

# CORONA DEL MAR



**2515 E. COAST HWY**  
CORONA DEL MAR | NEWPORT BEACH, CA



**COASTAL COMMERCIAL**

Marcus & Millichap

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# 2515 EAST COAST HIGHWAY

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Marcus & Millichap



# INVESTMENT OVERVIEW

## 1. INVESTMENT OVERVIEW

### PROPERTY OVERVIEW

Price	<b>\$13,000,000</b>
Annual Gross Rental Income	\$623,589
Expense Reimbursements	\$67,966
Less Expenses	\$230,271
Less Vacancy (3%)	\$18,708
Net Operating Income	\$442,577
Cap Rate	3.40%
Total Gross Leasable Area	13,883 SF
Land Area (SF)	15,100 SF
Price/SF (GLA)	\$936
Price/SF (Land)	\$861
APN	459-031-01 & 02
Year Built	1968
Occupancy	100%

### EXPENSES

Taxes (tax rate: 1.04773%)	\$136,205
Special Assessments	\$12,365
Insurance	\$17,783
Professional Fees	\$1,880
Repairs & Maintenance	\$21,168
Utilities	\$19,385
Capital Reserves	\$2,752
Management Fee	\$18,676
<b>Total Expenses</b>	<b>\$230,271</b>

## 1. INVESTMENT OVERVIEW - NET CASH FLOWS SUMMARY

Year	Projected Net Cash Flows	Cap Rate	YOY Increase (\$)
2026	\$442,577	3.40%	
2027	\$574,832	4.41%	\$131,255
2028	\$695,190	5.35%	\$121,358
2029	\$746,296	5.74%	\$51,106

### Assumptions/Notes:

Upon expiration of existing leases (if applicable), the base rent for tenants increase to \$4.50/SF for tenants over \$1,000 SF (NNN), and \$5.00/SF for tenants under \$1,000 SF (NNN), no cap on CAM's.



## 1. INVESTMENT OVERVIEW - CURRENT RENT ROLL

Unit	Tenant	GLA (SF)	% of GLA	Lease Dates	Monthly Rent	Rent/SF/Mo	Annual Rent	Lease Type	Increases	Notes
PPI-1B	Salon Provence	3,365	24.24%	3/17/2025-2/16/2028	\$10,364	\$3.08	\$124,368	NNN - see notes	3/17/2027: \$10,700	1. Tenant shall pay monthly CAM's capped @ \$1,043 for years 2 & 3 of the lease
PPI-5B	Salon Provence	0	0%	3/17/2025-2/16/2028	\$0	\$0	\$0	MG		
PPI-2	Thanhxan T. Huynh & Tam T Tran	544	3.92%	4/11/2005-5/31/2028	\$2,498	\$4.59	\$29,976	MG	6/1/2026: \$2,498* 6/1/2027: \$2,623	1. Analysis assumes rent increase on 6/1/26 has commenced (\$2,498)
PPI-2B	Nikki Dowers	544	3.92%	1/1/2021-12/31/2026	\$1,581	\$2.91	\$18,976	NNN - see notes		1. Tenant shall pay monthly CAM's capped @ \$165 per month for the term of the lease
PPI-3	EBikes Pedego	1,088	7.84%	2/1/2024-5/31/2026	\$4,251	\$3.91	\$51,009	NNN - see notes	N/A lease expires 5/31/26	1. Tenant shall pay monthly CAM's capped @ \$326 in the 2nd year and remainder of the term.
PPI-3B & PPI-4B	Susan Cavka	1,280	9.22%	12/1/2020-11/30/2026	\$3,724	\$2.91	\$44,690	NNN-see notes	N/A lease expires 11/30/26	1. Tenant shall pay monthly CAM's capped @ \$410 per month.
PPI-5	Teuscher Chocolates & Cafe	544	3.95%	10/1/2018-5/31/2026	\$2,204	\$4.05	\$26,448	MG		1. Tenant shall pay monthly CAM's capped @ \$165 for year 2 and remainder of the lease.

