

OFFERING MEMORANDUM

1949-1953
SOUTH COAST HIGHWAY

Laguna Beach, California

LAGUNA BEACH MIXED-USE ASSET
WITH APPROVED STR AND RETAIL INCOME

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Offering summary

1953 S Coast Hwy presents a unique opportunity to acquire a recently renovated mixed-use investment in Laguna Beach with approved short-term lodging and supplemental retail income. The property consists of approximately 3,043 SF across three levels on a 4,000 SF lot, featuring 4 bedrooms, 4 bathrooms, and expansive living space with 180-degree ocean views.



Property Details

±3,043 SF

BUILDING SIZE

±4,000 SF

LOT SIZE

4

BEDROOMS

4

BATHROOMS

3

LEVELS

C1

ZONING

**1 garage,
1 driveway,
+ street permits**

PARKING

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INVESTMENT OVERVIEW

1953 S Coast Hwy presents a unique opportunity to acquire a recently renovated mixed-use investment in Laguna Beach with approved short-term lodging and supplemental retail income. The property consists of approximately 3,043 SF across three levels on a 4,000 SF lot, featuring 4 bedrooms, 4 bathrooms, and expansive living space with 180-degree ocean views.

The residential unit is well-suited for premium short-term rental demand, offering multiple levels of living, a private backyard with jacuzzi, solar, EV charging, garage parking, and additional street parking. The property benefits from an established and active short-term lodging permit that allows for ongoing, year-round operation, subject to standard City compliance. Importantly, the permit is already included within Laguna Beach's capped inventory of approved units and runs with the land, providing a durable and difficult-to-replicate operating position.

The retail component adds a second income stream and is currently leased on a month-to-month basis, with market rent estimated at \$4,000 per month.

Opportunities to acquire a dual-income coastal asset with existing, transferable short-term rental approval in Laguna Beach are extremely limited, positioning this as both a lifestyle and investment play.



Investment Highlights

RARE LOCATION

A Hard-to-Replicate STR Opportunity in Laguna Beach with an established, City-approved short-term lodging unit in one of California's most regulated coastal markets

FULLY PERMITTED

Approved, Active, and Transferable STR Permit allowing for ongoing, year-round operation, already included within the City's limited inventory of permitted units

LIMITED SUPPLY

Extremely Limited Supply of Comparable Assets, with only a small subset of properties citywide offering legally documented whole-home STR approval, and an even smaller group combining scale, views, and mixed-use income

IN-PLACE INCOME

Dual-Income coastal asset combining short-term rental revenue potential with in-place retail income

180-DEGREE OCEAN VIEWS

Panoramic 180-Degree Ocean Views with multiple levels of living designed to capture coastal exposure and maximize rental appeal

AMENITIES & PARKING

High-end lifestyle amenities including private backyard, jacuzzi, solar, EV charging, 1-car garage, and access to six street parking permits



KEY TAKEAWAYS

INCLUDED WITHIN
LAGUNA BEACH'S CAPPED
STR INVENTORY

PRIOR RENTAL
RESTRICTIONS REMOVED
ALLOWING FULL-TIME USE

PERMIT RUNS WITH
THE LAND

ONGOING OPERATION
ALLOWED WITH
COMPLIANCE

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A HARD-TO-REPLICATE STR POSITION IN LAGUNA BEACH

Laguna Beach maintains some of the most restrictive short-term lodging regulations in coastal California, with use limited to designated commercial zones and total inventory capped citywide. New approvals are difficult to obtain, and operators must maintain active licensing, permits, and tax registration to remain compliant.

Within this framework, 1953 S Coast Hwy holds a distinct and highly valuable position. The property is formally approved by the City of Laguna Beach as a short-term lodging unit within the C1 zone and is already included in the City's limited inventory of permitted units. This removes the uncertainty associated with securing new approvals in a supply-constrained market.

Notably, the current Administrative Use Permit removed prior limitations on rental duration, allowing the property to operate as a full-time short-term lodging unit rather than a restricted or seasonal rental. This provides the ability to generate consistent, year-round rental income, subject only to standard City compliance.

