



2744 E. COAST HWY
CORONA DEL MAR, CA



COASTAL COMMERCIAL
OFFERING
MEMORANDUM

Offering Memorandum Disclaimer:

The information set forth in this document is only a preliminary offer of conceptual terms from the seller and is subject to change until a binding, definitive contract is reached between the parties. This information is subject to change based on negotiations between parties until a definitive contract is reached. None of these terms are binding and should not be relied upon, because only a definitive written contract signed by the parties will govern. The definitive contract may be different from anything contained in this document, may omit terms contained in this document, and may have different terms from this document because the definitive contract will embrace negotiations which will include different or omitted terms than those preliminarily set forth in this document, with those terms being materially different from the preliminary terms contained in this document. That means that only the definitive contract governs the dealings between the parties, with any persons viewing this document agreeing that they only rely on the terms and conditions contained in a definitive contract reached in the future. Coastal Commercial, Inc. And its sales agents have not verified the accuracy of any information in this document and make no guarantee, warranty, or representation about its accuracy. You, the reviewing party, has the responsibility to independently confirm its accuracy and completeness. Any projections, opinions, assumptions, or estimates are used for example only and do not represent current or future performance of the property, since neither coastal commercial, inc. Nor its sales agent can only present information which will change with the economy, general market factors, updated information, and investigation and negotiations between the parties. The value of this transaction, to you, depends on tax and other factors which should be evaluated by your tax, financial, legal, and other professional consultants. Coastal commercial, inc. And its sales agents have no development expertise such that you need to consult independent advisors should you want to re-purpose or redevelop this property in any different degree than its present condition, which may also change until a deal is closed between the parties. Coastal commercial, inc. And its sales agents make no representations or warranties about the suitability of the property for your needs. You and your advisors should conduct a careful, independent investigation of the property to determine to your own satisfaction about the suitability of the property for your needs. Any photos in this document are the property of their respective owners, with the use of these images without the express written consent of the owners prohibited in nature.