## 1. INVESTMENT OVERVIEW - CURRENT RENT ROLL

Unit	Tenant	GLA (SF)	% of GLA	Lease Dates	Monthly Rent	Rent/SF/Mo	Annual Rent	Lease Type	Increases	Notes
PPI-6	Tony Dakwar	544	3.92%	1/1/2025-12/31/2029	\$1,714	\$3.15	\$20,568	NNN - see notes	1/1/2027: \$1,799.70 1/1/2028: \$1,889.69 1/1/2029: \$1,984.18	1. Tenant shall pay monthly CAM's capped @ \$163 per month for years 1 & 2 of the lease (commencing 1/1/2027 - Tenant pays according to their % of GLA)
PPI-9	Tony Dakwar	1,353	9.75%	11/15/2022-11/15/2026	\$4,699	\$3.47	\$56,385	NNN-see note	N/A, lease expires 11/15/26	1. Capped CAM only for the first year of the lease term.
PPI-7 & PPI-8	D&G Antiques	1,088	7.84%	3/1/2017-3/31/2028	\$3,025	\$2.78	\$36,300	NNN	4/1/2027: \$3,115	
PPI-1515	Avila's CDM	827	5.96%	8/15/2010-2/14/2035	\$4,697	\$5.68	\$56,362	MG	2/16/2027: \$4,931.67 2/16/2027: \$5,178.25 2/16/2028: \$5,437.16	1. Effective 2/15/30, increase shall adjust to FMV (5% min, 8% max), then 5% thereafter.
PPI-2515	Avila's El Ranchito	2,705	19.49%	2/15/2010-2/14/2035	\$13,209	\$5.36	\$158,507	MG	2/16/2027: \$13,869.38 2/16/2027: \$14,562.85 2/16/2028: \$15,290.99 2/16/2029: \$16,055.54	1) Effective 2/15/26, 5% annual increases. 2) Effective 2/15/2030 rent shall adjust to FMV, min 5%, max 8% - then 5% yearly thereafter
<b>TOTAL</b>		<b>13,883 SF</b>	<b>100%</b>		<b>\$51,966</b>		<b>\$623,589</b>			

## 1. INVESTMENT OVERVIEW

Coastal Commercial is pleased to offer 2515 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  $\pm 13,883$  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  $\pm 70,000$  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, 2515 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, 2515 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.





Corona Del Mar Plaza

THE LITTLE SPA BY THE SEA Mobil RUBY'S CM

verizon AT&T

UNFAL CHIN chico's acai REPUBLIC SUGARED + BRONZED

speir PILATES BLUEMERCURY JACKS Pet's Coffee & Tea

Tommy Bahama MARLIN Sur la table GULFSTREAM WHBM

DW Bristol Farms Superior Beach Brighton

Reesechild's EM Farmers & Merchants Bank State Farm

rain flow BINGLOW

2515 E Coast Hwy

Sherman LIBRARY & GARDENS

Chevron

Law Offices of Michael S. Harms VIRTUOUS WINE Kette Oliver

J. Nicolas MISCA Paul's gloves CASA CDM

FIRST CUT MATHNASIUM SUGARFISH B



# 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 ±70,000+ vehicles per day



### MULTI-TENANT RETAIL ASSET

Approximately ±13,883 SF building on approximately 0.35 acres with a diverse tenant mix including food, beauty, and service-oriented uses creating daily traffic synergy.



