



SVN | Vanguard
120 W 5th Street #210
Santa Ana, CA 92701

DRE Lic# 01840569

618-630 Avenida Victoria
San Clemente, California





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618-630 AVENIDA VICTORIA SAN CLEMENTE

Executive Summary

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Offering Summary

SVN VANGUARD is pleased to present the opportunity to acquire an iconic property in San Clemente's highly sought-after Pier Bowl, located steps from world class beaches, restaurants, shopping, hotels, and other tourist draws.

The Subject Property is located in the beach community of San Clemente (South Orange County) with easy access to Interstate 5, blocks from Downtown San Clemente (Del Mar Street) and directly adjacent to the San Clemente Pier. 618-630 Avenida Victoria is situated near the westernmost point of Avenida Victoria and just to the south of a city-controlled public parking lot of more than 165 stalls. The property is approved for short term vacation rentals (STAR/STLU) subject to City application and approval.

San Clemente is known for it's year-long Mediterranean climate, convenient transit (Amtrak-Metrolink directly adjacent) and sandstone bluffs with camping/day-use state beaches. To the immediate west, a 2.3 mile beach trail draws residents and tourists to the Pier that beginning at North Beach and ending at San Clemente State Beach.

Drone Video Property Tour: <https://app.dronevideos.com/pages/commercial-property-branded-listing-page-2109>



4 Retail
11 Residential

UNIT MIX

±11,000

TOTAL SQUARE FOOTAGE

±7,500

SITE SQUARE FOOTAGE



618-630
**AVENIDA VICTORIA
SAN CLEMENTE**

02

City & Zoning

Zoning Description
Short Term Lodging



Zoning

C-A | A-D (Sub Area: Pier Bowl Core Mixed-use)

PIER BOWL SPECIFIC PLAN AREA

The unique blend of residential, commercial, and recreational land uses in the Pier Bowl are largely responsible for the area's village character. Per the Specific Plan, "land use" defines how the area functions. The interaction between the varied land uses gives the area vitality and character.

Goals, Objectives, and Policies

The primary use of the Pier Bowl is recreation. The commercial use in the area is naturally oriented toward recreation and vacation. Many of the apartments in the Pier Bowl are used as summer rentals, which is consistent with the recreation and vacation atmosphere. New uses in the Pier Bowl should be compatible with the area's recreational attractions.

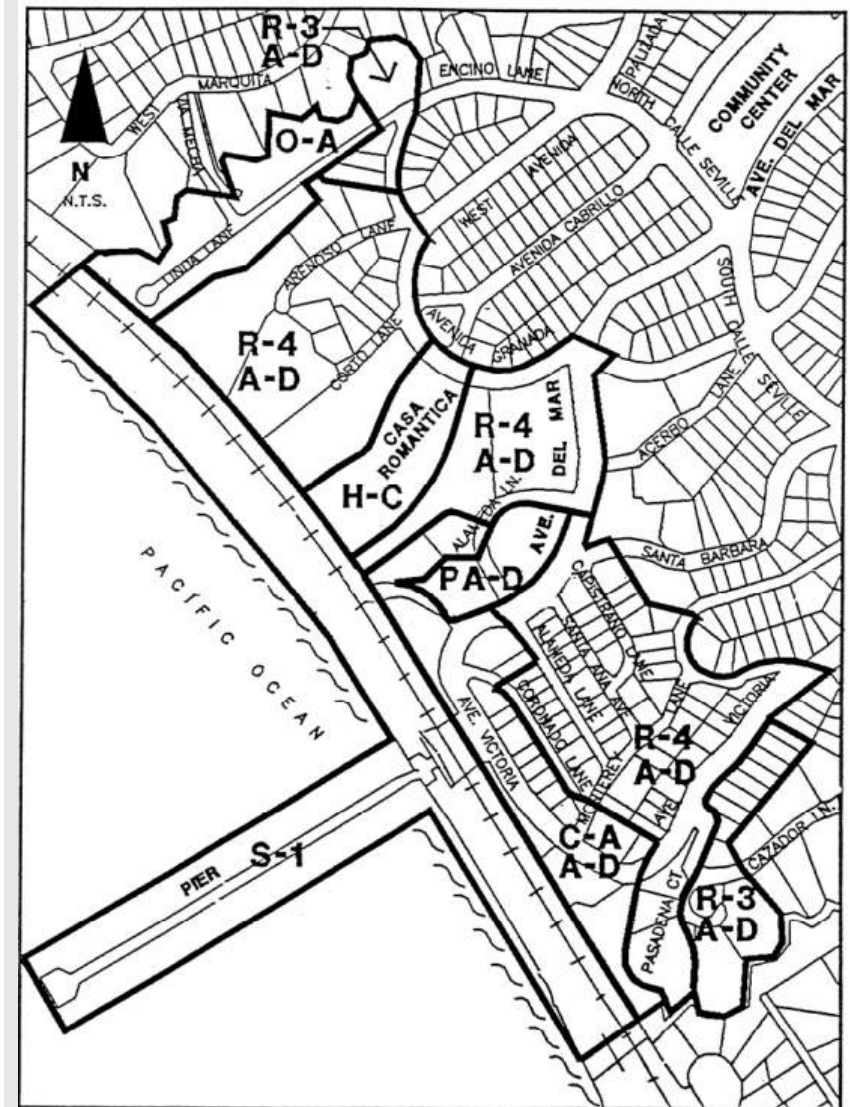
To enhance the area's vitality, a mix of pedestrian-oriented uses should be encouraged. The creation of a mixed-use zoning district that encourages pedestrian activity will maintain and enhance the area's vitality and village character.