2744 E. COAST HWY

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INVESTMENT OVERVIEW

1. INVESTMENT OVERVIEW

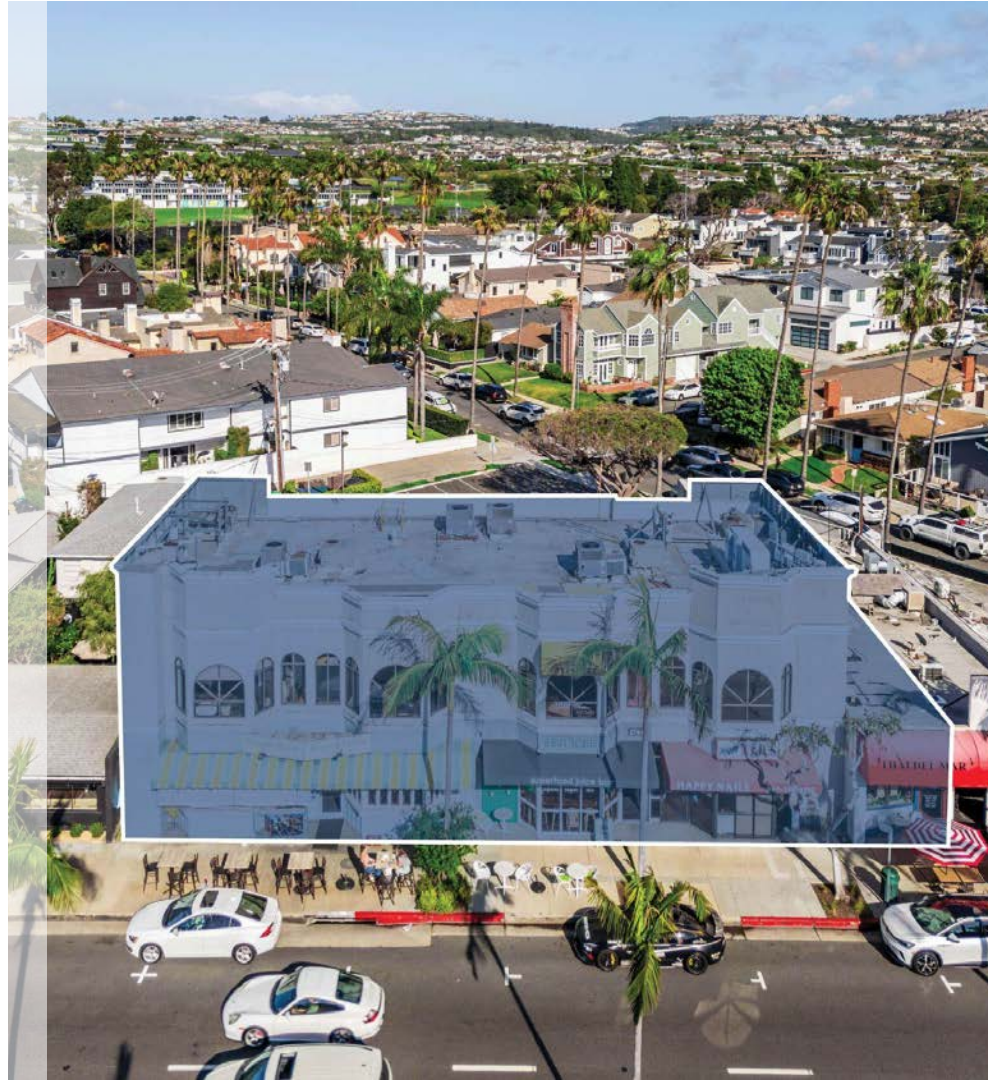
PRICE **\$10,000,000**

Annual Gross Rental Income - Current	\$618,062
Less Expenses	\$161,019
Less Vacancy (3%)	\$18,542
Net Operating Income - Current	\$438,501
Cap Rate - Current	4.39%
Gross Leasable Area (SF)	5,750
Land Area (SF)	10,890
Price/SF (GLA)	\$1,739
Price/SF (Land)	\$918
APN	459-034-16

EXPENSES

Taxes (Tax Rate: 1.04773%)	\$104,773
Special Assessments	\$4,704
Insurance	\$12,000
Trash	\$18,000
Roof & Maintenance	\$3,000
Property Management (4%)	\$18,542

