

Harbor & La Habra - Rare Orange County Opportunity

HIGH TRAFFIC ORANGE COUNTY LOCATION
WITH ACCESS TO L.A. AND RIVERSIDE COUNTY

LA HABRA, CA



Marcus & Millichap
DUONG INVESTMENT GROUP

NOTE: Property boundaries, land area, and building area are approximate and must be independently verified by potential buyers.

OFFERING MEMORANDUM

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Investment Highlights



Presenting an Extraordinary Opportunity – A Rarely Available ±2.16 Acre Orange County Property with a Unique Existing Use as an Auto Dealership, as well as Exceptional Potential for Redevelopment



Located at the “Main & Main” Intersection of E. La Habra Boulevard and S. Harbor Boulevard – Traffic Counts Exceed 64,000 Cars Per Day



This Outstanding Property Boasts Over 550 feet of Frontage on E. La Habra Boulevard and an Additional 150 Feet of Frontage on Harbor Boulevard

Rare Orange County Offering

- ▶ This Property Features ±16,000 Square Feet of Total Building Area, Including ±11,000 Square Feet of Showroom/Office/Storage Space and ±5,000 Square Feet of Warehouse/Garage Space – A **Rare Amount of Space for Inland Orange County**
- ▶ Offering Includes Contiguous Parcels of ±1.57 Acres and a Separate ±0.59 Acre Parcel, **Allowing for a Satellite Lot or Other Redevelopment Opportunity**
- ▶ This Prime Property is Conveniently Located Between Orange County and San Gabriel Valley, Providing Easy Access to Nearby Areas Such as Rowland Heights, Hacienda Heights, Diamond Bar, and Pomona.
- ▶ High Traffic Orange County Location with Access to **L.A. and Riverside County**
- ▶ **Abundant Parking Spaces** – Parking for ±345 Vehicles, a Rare Amount of Parking for the Orange County Area

Excellent Demographics & Strong Real Estate Fundamentals

- ▶ Dense, Infill Area – Population Counts Exceed 391,033 Within a Five-Mile Radius
- ▶ Strong Average Household Income of \$126,068 Within a Five-Mile Radius
- ▶ Multiple Points of Ingress and Egress from **E. La Habra Boulevard and Harbor Boulevard**



Financial Analysis

Offering Summary

Property Address	120 S. Harbor Boulevard & 1250/1300 E. La Habra Boulevard La Habra, CA 90631
Assessor's Parcel Number	296-041-02/03 & 296-042-01
Year Built	1965
Gross Leasable Area (GLA)*	Showroom/Office/Storage: ±11,000 SF Warehouse/Garage: ±5,000 SF Total: ±16,000 SF
Lot Size*	±93,915 Square Feet (±2.16 AC)

*Property boundaries, land area, and building area are approximate and must be independently verified by potential buyers.

Pricing

Suggested List Price

Price	\$8,732,000
Land Price/SF	\$92.98

Zoning Information

Zoning	120 S. Harbor & 1250 E. La Habra: SP-1: La Habra Boulevard Specific Plan
	Mixed-Use Center 2: (31-36 Units/Acre)
	1300 E. La Habra: C-2 - Commercial Highway: (0.3 FAR)**

**Due to the difference in zoning for 1300 E. La Habra, potential buyers would be required to discuss obtaining a variance from the city to allow for additional development options.

Permitted Uses List (SP-1***)

ADA Unit or Jr. ADA
 Factory Built Housing
 Manufactured Home (less than 10 yrs old)
 Residential Care Facilities for Elderly (less than 6 people)
 Congregate Living Health Facilities (less than 6 people)
 Small Family Day Care Home
 Small Family Home
 Supportive Housing
 Transitional Housing
 Doctor/Dentist Office
 Medical Laboratories
 Administrative, Medical and Professional Offices
 Bakeries with Less Than 10 Employees on Premises
 Banks with Less Than 10 Employees on Premises
 General Retail
 Dry Cleaning, Pressing and Laundry Businesses
 Restaurants - Food to Go
 Recycling Centers - Reverse Vending Machine

***Please contact Agent for additional details on zoning. Potential buyers must independently verify any zoning information, including permitted uses for each individual parcel.

