



OFFERING MEMORANDUM

# 1315 S EL CAMINO REAL

SAN CLEMENTE, CA



PRIME COASTAL  
LOCATION



FLEXIBLE  
DEVELOPMENT  
OPPORTUNITY



STRONG  
DEMOGRAPHICS

Marcus & Millichap

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# Marcus & Millichap

THE PARHAM GROUP

EXCLUSIVELY LISTED BY

## Casey Woolf

Associate Investments

Orange County

(949) 290-4457

Casey.Woolf@marcusmillichap.com

License: CA: 022220713

## Parham Khoshbakhtian

Senior Director Investments

Orange County

949-929-5901

Parhamk@mmreis.com

License: CalDRE #01446947, NV S.200970



# OFFERING SUMMARY

1315 S EL CAMINO REAL | SAN CLEMENTE, CA

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## PROPERTY SUMMARY



**LIST PRICE:**

\$1,750,000



**LOT SIZE:**

16,947 SF



**PRICE / SF:**

\$103.26



**ZONING:**

Neighborhood Commercial 2



**ZONING OVERLAYS:**

Affordable Housing and Senior Housing Overlay



**APN:**

692-131-06



**LOCATION:**

Freeway Adjacent Coastal Land in San Clemente

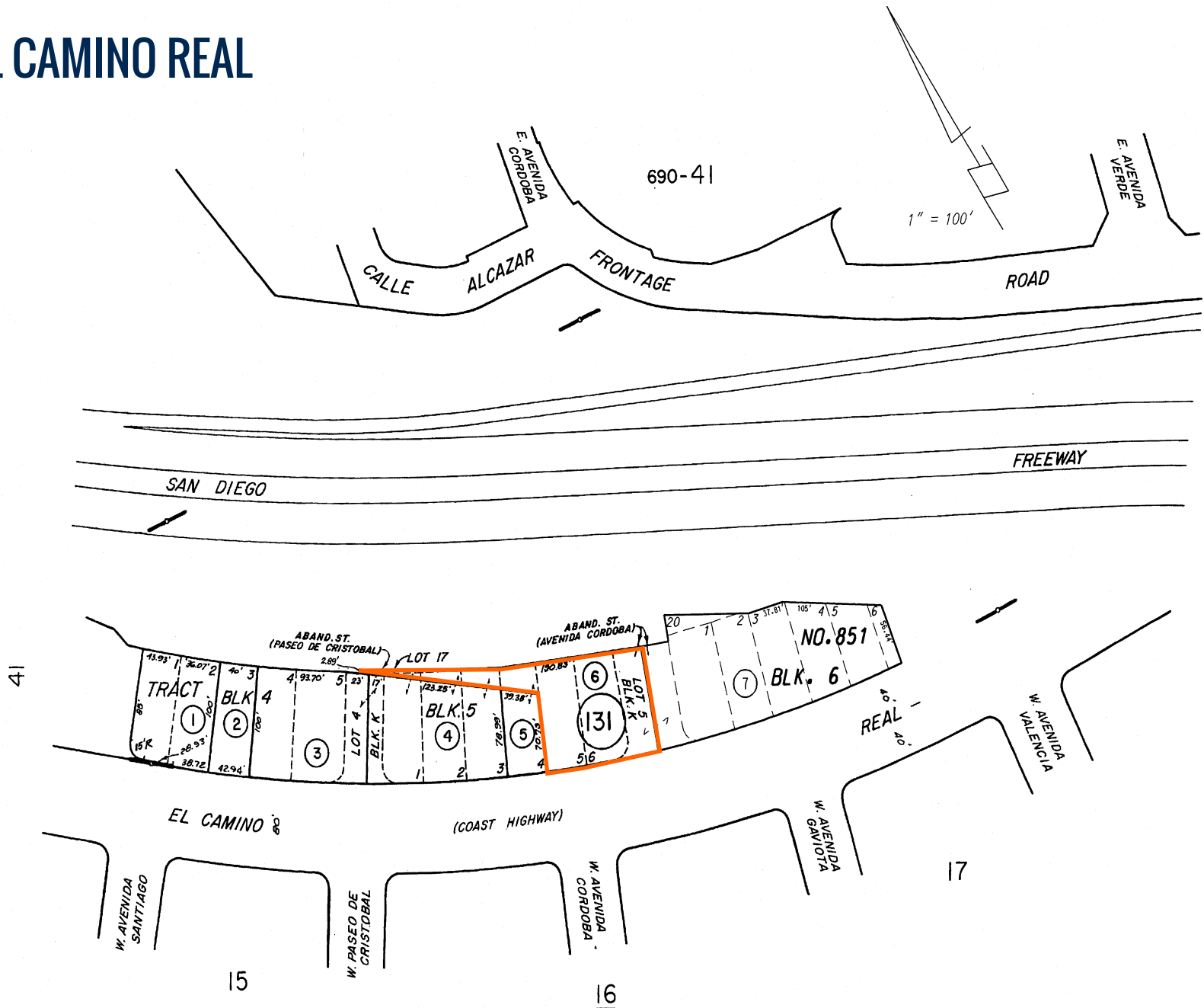


**FRONTAGE:**

140± SF of frontage



# 1315 S EL CAMINO REAL



690-41

MARCH 1978

TRACT NO. 851 M. M. 25-40, 41

NOTE - ASSESSOR'S BLOCK & PARCEL NUMBERS SHOWN IN CIRCLES

ASSESSOR'S MAP BOOK 692 PAGE 13 COUNTY OF ORANGE

4-7-3

# INVESTMENT SUMMARY

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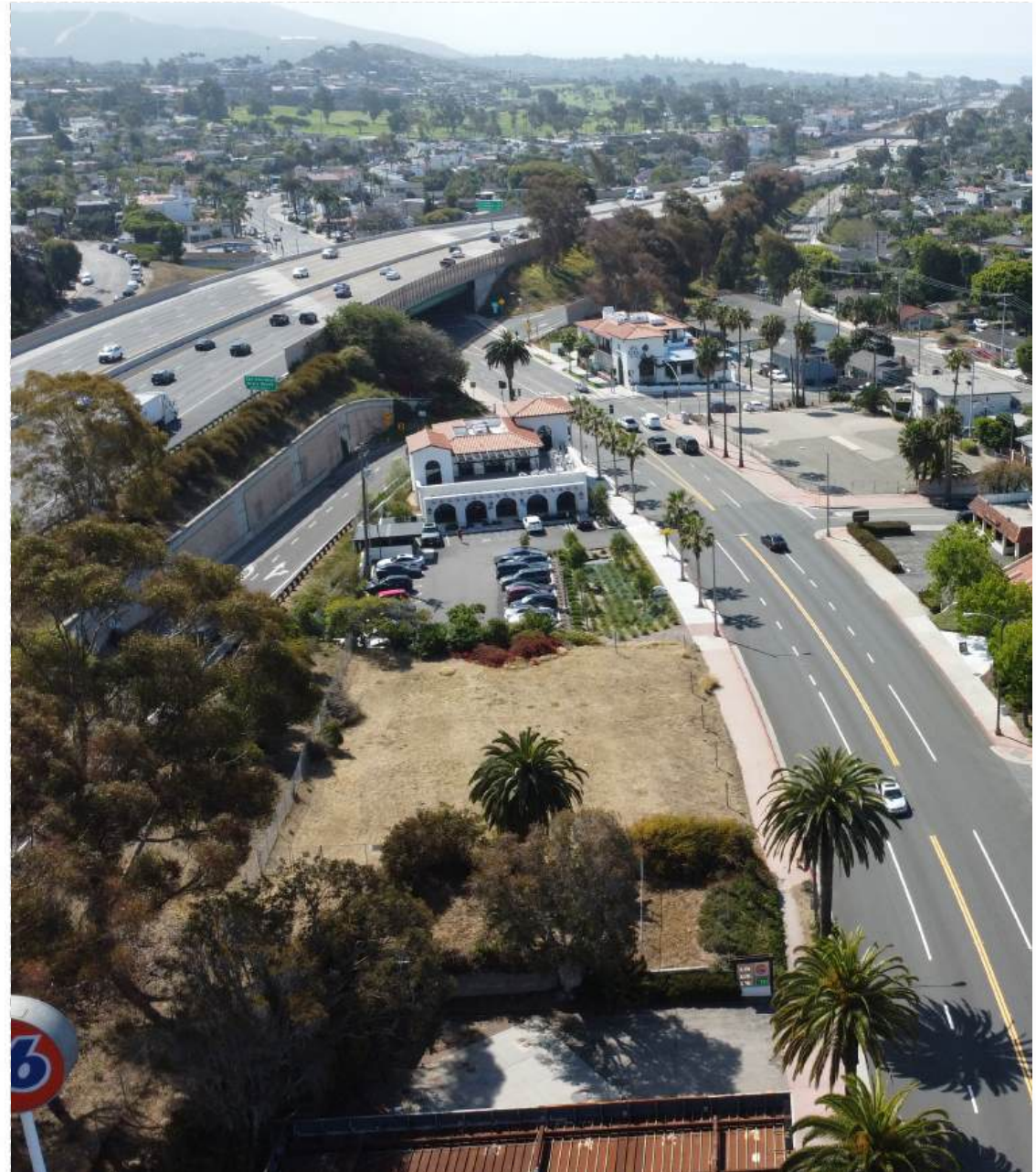
## PROPERTY SUMMARY