TOTAL EXPENSES **\$161,019**



1. INVESTMENT OVERVIEW - CURRENT RENT ROLL

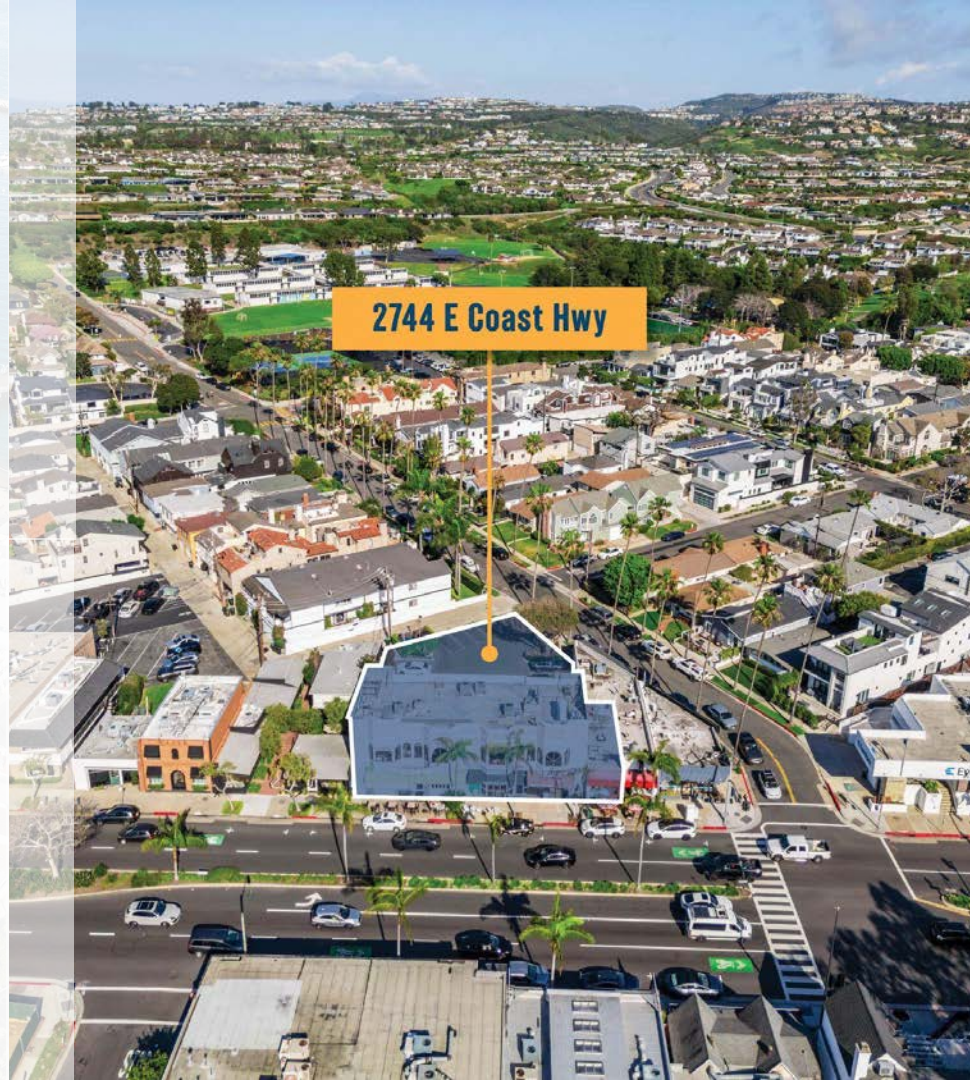
Tenant	GLA (SF)	% of GLA	Lease Start/End Date	Monthly Rent	Rent/SF/Mo	Annual Rent	Rent/SF/Yr	Lease Type	Option, Increases Notes
Happy Nails	750	13.04%	12/1/2022-12/1/2027	\$7,500	\$10.00	\$90,000	\$120.00	Gross	
Sejuiced	750	13.0%	1/1/2024-1/13/2029	\$7,800	\$10.40	\$93,600	\$124.80	Gross	None. 4% Annual
Summer House	1,500	26.09%	5/1/2020-5/3/2030	\$13,883.70	\$9.26	\$166,604	\$111.07	Gross	None. 4% Annual
Head Spa	750	13.04%	3/30/2025-3/31/2031	\$4,500	\$6.00	\$54,000	\$72.00	Gross	None
Thai Body Works	750	13.04%	1/16/2021-1/1/2026	\$3,950	\$5.27	\$47,400	\$63.20	Gross	None
VIP Escrow	750	13.04%	9/14/2023-11/14/2026	\$3,713	\$4.95	\$44,556	\$59.41	Gross	None. 3% Annual
Once in a Lice Time	500	8.70%	Month-to-Month	\$2,500	\$5.00	\$30,000	\$60.00	Gross	
T-Mobile (Roof)	0	0%	5/1/2021-1/1/2033	\$6,458.43	N/A	\$77,501	N/A	N/A	5% Annual
NY Pizza Trash Income	N/A	N/A		\$1,200	\$0	\$14,400	N/A	N/A	
TOTAL	5,750	100%		\$51,505		\$618,062			

1. INVESTMENT OVERVIEW

Coastal Commercial is pleased to offer 2744 E. Coast Highway, a rare and highly visible multi-tenant retail property located in the heart of Corona del Mar, one of Southern California's most affluent coastal communities. This $\pm 5,750$ SF retail asset sits along the premier East Coast Highway corridor, a highly trafficked thoroughfare connecting luxury residential neighborhoods, world-class beaches, and the vibrant village center. The property benefits from excellent frontage, significant pedestrian traffic, and exposure to over 50,000 vehicles per day, making it an ideal location for service-oriented and retail tenants seeking a prestigious coastal presence.

Surrounded by boutique retailers, fine dining establishments, and lifestyle-focused businesses, 2744 E. Coast Highway offers a stable income profile with multiple avenues for future upside. Investors have the opportunity to capitalize on long-term value creation through rent growth, tenant repositioning, or aesthetic upgrades in a market characterized by limited new development and high barriers to entry. The property's location, coupled with Corona del Mar's strong demographics and enduring desirability, makes this an exceptional acquisition for investors seeking both current income and long-term appreciation in a supply-constrained coastal submarket.

With its combination of irreplaceable location, walkable retail environment, and strong coastal fundamentals, 2744 E. Coast Highway represents a compelling investment opportunity for both institutional and private investors looking to secure a high-profile asset in one of Orange County's most sought-after communities.



FASHION ISLAND
NEWPORT BEACH

Law Offices of Michael S. Harms

2744 E Coast Hwy

Sherman
LIBRARY & GARDENS

EverBank





INVESTMENT HIGHLIGHTS

2. INVESTMENT HIGHLIGHTS



PREMIER COAST HIGHWAY LOCATION

Situated along Pacific Coast Highway (PCH), the main retail and commuter corridor through Corona del Mar with excellent frontage and signage visibility to ±50,000+ vehicles per day



MULTI-TENANT RETAIL ASSET

Approximately ±5,750 SF building on approximately 0.25 acres with a diverse tenant mix including food, beauty, and service-oriented uses creating daily traffic synergy.