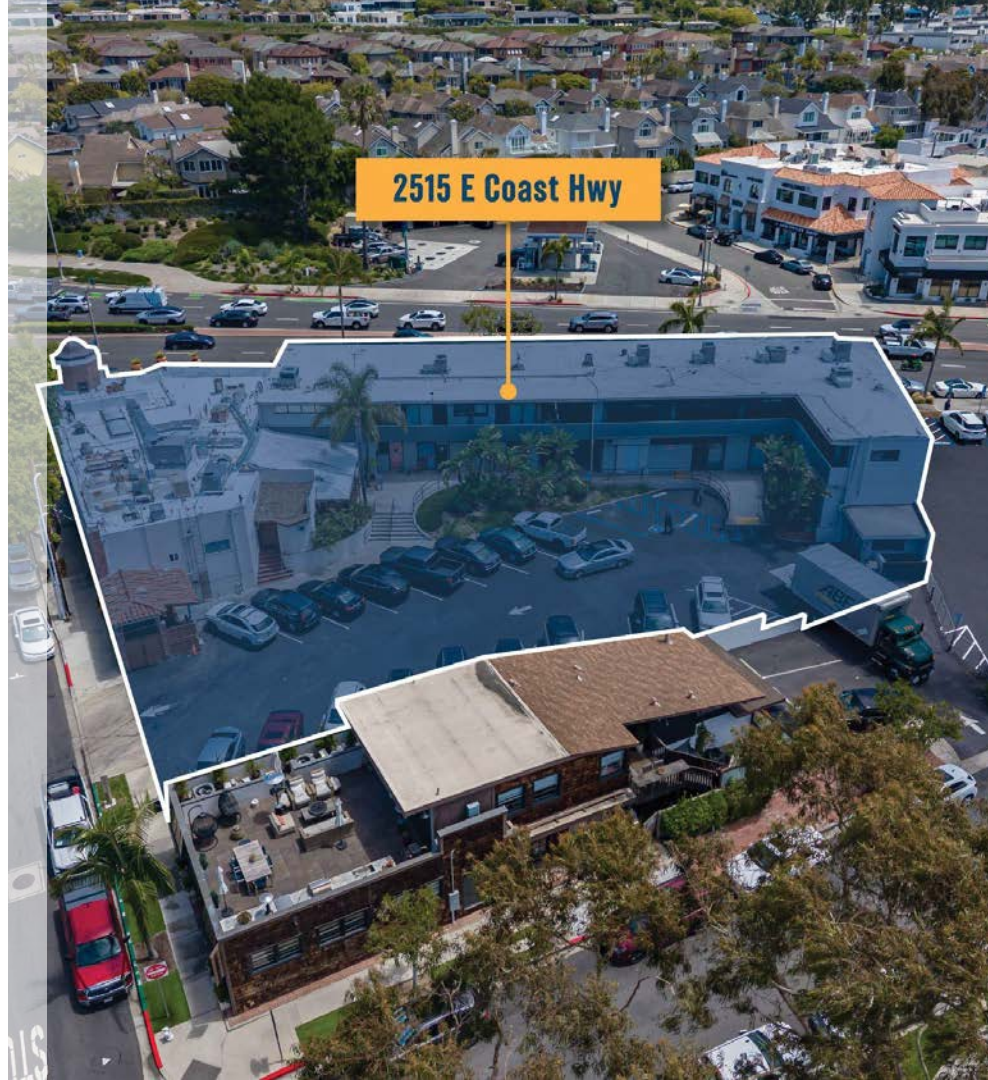
### ON-SITE PARKING AMENITY

Approximately 20 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 95 ("Walker's Paradise") supporting consistent foot traffic and retail demand with dense concentration of daily-needs and experiential retail in immediate vicinity



