1315 S El Camino Real presents a rare opportunity to acquire a well-located land parcel in one of South Orange County's most supply-constrained coastal markets. The site benefits from immediate freeway access, strong visibility, and consistent traffic flow, making it well-suited for a variety of commercial or redevelopment strategies.

The property is zoned Neighborhood Commercial 2 (NC2) and also benefits from both an Affordable Housing Overlay and Senior Housing Overlay, creating additional flexibility for residential-oriented development concepts. Ownership has already completed plans for a 15-unit senior housing project, offering investors and developers a potential head start toward a residential development opportunity in a market with strong long-term housing demand.

The site is situated within an evolving pocket of San Clemente experiencing meaningful reinvestment. Recent additions include a newly built dental office and a high-end retail project, with a mixed-use development currently planned directly across the street. As these projects are delivered, the immediate area is expected to see increased density, consumer traffic, and overall demand.

Given its strategic location along the I-5 corridor, proximity to San Clemente's beaches, and limited availability of similar infill sites in the area, the property offers both near-term utility and long-term upside for investors seeking exposure to coastal Southern California real estate.



# INVESTMENT HIGHLIGHTS

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±16,947 SF land parcel in a highly visible coastal infill location



Zoned Neighborhood Commercial 2 (NC2) with both an Affordable Housing Overlay and Senior Housing Overlay, allowing additional residential development potential



Ownership has completed plans for a 15-unit senior housing development, providing a potential path forward for residential use



Positioned directly off the I-5 freeway with immediate access via nearby on/off ramps



Excellent visibility with exposure to both freeway and El Camino Real traffic



Traffic Counts (2025 MPSI):

- I-5: ±162,000 vehicles per day
- S El Camino Real: ±17,400 vehicles per day



Strong surrounding growth with multiple new and planned developments:

- Adjacent to a newly constructed high-end dental office
- Catty-corner to a new retail project featuring a restaurant and Pilates studio
- Planned mixed-use development across the street with retail and 14 residential units



Located just minutes from San Clemente's beaches along a major coastal corridor with limited comparable development opportunities



# ZONING OVERVIEW

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## NEIGHBORHOOD COMMERCIAL 2 (NC2)

The NC2 zone is intended to provide for a wide range of retail, service, and office uses primarily serving the needs of surrounding neighborhoods and nearby residential areas. The district allows for a mix of commercial uses with the potential for residential development, particularly with the benefit of overlay zones such as Affordable Housing and Senior Housing.



## PERMITTED USES (HIGHLIGHTS)

- ✓ Retail Stores & Boutiques
- ✓ Restaurants & Cafés
- ✓ Professional & Medical Offices
- ✓ Financial Institutions
- ✓ Personal Services
- ✓ Fitness Studios & Gyms
- ✓ Health & Wellness Facilities
- ✓ Art Galleries & Studios
- ✓ Mixed-Use Developments
- ✓ Senior Housing Developments (with overlay)



## OVERLAY BENEFITS



### AFFORDABLE HOUSING OVERLAY

Encourages the development of affordable housing by allowing incentives such as increased density, reduced parking requirements, and potential waivers of development standards.



### SENIOR HOUSING OVERLAY

Supports senior housing developments by allowing flexibility in density, setbacks, and parking to facilitate high-quality senior living options in commercial zones.



## IMPORTANT NOTES

Development is also subject to regulations set forth in the Affordable Housing Overlay (Chapter 17.32) and Senior Housing Overlay (Chapter 17.36).