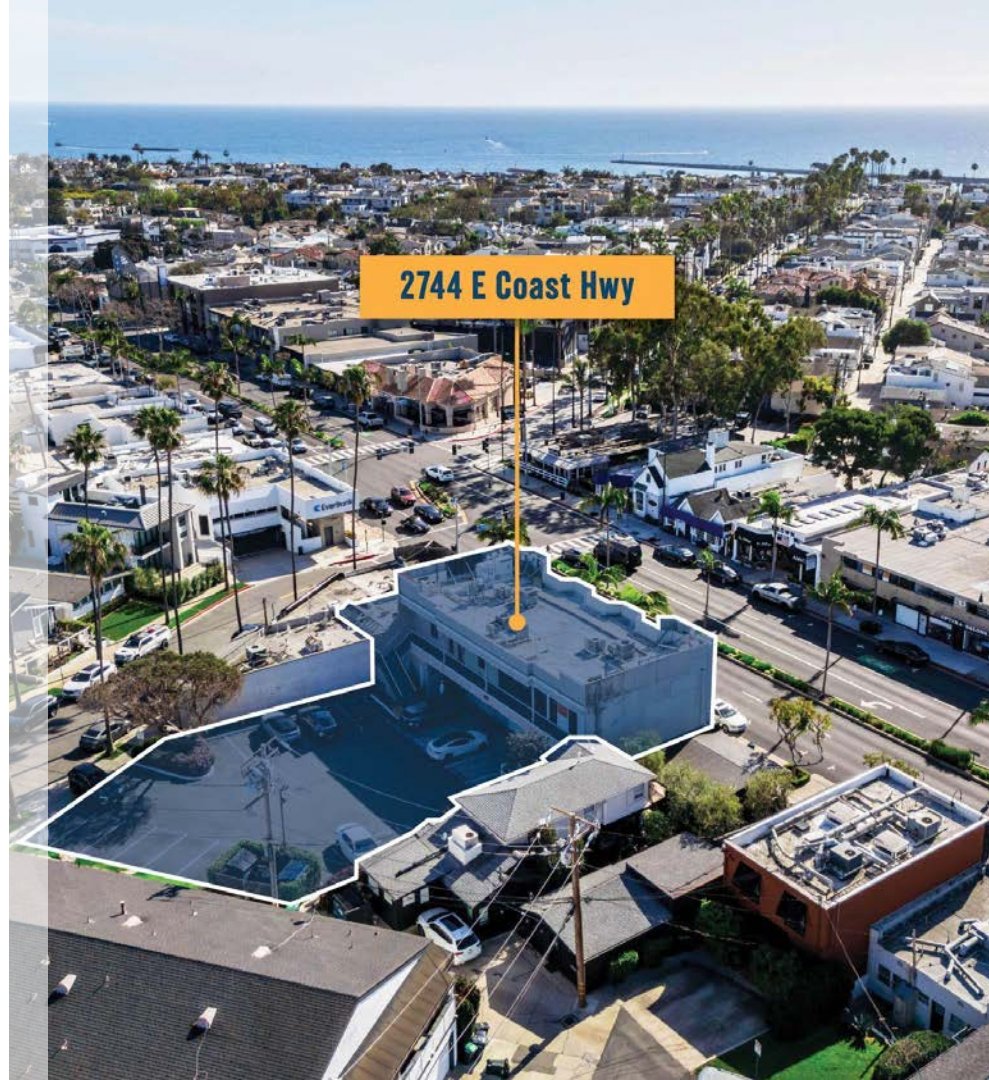
ON-SITE PARKING AMENITY

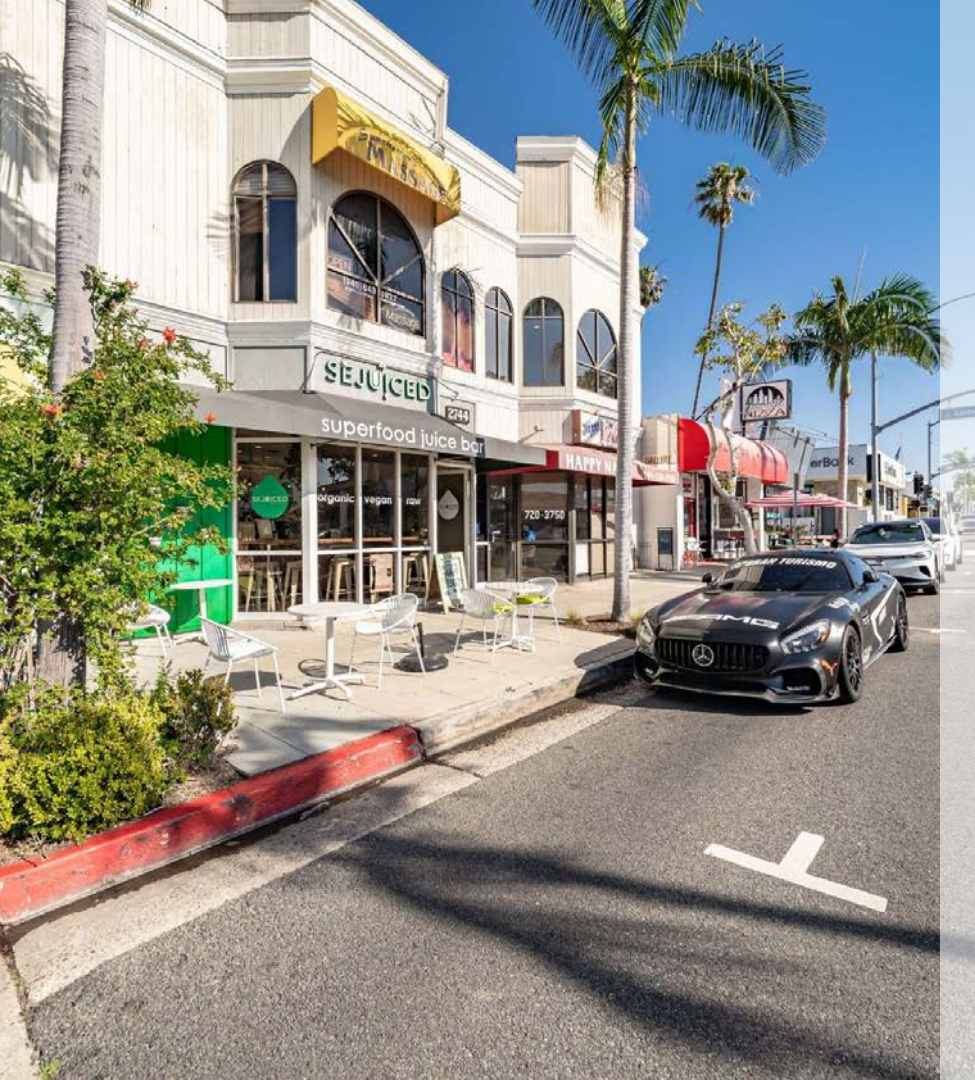
Approximately 21 on-site parking spaces—an attractive feature in a constrained coastal retail market



IRREPLACEABLE INFILL LOCATION

Located in the heart of Corona del Mar's village retail district, surrounded by luxury homes, boutique shops, and destination dining. Minutes from major demand drivers including Fashion Island, Balboa Island, and world-class beaches





2. INVESTMENT HIGHLIGHTS



AFFLUENT COASTAL DEMOGRAPHICS

Average household incomes exceed \$200,000 within the immediate trade area and the median household income within 1 mile approaches ± \$180K+, ranking among the top U.S. coastal markets



PRIDE OF OWNERSHIP ASSET

Opportunity to acquire a stabilized property in a truly irreplaceable location. Properties like this are typically purchased as long-term investments and serve to preserve wealth and provide a reliable income. It is a pride of ownership property with incredible intrinsic value.



WALKABLE, HIGH-TRAFFIC ENVIRONMENT

Walk Score of 94 (“Walker’s Paradise”) supporting consistent foot traffic and retail demand with dense concentration of daily-needs and experiential retail in immediate vicinity





















Balboa Pier

Balboa Peninsula

EverBank







2744 E Coast Hwy








A wide-angle photograph of a surfer riding a large, curling wave. The surfer is positioned in the lower-left quadrant of the frame, riding the face of the wave. The wave is a vibrant turquoise color, and the crest is breaking into white foam. The background is a clear, light blue sky. Overlaid on the center of the image is a white rounded rectangle containing the text 'PROPERTY PHOTOS'. The word 'PROPERTY' is in a bold, white, sans-serif font, and 'PHOTOS' is in a white, outlined, sans-serif font. Two horizontal bars, one blue and one orange, are positioned behind the text.