**2515 E Coast Hwy**











**Law Offices of Michael S. Harms**















**EAST 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













**CITY OF**  
CORONA DEL MAR

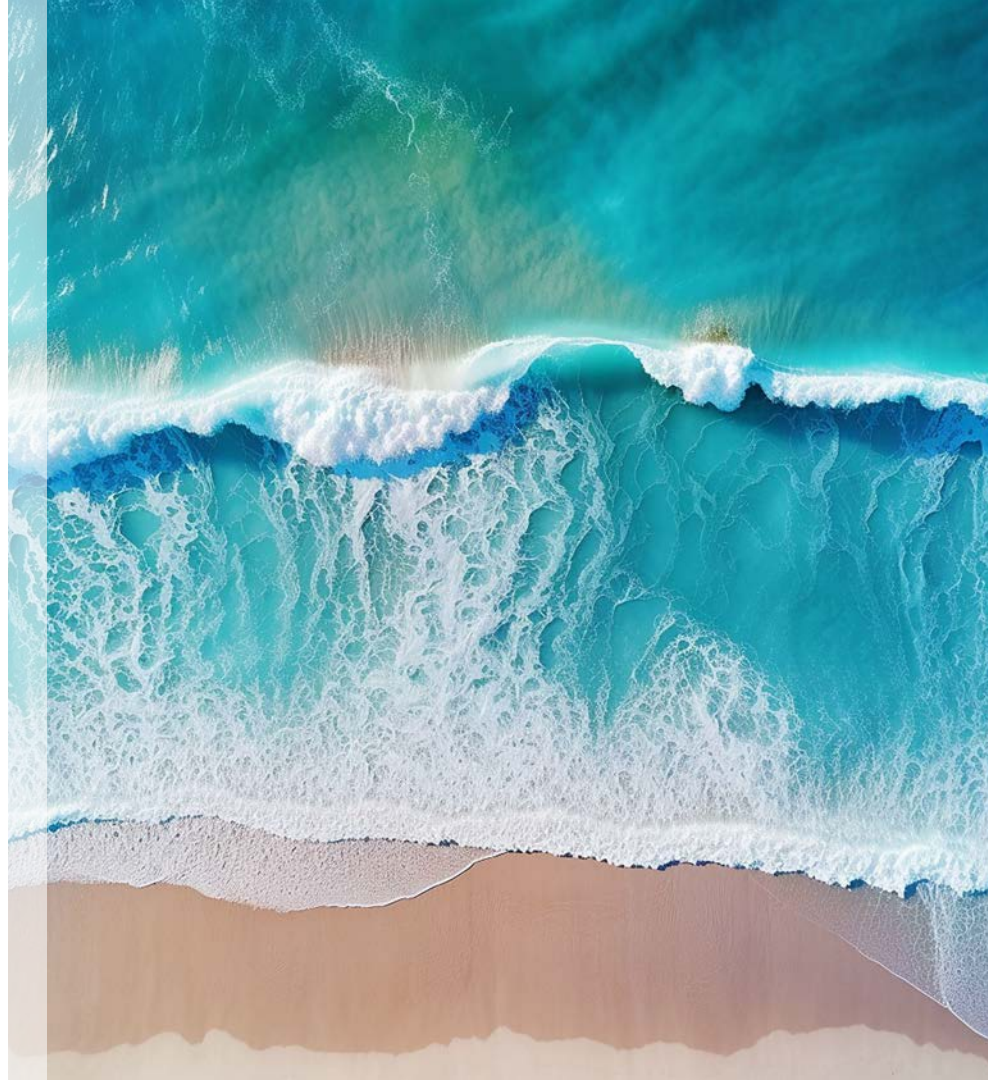
#### 4. CITY OF CORONA DEL MAR

## 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	±5,300
2	PIMCO	±1,250
3	Pacific Life Insurance Company	±1,250
4	Glidewell Dental	±1,000
5	Irvine Management Company	±900
6	Tower Semiconductor	±870
7	Resort at Pelican Hill	±800
8	Newport-Mesa Unified School District	±780
9	City of Newport Beach	±730
10	Fletcher Jones Motorcars	±465