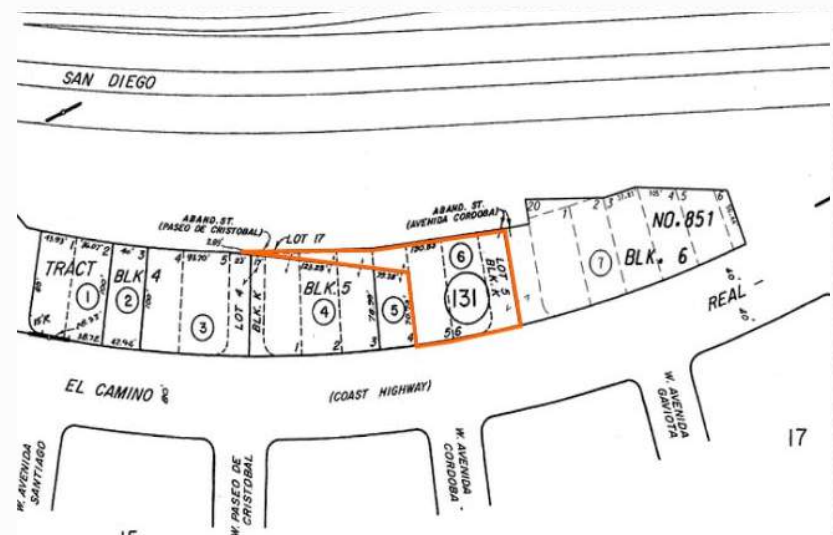
## SOURCE

San Clemente Municipal Code  
Title 17 – Zoning  
Chapter 17.36 – Commercial Zones  
Section 17.36.020 – Neighborhood Commercial 2 (NC2)



## DEVELOPMENT STANDARDS (NC2)

STANDARD	NC2 ZONE REQUIREMENT
Front Setback, Minimum	0'-0"
Interior Side Setback, Minimum	0'-0"
Street Side Setback, Minimum	0'-0"
Rear Setback, Minimum	0'-0"
Lot Coverage, Maximum	60% of lot area
Maximum Floor Area Ratio (FAR)	1.0:1* *Pursuant to Section 17.24.100, properties not within the Coastal Zone may qualify for increases in allowable floor area ratio.
Height Limitations	33'-0" Top of Roof; 26'-0" Plate; 2 Stories



# PRICE / SF COMPARISON

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## PRICE PER SQUARE FOOT (LAND)



The Subject Property's price per square foot of \$103.26 is below the range of comparable sales, which range from \$110.19 to \$215.65 per square foot.

**7% - 52%**  
BELOW COMPARABLE RANGE

# SALES COMPARABLES





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1

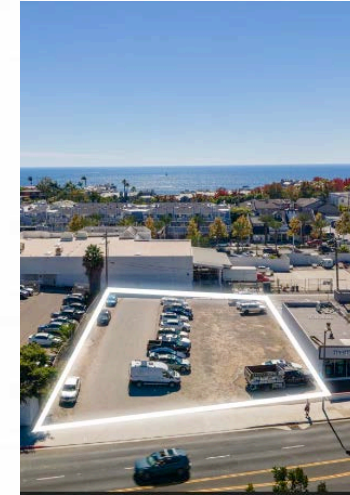
**34206-34208 PACIFIC COAST HWY**  
DANA POINT, CA







 Sale Price:	\$1,860,000
 Land Size (SF):	9,584 SF
 Price / Land SF:	\$194.07
 COE:	March 2026

2

**34147-34149 PACIFIC COAST HWY**  
DANA POINT, CA







 Sale Price:	\$2,500,000
 Land Size (SF):	16,117 SF
 Price / Land SF:	\$155.11
 COE:	December 2025

3

**34192-34196 PACIFIC COAST HWY**  
DANA POINT, CA







 Sale Price:	\$3,100,000
 Land Size (SF):	14,375 SF
 Price / Land SF:	\$215.65
 COE:	November 2025

4

**119-121 CALLE DE LOS MOLINOS**  
SAN CLEMENTE, CA



 Sale Price:	\$3,825,000
 Land Size (SF):	22,854 SF
 Price / Land SF:	\$168.46
 COE:	March 2023

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Source: Public Records, CoStar, Broker Research

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# ADJACENT LAND SALE COMPARABLES

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## 1502 S EL CAMINO REAL SAN CLEMENTE, CA



 Sale Price: \$1,200,000

 Land Size (SF): 10,890 SF

 Price / Land SF: \$110.19


 COE: March 2020

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## 1409 S EL CAMINO REAL SAN CLEMENTE, CA



 Sale Price: \$2,900,000

 Land Size (SF): 20,038 SF

 Price / Land SF: \$144.72

 COE: September 2019

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THE CITY OF

# SAN CLEMENTE

One of South Orange County's most affluent and supply-constrained coastal communities, offering an exceptional combination of strong demographics, high barriers to entry, and long-term residential stability.