PROPERTY PHOTOS

3. PROPERTY PHOTOS



3. PROPERTY PHOTOS





CITY OF
CORONA DEL MAR

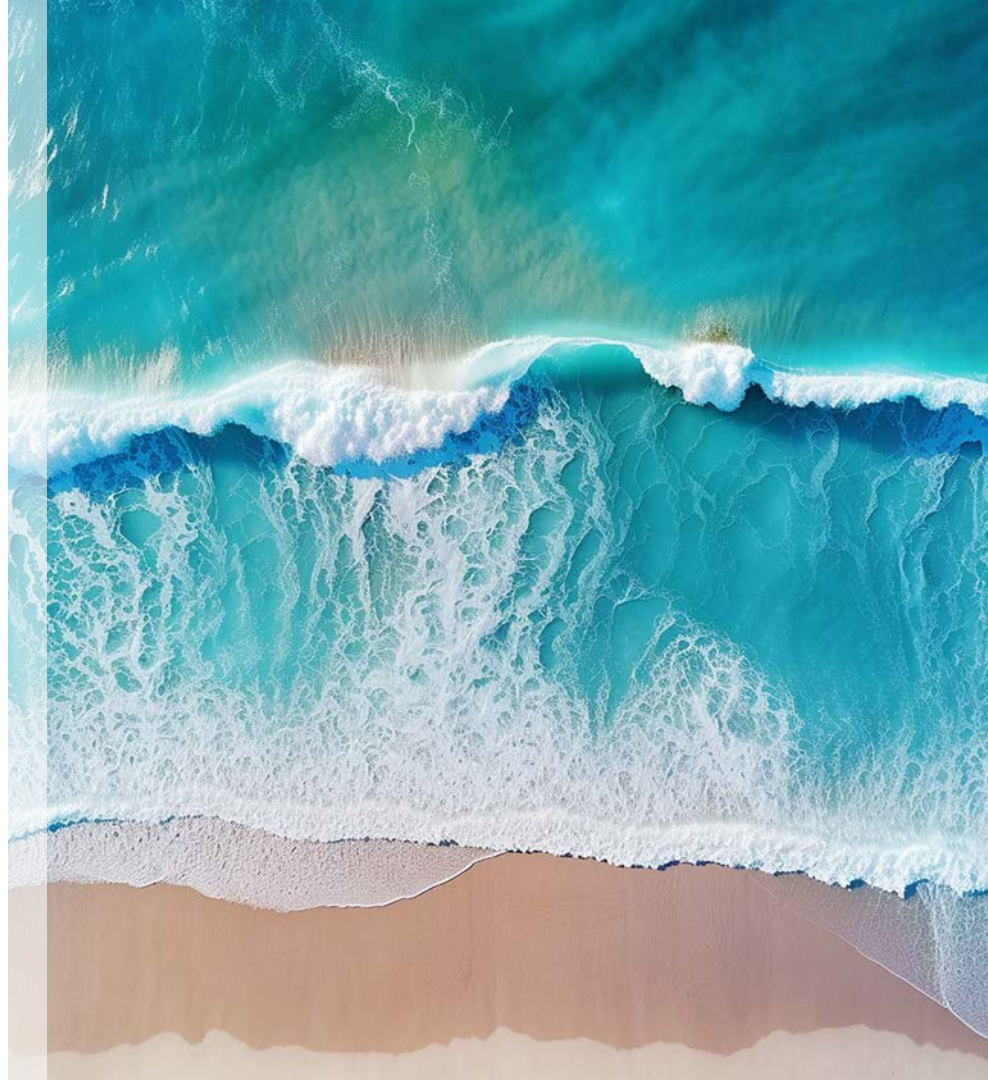
4. CITY OF CORONA DEL MAR

CORONA DEL MAR

Nestled along the coast within Newport Beach, Corona del Mar—Spanish for “Crown of the Sea”—is one of Southern California’s most prestigious and picturesque seaside communities. Known for its charming village atmosphere, the area offers a unique blend of luxury coastal living and a highly walkable retail corridor along East Coast Highway, featuring boutique shopping, upscale dining, and curated lifestyle experiences. Its pedestrian-friendly environment and strong local identity make it a premier destination for both residents and visitors.