### AIRPORTS

**5.5 miles**  
John Wayne Airport (SNA)

**25.4 miles**  
Long Beach Airport (LGB)

**50.1 miles**  
Ontario International Airport (ONT)

**44.9 miles**  
Los Angeles International Airport (LAX)

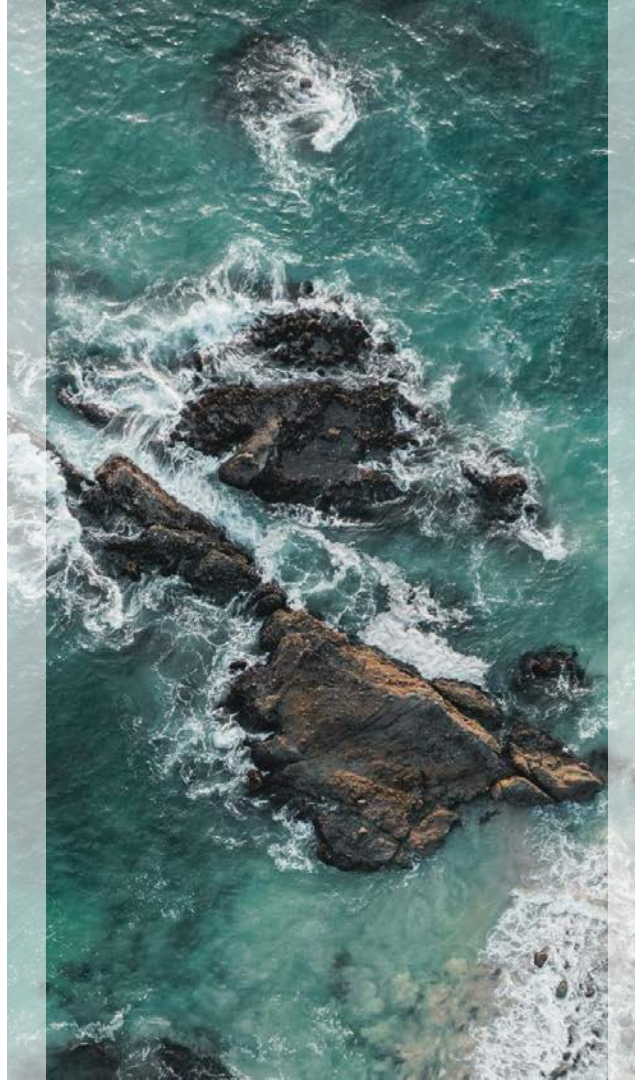
## 4. CITY OF CORONA DEL MAR

### ECONOMY IN CORONA DEL MAR

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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

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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.

An aerial photograph of a busy beach in Corona Del Mar, California. The foreground is dominated by clear, turquoise ocean water with gentle ripples. In the middle ground, a wide sandy beach is crowded with people, many of whom are swimming or sunbathing. The background features a coastal town with various buildings, including a prominent multi-story structure, and several tall palm trees under a clear sky. A white rounded rectangular border frames the central text.

# CORONA DEL MAR DEMOGRAPHICS



## 5. CORONA DEL MAR DEMOGRAPHICS

2025 Population - Current Year Estimate	203,454
2030 Population - Five Year Projection	204,412
2020 Population - Census	204,840
2010 Population - Census	192,161
2025-2030 Annual Population Growth Rate	0.09%
2025 Average Household Income	\$200,270
2030 Average Household Income	\$216,802
2025 Median Household Income	\$129,334
2030 Median Household Income	\$148,075
2025 Per Capita Income	\$79,688
2030 Per Capita Income	\$87,832
2025 Average Value of Owner Occ. Housing Units	\$1,622,780
2025 Households - Current Year Estimate	80,639
2030 Households - Five Year Projection	82,497
2020 Households - Census	78,880
2010 Households - Census	77,101
2020-2025 Annual Household Growth Rate	0.42%
2025-2030 Annual Household Growth Rate	0.46%
2025 Average Household Size	2.30

Demographics are based off a 5-mile radius

## 5. CORONA DEL MAR DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
<b>POPULATION</b>			
2025 Population - Current Year Estimate	12,614	65,001	203,454
2030 Population - Five Year Projection	12,507	64,366	204,4122
<b>DAYTIME POPULATION</b>			
2025 Daytime Population	27,814	85,667	286,098
Daytime Workers	21,244 (76.4%)	53,981 (63.0%)	184,735 (64.6%)
Daytime Residents	6,570 (23.6%)	31,686 (37.0%)	101,363 (35.4%)
<b>HOUSEHOLD INCOME</b>			
2025 Households	6,441	30,194	80,639
2025 Average Household Income	\$285,732	\$261,951	\$200,270
2030 Average Household Income - Projection	\$311,688	\$284,692	\$216,802
2025 Average Value of Owner Occ. Housing Units	\$1,958,166	\$1,888,979	\$1,622,780
<b>RACE &amp; ETHNICITY</b>			
White	10,542 (83.6%)	50,367 (77.5%)	119,767 (58.9%)
Black or African American	67 (0.5%)	528 (0.8%)	3,513 (1.7%)
Asian	702 (5.6%)	6,310 (9.7%)	32,229 (15.8%)
Two or More Races	1,064 (8.4%)	6,090 (9.4%)	24,292 (11.9%)
American Indian or Alaska Native	19 (0.2%)	141 (0.2%)	1,346 (0.7%)
Other	211 (1.7%)	1,503 (2.3%)	22,005 (10.8%)



# INVEST IN WHAT YOU LOVE

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