PRIME COASTAL LOCATION



AFFLUENT & EDUCATED POPULATION



STRONG HOUSING MARKET & LIMITED SUPPLY



DIVERSE & STABLE EMPLOYMENT BASE



Within a 5-mile radius of the property, the population is approximately 78,465 residents with an average household income of approximately \$168,530 and a median household income exceeding \$143,000. More than 21% of households within the 5-mile radius earn over \$250,000 annually, supporting strong consumer spending and long-term housing demand.



The surrounding population is highly educated and professionally employed, with approximately 50% of residents holding a bachelor's or graduate degree. The area also benefits from a mature and stable demographic profile, with a median age of approximately 43 years old.



San Clemente continues to experience long-term housing demand driven by limited coastal land availability, high home values, and sustained household growth. The median housing value within the area is approximately \$1,000,000, significantly above national averages.



The city is supported by a diverse employment base that includes healthcare, education, retail, hospitality, and professional services, with major regional employers including ICU Medical, Target, Walmart, Sprouts, AAA, and the City of San Clemente.



AVERAGE HOUSEHOLD INCOME

**\$168,530**

5-MILE RADIUS



MEDIAN HOME VALUE

**\$1,000,000**

5-MILE RADIUS



POPULATION

**78,465**

5-MILE RADIUS



MEDIAN AGE

**43.0**

5-MILE RADIUS

<b>POPULATION</b>	<b>1 Mile</b>	<b>3 Miles</b>	<b>5 Miles</b>
<b>2030 Projection</b>			
Total Population	14,725	43,307	79,104
<b>2025 Estimate</b>			
Total Population	14,600	42,918	78,465
<b>2020 Census</b>			
Total Population	14,895	43,571	79,630
<b>2010 Census</b>			
Total Population	15,158	43,122	78,428
<b>Daytime Population</b>			
2025 Estimate	9,478	41,124	67,343
<b>HOUSEHOLDS</b>	<b>1 Mile</b>	<b>3 Miles</b>	<b>5 Miles</b>
<b>2030 Projection</b>			
Total Households	6,661	16,850	29,817
<b>2025 Estimate</b>			
Total Households	6,598	16,683	29,536
Average (Mean) Household Size	2.3	2.5	2.6
<b>2020 Census</b>			
Total Households	6,477	16,362	28,997
<b>2010 Census</b>			
Total Households	6,411	15,822	28,177

<b>HOUSEHOLDS BY INCOME</b>	<b>1 Mile</b>	<b>3 Miles</b>	<b>5 Miles</b>
<b>2025 Estimate</b>			
\$250,000 or More	19.0%	19.4%	21.7%
\$200,000-\$249,999	9.5%	9.9%	11.1%
\$150,000-\$199,999	11.8%	11.4%	12.4%
\$125,000-\$149,999	8.4%	7.6%	7.8%
\$100,000-\$124,999	9.6%	9.3%	9.2%
\$75,000-\$99,999	12.0%	11.6%	10.4%
\$50,000-\$74,999	9.3%	10.7%	9.6%
\$35,000-\$49,999	7.1%	6.7%	5.8%
\$25,000-\$34,999	3.9%	4.7%	4.1%
\$15,000-\$24,999	2.5%	2.9%	2.9%
Under \$15,000	6.8%	5.8%	5.0%
Average Household Income	\$160,374	\$152,798	\$168,530
Median Household Income	\$133,531	\$125,493	\$143,509
Per Capita Income	\$70,450	\$63,067	\$64,590

POPULATION PROFILE	1 Mile	3 Miles	5 Miles
<b>Population By Age</b>			
2025 Estimate	14,600	42,918	78,465
0 to 4 Years	4.1%	4.8%	4.8%
5 to 14 Years	9.0%	9.7%	11.4%
15 to 17 Years	3.4%	3.4%	3.8%
18 to 19 Years	2.0%	3.1%	3.1%
20 to 24 Years	5.2%	9.4%	8.4%
25 to 29 Years	6.9%	7.1%	5.8%
30 to 34 Years	7.2%	6.5%	5.5%
35 to 39 Years	6.0%	5.5%	5.3%
40 to 49 Years	11.8%	10.4%	11.3%
50 to 59 Years	15.2%	13.6%	13.9%
60 to 64 Years	8.6%	7.4%	7.3%
65 to 69 Years	6.9%	6.4%	6.3%
70 to 74 Years	5.5%	5.1%	5.1%
75 to 79 Years	3.6%	3.5%	3.5%
80 to 84 Years	2.4%	2.2%	2.2%
Age 85+	2.3%	2.0%	2.1%
Median Age	45.0	43.0	43.0