The community is widely celebrated for its natural beauty, anchored by pristine coastline and panoramic ocean views. Popular destinations such as Corona del Mar State Beach and Little Corona del Mar Beach attract beachgoers year-round, while scenic vantage points like Inspiration Point offer some of the most iconic coastal views in Orange County. These coastal amenities, combined with a mild climate and outdoor lifestyle, contribute to the area’s enduring appeal.

Corona del Mar is also defined by its affluent demographics, strong sense of community, and limited supply of available real estate, making it one of the most sought-after coastal enclaves in the region. The neighborhood benefits from close proximity to high-end retail and lifestyle destinations including Fashion Island and Balboa Island. With its combination of exclusivity, accessibility, and long-term demand drivers, Corona del Mar continues to command premium property values and remains a highly desirable location for both residents and investors alike.



4. CITY OF CORONA DEL MAR

TOURISM IN CORONA DEL MAR

Tourism in Corona del Mar is driven by its pristine coastline, upscale village atmosphere, and year-round coastal climate. Visitors are drawn to iconic destinations such as Corona del Mar State Beach and Little Corona del Mar Beach, as well as the area's boutique shopping and dining along East Coast Highway. Its proximity to Fashion Island and Balboa Island further enhances its appeal as a premier coastal destination, attracting both local and international visitors throughout the year.

TOP TOURIST ATTRACTIONS



Corona del Mar State Beach



Little Corona del Mar Beach



Inspiration Point



Sherman Library & Gardens



Newport Beach Pier



Crystal Cove State Park



Balboa Island



Fashion Island

4. CITY OF CORONA DEL MAR

TOP EMPLOYERS IN CORONA DEL MAR

RANK	EMPLOYER	# OF EMPLOYEES
1	Hoag Memorial Hospital Presbyterian	±5,292
2	PIMCO	±1,258
3	Pacific Life Insurance Company	±1,250
4	Glidewell Dental	±1,008
5	Irvine Management Company	±895
6	Tower Semiconductor	±868
7	Resort at Pelican Hill	±798
8	Newport-Mesa Unified School District	±780
9	City of Newport Beach (Municipal)	±728
10	Fletcher Jones Motorcars	±465

AIRPORTS

5.7 miles
John Wayne Airport (SNA)

25.2 miles
Long Beach Airport (LGB)

49.9 miles
Ontario International Airport (ONT)

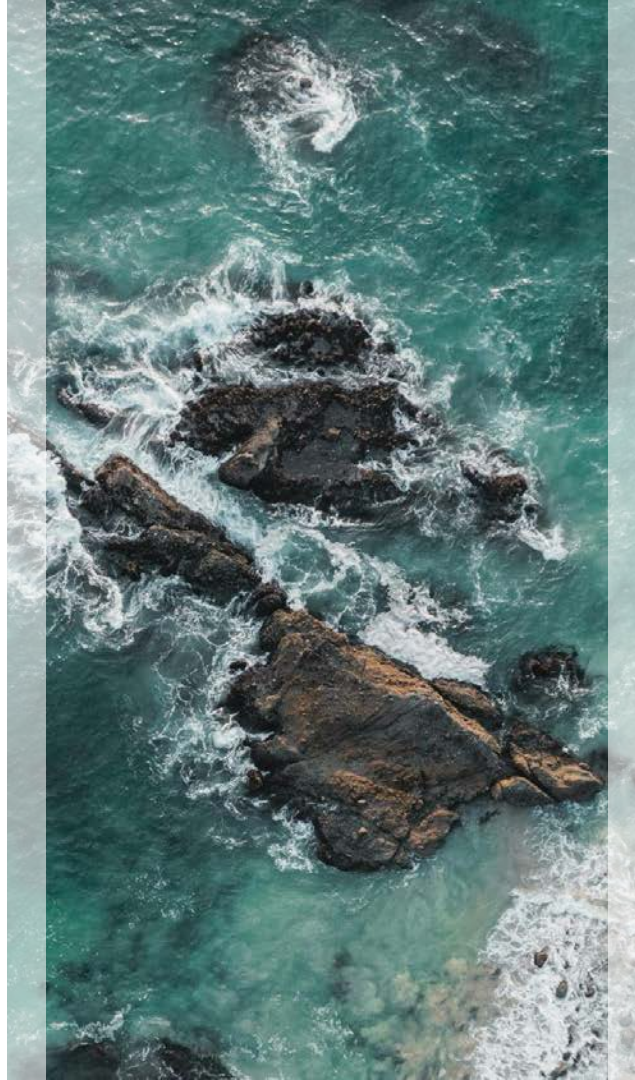
44.8 miles
Los Angeles International Airport (LAX)

4. CITY OF CORONA DEL MAR

ECONOMY IN CORONA DEL MAR

The economy of Corona del Mar is closely tied to the broader economic landscape of Newport Beach and reflects a high-income, service-oriented, and largely professional workforce. The area is dominated by sectors such as finance, real estate, professional services, and hospitality, supported by its affluent residential base and the strong purchasing power of both residents and tourists. Boutique retail, dining, and lifestyle-oriented businesses thrive along East Coast Highway and within the village, benefiting from consistent foot traffic and the neighborhood's reputation as a premium coastal destination.