The approval runs with the land and is binding on future ownership, providing continuity of use beyond the current operator. As long as required licensing is maintained and the property remains in compliance with City regulations, the asset can continue to operate as a short-term rental on an ongoing basis.

In a market where legal short-term lodging opportunities are tightly controlled and limited in number, this creates a meaningful barrier to entry and positions the property as a rare, income producing coastal asset that is difficult to replicate.

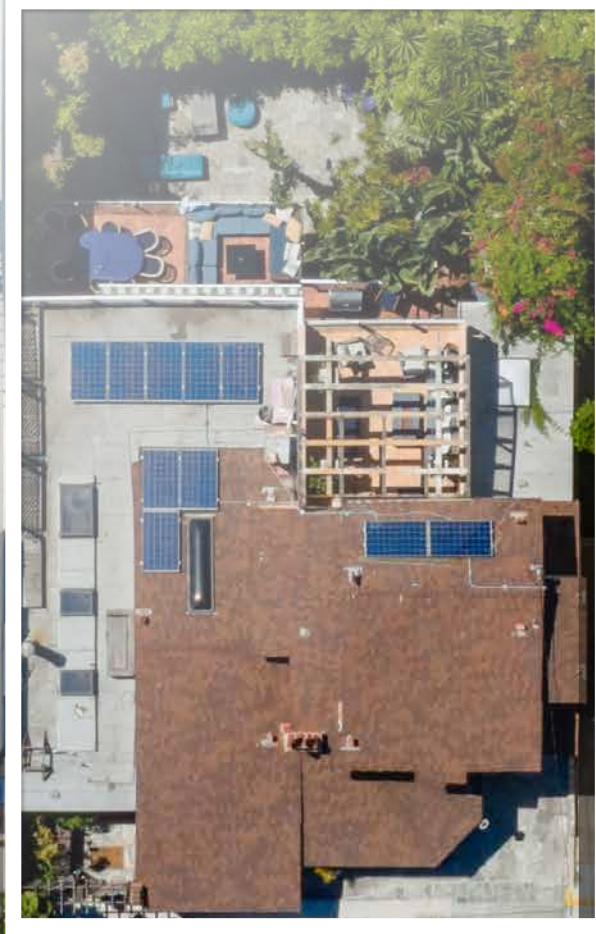
An aerial photograph of a coastal town built on a hillside. The houses are densely packed and feature a variety of architectural styles, including modern glass-fronted homes and traditional houses with tiled roofs. A prominent white staircase leads down from the middle of the town to a sandy beach. The beach is populated with people, umbrellas, and lounge chairs. The ocean is clear and turquoise, with waves breaking on the shore. A white rectangular box with a thin border is positioned in the upper center of the image, containing the text '1949-1953 SOUTH COAST HIGHWAY'. A white line extends from the bottom of this box down to a small white square on the hillside, indicating the location of the highway.

1949-1953

SOUTH COAST HIGHWAY

1949-1953 SOUTH COAST HWY

PARCEL BOUNDARY



SOUTH COAST HWY

An aerial photograph of a coastal town, likely in Southern California, showing a dense residential area built on a hillside overlooking a beach and the ocean. A white line highlights a specific road, the South Coast Highway, running through the town. The ocean is a vibrant blue-green, and the sky is clear and blue.

1949-1953
SOUTH COAST HIGHWAY



1949-1953 SOUTH COAST HWY

PROVEN SHORT-TERM RENTAL APPEAL

The property is currently positioned as a high-end short-term rental catering to coastal travelers seeking larger-format accommodations with ocean views and premium amenities.

The screenshot shows the Airbnb listing interface. At the top, there's a search bar with 'Anywhere', 'Any week', 'Add guests', and 'Add description'. The listing title is 'Artist's Ocean Home, Walk to town and 3 beaches.' Below the title are several photos of the property, including an outdoor patio with a large wooden table and chairs, a view of the ocean, and the interior of the home. The listing details include 'Entire home in Laguna Beach, California', '8 guests · 4 bedrooms · 5 beds · 4 baths', a 'Guest favorite' badge, a rating of 4.89 with 87 reviews, and a 'Hosted by Michael' badge. There is a section for 'Add dates for prices' with 'CHECK-IN' and 'CHECKOUT' fields, a 'GUESTS' dropdown set to '1 guest', and a 'Check availability' button.