POPULATION PROFILE	1 Mile	3 Miles	5 Miles
<b>Population 25+ by Education Level</b>			
2025 Estimate Population Age 25+	11,143	29,908	53,677
Elementary (0-8)	4.5%	3.6%	2.7%
Some High School (9-11)	1.5%	2.0%	2.3%
High School Graduate (12)	13.9%	14.6%	13.5%
Some College (13-15)	23.1%	23.3%	21.2%
Associate Degree Only	9.5%	9.1%	9.6%
Bachelor's Degree Only	30.6%	30.4%	31.0%
Graduate Degree	16.9%	17.0%	19.7%
<b>HOUSING UNITS</b>			
	<b>1 Mile</b>	<b>3 Miles</b>	<b>5 Miles</b>
<b>Occupied Units</b>			
2030 Projection	7,639	18,898	32,745
2025 Estimate	7,565	18,707	32,430
Owner Occupied	3,298	9,290	18,536
Renter Occupied	3,274	7,377	11,018
Vacant	967	2,024	2,894
<b>Persons in Units</b>			
2025 Estimate Total Occupied Units	6,598	16,683	29,536
1 Person Units	30.1%	26.4%	22.4%
2 Person Units	41.6%	40.9%	39.5%
3 Person Units	12.1%	13.8%	14.9%
4 Person Units	11.1%	12.5%	15.0%
5 Person Units	3.3%	4.1%	5.3%
6+ Person Units	1.9%	2.3%	2.8%



## POPULATION

In 2025, the population in your selected geography is 78,465. The population has changed by 0.05 percent since 2010. It is estimated that the population in your area will be 79,104 five years from now, which represents a change of 0.8 percent from the current year. The current population is 51.9 percent male and 48.1 percent female. The median age of the population in your area is 43.0, compared with the U.S. average, which is 40.0. The population density in your area is 999 people per square mile.



## HOUSEHOLDS

There are currently 29,536 households in your selected geography. The number of households has changed by 4.82 percent since 2010. It is estimated that the number of households in your area will be 29,817 five years from now, which represents a change of 1.0 percent from the current year. The average household size in your area is 2.6 people.



## INCOME

In 2025, the median household income for your selected geography is \$143,509, compared with the U.S. average, which is currently \$78,171. The median household income for your area has changed by 71.36 percent since 2010. It is estimated that the median household income in your area will be \$169,085 five years from now, which represents a change of 17.8 percent from the current year.

The current year per capita income in your area is \$64,590, compared with the U.S. average, which is \$41,680. The current year's average household income in your area is \$168,530, compared with the U.S. average, which is \$103,571.



## EMPLOYMENT

In 2025, 37,976 people in your selected area were employed. The 2010 Census revealed that 70.1 percent of employees are in white-collar occupations in this geography, and 12.9 percent are in blue-collar occupations. In 2025, unemployment in this area was 3.0 percent. In 2010, the average time traveled to work was 29.00 minutes.



## HOUSING

The median housing value in your area was \$1,000,000 in 2025, compared with the U.S. median of \$333,538. In 2010, there were 17,510.00 owner-occupied housing units and 10,670.00 renter-occupied housing units in your area.



## EDUCATION

The selected area in 2025 had a lower level of educational attainment when compared with the U.S. averages. 48.6 percent of the selected area's residents had earned a graduate degree compared with the national average of only 13.7 percent, and 9.6 percent completed a bachelor's degree, compared with the national average of 21.2 percent.

The number of area residents with an associate degree was higher than the nation's at 14.4 percent vs. 8.8 percent, respectively.