Tourism also plays a significant role in Corona del Mar's local economy, attracting visitors to its beaches, parks, and scenic coastal attractions year-round. This inflow supports hospitality, dining, and entertainment businesses, creating seasonal employment opportunities while enhancing local tax revenue. The neighborhood's limited land availability, combined with its prestigious location, contributes to high real estate values, making property ownership and development both competitive and lucrative. Overall, Corona del Mar's economy is characterized by stability, affluence, and a focus on high-value services, making it one of the most economically robust enclaves in Orange County.



EDUCATION IN CORONA DEL MAR

Education in Corona del Mar is highly regarded, reflecting the area's affluent demographics and focus on academic excellence. The community is served primarily by the Newport-Mesa Unified School District, which operates several top-rated public schools in and around the neighborhood. Notable schools include Corona del Mar High School, recognized for strong academic programs, Advanced Placement offerings, and competitive extracurricular opportunities, particularly in arts, athletics, and STEM fields.

In addition to public education, Corona del Mar offers access to prestigious private institutions, including preparatory and parochial schools, which provide rigorous curricula and small student-to-teacher ratios. The community's proximity to renowned higher education centers in Orange County and greater Southern California further supports lifelong learning opportunities. Overall, the neighborhood's education infrastructure is a major draw for families seeking quality schooling and contributes to the strong desirability and long-term stability of the area.



CORONA DEL MAR DEMOGRAPHICS



5. CORONA DEL MAR DEMOGRAPHICS

2025 Population - Current Year Estimate	197,743
2030 Population - Five Year Projection	198,402
2020 Population - Census	199,188
2010 Population - Census	187,206
2025-2030 Annual Population Growth Rate	0.07%
2025 Average Household Income	\$201,913
2030 Average Household Income	\$218,667
2025 Median Household Income	\$130,367
2030 Median Household Income	\$149,809
2025 Per Capita Income	\$80,423
2030 Per Capita Income	\$88,611
2025 Average Value of Owner Occ. Housing Units	\$1,635,734
2025 Households - Current Year Estimate	78,640
2030 Households - Five Year Projection	80,291
2020 Households - Census	76,9543
2010 Households - Census	75,573
2020-2025 Annual Household Growth Rate	0.41%
2025-2030 Annual Household Growth Rate	0.42%
2025 Average Household Size	2.28

Demographics are based off a 5-mile radius

5. DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
POPULATION			
2025 Population - Current Year Estimate	10,833	62,201	197,743
2030 Population - Five Year Projection	10,733	61,611	198,402
DAYTIME POPULATION			
2025 Daytime Population	20,068	83,202	271,113
Daytime Workers	14,459 (72.1%)	52,794 (63.5%)	172,379 (63.6%)
Daytime Residents	5,609 (27.9%)	30,408 (36.5%)	98,734 (36.4%)
HOUSEHOLD INCOME			
2025 Households	5,479	29,077	78,640
2025 Average Household Income	\$285,923	\$262,802	\$201,913
2030 Average Household Income - Projection	\$310,330	\$285,610	\$218,667
2025 Average Value of Owner Occ. Housing Units	\$1,977,712	\$1,899,762	\$1,653,734
RACE & ETHNICITY			
White	9,113 (84.1%)	48,139 (77.4%)	117,033 (59.2%)
Black or African American	50 (0.5%)	508 (0.8%)	3,416 (1.7%)
Asian	577 (5.3%)	6,220 (10.0%)	31,035 (15.7%)
Two or More Races	901 (8.3%)	5,749 (9.2%)	23,499 (11.9%)
American Indian or Alaska Native	18 (0.2%)	131 (0.2%)	1,288 (0.7%)
Other	165 (1.5%)	1,399 (2.2%)	21,183 (10.7%)



INVEST IN WHAT YOU LOVE

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