Zoning Map



- Mixed-Use Center 2
(MU 1.5 FAR; Commercial 0.5 FAR; MF 3 31-36 units/acre)
- Commercial Highway (0.3 FAR)

Market Overview

Aerial Photo



S Harbor Boulevard
±38,000 Cars Per Day

La Habra
High School

**SUBJECT
PROPERTY**



Brea Mall | ±3 Miles



Fullerton | ±4 Miles



Arthur's Coffee

Starbucks



E Lambert Road
±42,000 Cars Per Day

W Lambert Road
50+ Industrial Businesses

Sonora
High School

STELLAR
ELECTRICAL SIGN CONTRACTORS



The Habra Bakery



Walgreens



CVS/pharmacy



Walmart

Mobil



WORLD PAC

St. Joseph Heritage
Hospital



Demographics - 5-Mile Radius
Population: ±391,033
Households: ±130,013
Avg. HH Income: \$126,068

The Row on Harbor
±10 Retail Businesses



E Imperial Highway
±52,000 Cars Per Day

Market Overview

Regional Map



±38,000 CARS

PER DAY ON HARBOR BOULEVARD,
ONE OF THE BUSIEST ROUTES IN
ORANGE COUNTY



±7 MILES

TO MAJOR ATTRACTION
DISNEYLAND PARK



±5 MILES

TO MAJOR ORANGE COUNTY
FREEWAYS (CA-57, CA-91, AND I-5)

Market Overview

The City Of La Habra

The California city of La Habra is located in the extreme northwestern section of Orange County, just across the border with Los Angeles County. The city is situated only 8 miles north of Anaheim and about 30 miles southeast of Los Angeles. Other nearby communities include La Habra Heights (to the north), Brea (to the east) and Fullerton (to the south).



La Habra offers its visitors and residents a distinctive and well-rounded variety of artistic, recreational and cultural options to enjoy. The Children's Museum at La Habra, opened in 1977, is a unique educational facility partially housed inside a 1923 Union Pacific Train Depot.

Located in Portola Park next to the museum is another Orange County landmark: the La Habra Depot Theatre, home to live stage productions for over 25 years.

La Habra is also home to the world-famous Corn Festival. Held every August at El Centro-Lions Park, the event attracts several thousand visitors from the city and its surrounding communities.

La Habra's convenient location also puts it within an hour's drive of numerous beaches, mountain and desert recreation areas as well as some of Southern California's wide array of world-class tourist sites.

Nearby Attractions

- ▶ Disneyland - An amusement park in Anaheim, California, which opened in 1955 and now has around 51,000 visitors daily.
- ▶ Brea Mall - A shopping mall that is home to four major department stores, 179 specialty shops and boutiques, and a food court.
- ▶ California State University, Fullerton - A public university in Fullerton, California. With a total enrollment of more than 41,000, it has the largest student body of the California State University system.



Market Overview

Demographic Summary

Population	1-Mile	3-Miles	5-Miles
2027 Population	26,366	131,867	397,748
2022 Population	25,875	129,476	391,033
2010 Population	24,855	125,402	378,997
2000 Population	25,193	121,325	364,783

Households	1-Mile	3-Miles	5-Miles
2027 Households	7,790	44,474	132,329
2022 Households	7,656	43,641	130,013
2010 Households	7,330	41,885	125,359
2000 Households	7,554	41,184	122,537
2027 Owner Occupied Housing	59.4%	65.5%	63.4%
2027 Rent Occupied Housing	40.6%	34.5%	36.6%
2022 Owner Occupied Housing	59.5%	65.7%	63.6%
2022 Renter Occupied Housing	40.5%	34.3%	36.5%
2010 Owner Occupied Housing	60.3%	66.9%	65.1%
2010 Renter Occupied Housing	39.7%	33.2%	34.9%

Income	1-Mile	3-Miles	5-Miles
\$ 0 - \$ 14,999	6.9%	5.5%	6.1%
\$ 15,000 - \$24,999	7.5%	4.9%	5.2%
\$ 25,000 - \$34,999	8.2%	5.5%	5.5%
\$ 35,000 - \$49,999	12.1%	8.4%	8.6%
\$ 50,000 - \$74,999	15.5%	14.3%	14.5%
\$ 75,000 - \$99,999	13.6%	13.1%	13.0%
\$100,000 - \$124,999	12.7%	13.8%	13.4%
\$125,000 - \$149,999	9.6%	9.4%	9.0%
\$150,000 - \$200,000	6.8%	11.4%	12.1%
\$200,000 to \$249,999	3.1%	5.2%	5.1%
\$250,000 +	4.1%	8.5%	7.6%
2022 Median Household Income	\$74,759	\$96,794	\$94,424
2022 Average Household Income	\$97,448	\$130,508	\$126,068



\$126,068

2022 AVERAGE HOUSEHOLD INCOME
(5-MILE RADIUS)



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