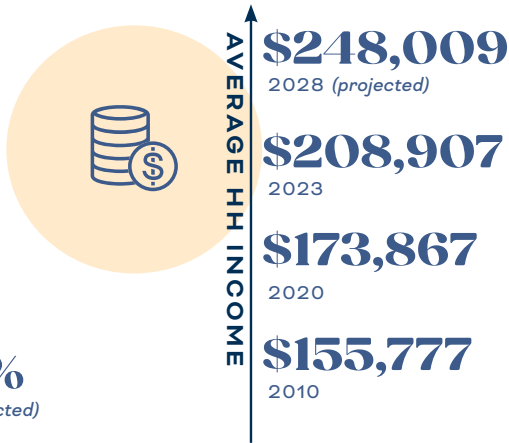
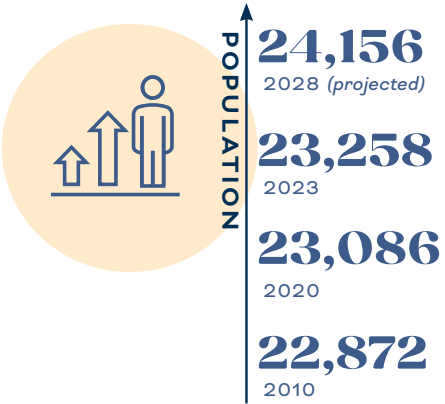
Montage



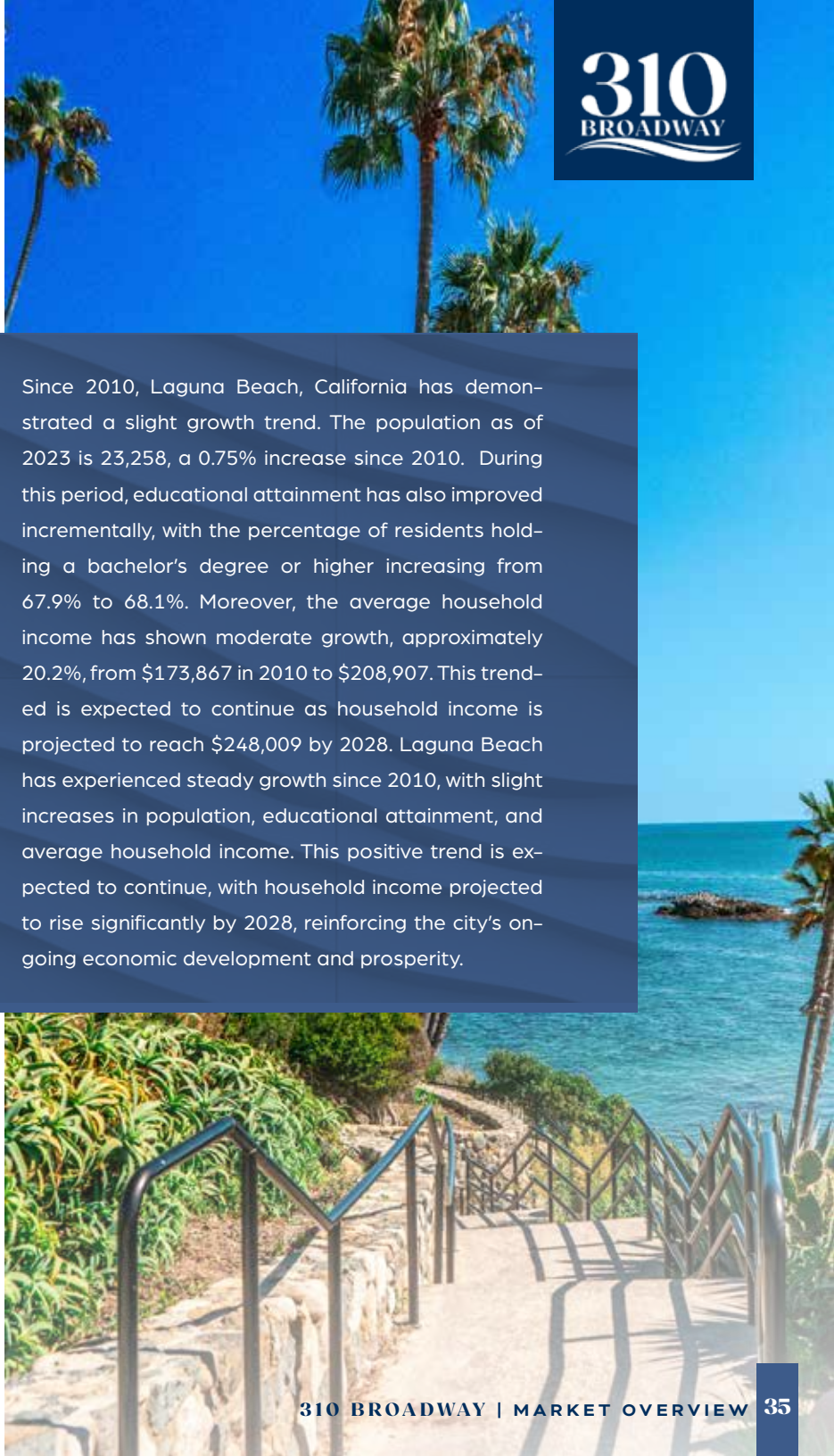
Montage Laguna Beach Hotel

Montage Laguna Beach is a premier luxury resort recognized for its exceptional service and picturesque oceanfront location, offering an elevated experience in Southern California's iconic coastal landscape. Specializing in curated hospitality, Montage delivers top-tier amenities and personalized services, including spa treatments, fine dining, and exclusive recreational experiences, making it a destination for discerning travelers. Known for its commitment to both elegance and environmental stewardship, Montage Laguna Beach incorporates sustainable practices into its operations, providing a refined yet eco-conscious experience that upholds its reputation as one of the finest resorts on the West Coast.

DEMOGRAPHICS SUMMARY



Since 2010, Laguna Beach, California has demonstrated a slight growth trend. The population as of 2023 is 23,258, a 0.75% increase since 2010. During this period, educational attainment has also improved incrementally, with the percentage of residents holding a bachelor's degree or higher increasing from 67.9% to 68.1%. Moreover, the average household income has shown moderate growth, approximately 20.2%, from \$173,867 in 2010 to \$208,907. This trend is expected to continue as household income is projected to reach \$248,009 by 2028. Laguna Beach has experienced steady growth since 2010, with slight increases in population, educational attainment, and average household income. This positive trend is expected to continue, with household income projected to rise significantly by 2028, reinforcing the city's ongoing economic development and prosperity.





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