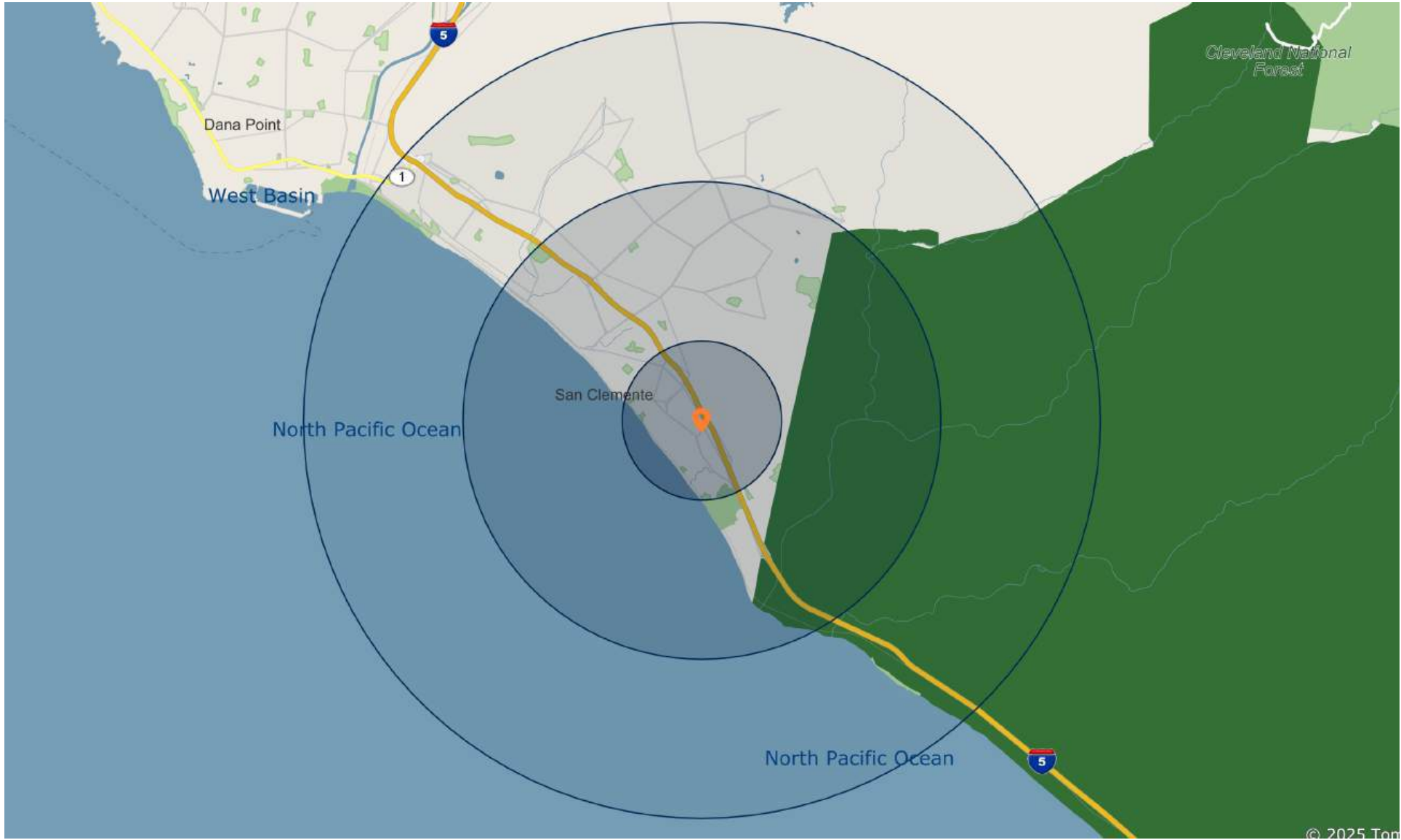
The area had fewer high-school graduates, 1.3 percent vs. 26.1 percent for the nation, but the percentage of residents who completed some college is higher than the average for the nation, at 20.2 percent in the selected area compared with the 19.6 percent in the U.S.