CLICK TO VISIT THE AIRBNB PAGE



AIRBNB REVIEWS



Sonya
Montclair, New Jersey

★★★★★ · 1 week ago · Stayed a few nights

Michael was very responsive and accommodating from beginning to end. The house is in a great location, you can walk to restaurants and to the beach — and the view of the ocean is spectacular!



Saira
6 years on Airbnb

★★★★★ · 2 weeks ago · Stayed a few nights

Wonderful cute property. The views were truly amazing and we loved watching the sunsets from the balconies sitting by the fire pit! The house is in the middle of everything; walkable to shops, restaurants and the beach. We rented an SUV and were able to park it in the driveway as well. We would love to come back again!



Mario
Virginia Beach, Virginia

★★★★★ · February 2026 · Group trip

Incredible location with amazing views of the pacific. The kitchen and outdoor patio alone with the pass-through window bar was alone worth the rental. Very accommodating host who provided a ton of information about the area. We would stay here again.



Heather
Frederick, Maryland

★★★★★ · December 2025 · Group trip

We absolutely fantastic and we loved all the spaces to enjoy and the stunning art work on the walls. The hot tub was fantastic and sitting outside all the time enjoying the stunning views around the fire with coffee or wine was purely delightful! We will most definitely be booking this amazing place again!

4.89

Guest favorite

This home is a guest favorite based on ratings, reviews, and reliability

[How reviews work](#)



1949-1953 SOUTH COAST HWY

AIRBNB PHOTOS



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REVENUE POTENTIAL

CURRENT PRICING

Off Season	Minimum base rate of \$1,000 per night
Peak Season	Minimum base rate of \$1,495 per night
Dynamic	Airbnb pricing adjusts rates upward during high-demand

IN-PLACE RETAIL INCOME WITH UPSIDE

±675 SF ground floor retail space

Currently leased at \$2,500/month

Month-to-month tenancy

Seller indicates tenant interest in remaining

Market rent estimated around \$4,000+





Laguna Beach

PREMIER COASTAL LOCATION

PACIFIC COAST HIGHWAY FRONTAGE

Direct frontage on PCH provides immediate access and a commanding streetscape that enhances curb appeal and recognition. The property benefits from mature coastal landscaping, clear sightlines, and convenient ingress/egress, making it an ideal site for retail, dining, or hospitality concepts seeking to capitalize on the highway's steady, high-quality traffic.

LAGUNA BEACH COASTAL MARKET

Laguna Beach is a world-renowned coastal market known for affluent residents, year-round tourism, and a reputation for art, culture, and luxury living. The area's strong demographic profile, limited commercial supply, and premium rental rates create an attractive investment environment with durable demand and upside potential for well-positioned commercial assets.

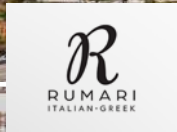
PROXIMITY TO BEACHES, DINING, AND RETAIL

1953 S Coast Highway is just minutes from Main Beach and the Laguna Beach arts district, the property is surrounded by premier lifestyle amenities—beaches, renowned restaurants, boutique shops, and cultural destinations—that drive consistent foot traffic and extended stay. This immediate proximity to high-quality attractions ensures a vibrant customer base and strong synergies for retail and restaurant tenants, enhancing long-term leasing and revenue stability.



LAGUNA'S RENOWNED RESTARANT AND RETAIL

Laguna Beach's retail and restaurant scene is distinguished by a curated mix of upscale boutiques, independent art galleries, and a diverse dining landscape that ranges from casual seaside cafes to acclaimed farm-to-table and fine-dining establishments. The market benefits from affluent locals and a steady stream of tourists and event-driven visitors, creating strong daytime and evening demand. Limited retail supply along the coastline preserves premium positioning and rent growth potential, while the area's emphasis on quality, creativity, and local provenance fosters loyal clientele and excellent synergies for well-branded restaurant and specialty retail concepts.



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Laguna Beach, California

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