### Major Employers

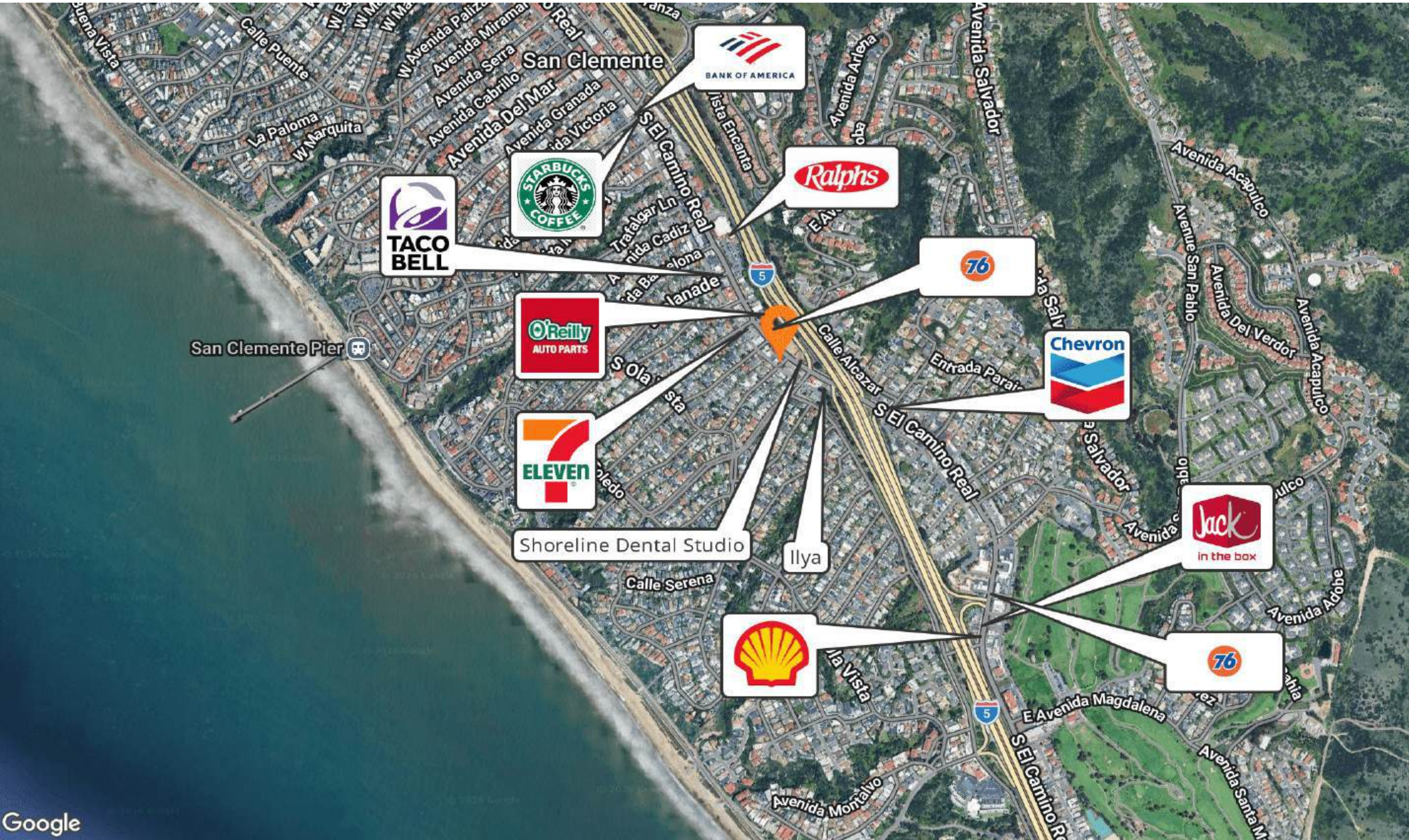
### Employees

1	Icu Medical Inc-Clave	530
2	Bemus Landscape Inc-	300
3	Millennium Reinforcing Inc-	265
4	County of Orange-City of San Clemente	264
5	Dana Innovations-Sonance	202
6	Dual Diagnosis Trtmt Ctr Inc-Sovereign Health of California	178
7	Target Stores Inc-Target	177
8	Walmart Inc-Walmart	175
9	City of San Clemente-	170
10	Monarch Healthcare A Medical-	161
11	Beachfire LLC-	157
12	Sprouts Farmers Market Inc-Sprouts 296	143
13	Life Time Inc-Life Time Fitness	135
14	Buyefficient LLC-	124
15	Lowe's Home Centers LLC-Lowe's	123
16	Capistrano Unified School Dst-San Clemente High School	115
17	San Diego Gas & Electric Co-Orange County Service Center	107
18	Pacific Medical Group Inc-Avante Health Solutions	100
19	H E G Enterprises Inc-Fishermans Restaurant	100
20	Bunker Corp-Energy Suspension	100
21	Pacific Monarch Resorts Inc-Riviera Shores	94
22	Amada Senior Care-	91
23	Icu Medical Sales Inc-	87
24	Under Armour Inc-Under Armour	86
25	Automobile Club Southern Cal-AAA	82



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LOCAL MAP



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Parhamk@mmreis.com

License: CalDRE #01446947, NV S.200970