The City, in partnership with community groups, should continue to encourage and promote cultural, community, and athletic events in the Pier Bowl.

Link to Pier Bowl Specific Plan:

<http://www.san-clemente.org/home/showdocument?id=39418>

Some uses may require Conditional Use Permits. Buyer to verify with the City of San Clemente of all zoning uses.



Short Term Lodging (STLU) Information & Approval Process

What is an STLU?

A short-term lodging unit or “STLU” means any lodging unit that is occupied, or intended or designed to be occupied, on a short-term basis other than a hotel, motel, or bed-and-breakfast inn, and, in accordance with subsection 17.28.292(C)(2), is limited to a single rental contract.

“Short-term” means for a period of 29 or fewer consecutive calendar days.

STLU’s are presently permitted within zoning of the Subject Property and not limited to a portion of the property. The current zoning provides Buyers a barrier to entry given that many single-family homes in a low-density residential zone are not permitted to operate a STLU.

STLU Link: [Short Term Lodging Unit Ordinance](#)

What permits are required?

- 1.) A one-time STLU Zoning Permit;
- 2.) An annually renewed STLU Operating License.

How long are City approvals good for?

The STLU Zoning Permit is a one-time permit that expires if any of the following occurs:

- 1.) Property ownership changes,
- 2.) The use of the property for short-term rentals ceases for a period of one year,
- 3.) The STLU Operating License is not renewed, or
- 4.) The STLU Operating License is revoked.

The STLU Operating License lasts for one year and requires a yearly renewal to maintain the use.

How much do these City approvals cost?

The STLU Zoning Permit fee is \$140.

There is no renewal fee, as this is a one-time permit.

The STLU Operating License fee is \$105.

The yearly renewal fee is \$105.

How long does it take to obtain City approvals?

STLU Zoning Permits are processed through the Planning Division, and a complete application takes 30 to 60 days to process.

The STLU Operating License is submitted to the Business Licensing Division after the one-time STLU Zoning Permit is issued, and it takes 2-4 weeks to process the license.

SVN | Vanguard makes no representation that a STLU permits will be granted or approved.

STLU permits are subject to City approval and questions/verification should be directed to:

CITY OF SAN CLEMENTE - PLANNING DIVISION 949.361.6197



A man in dark swim trunks is surfing on a vibrant green wave. The background shows a calm sea and distant mountains under a soft, hazy sky.

**618-630
AVENIDA VICTORIA
SAN CLEMENTE**

03

**Property
Financial's
& Sale Terms**

Call for Offers
Property Analysis



Call For Offers

All offers submitted for the proposed sale of 618-630 Avenida Victoria should be in writing and accompanied by background information on the Buyer.

Seller intends on responding to the best offers containing the most favorable terms.

The Buyer should distinguish itself by addressing the following:



PRICE

Stipulate total price
Evidence of funds



DEPOSITS

A standard deposit will be required upon execution of the Purchase and Sale Agreement

Indicate timing and amounts of additional deposits



ESCROW CLOSING DATE

Specify an exact close date and if Buyer extensions are requested



OFFER STRUCTURE

Buyer to cooperate with Seller's 1031 Exchange



TITLE & ESCROW

First American Title Insurance Company

Concord Escrow, Huntington Beach



PROPOSED USE OF SITE

Please note if Owner intends to occupy the Property and if any units shall be delivered vacant



CONTINGENCIES/ CONDITIONS TO CLOSING

Indicate all buyer contingencies and length of contingency period(s)

Specify all conditions necessary to close

Property Analysis

PROPERTY SUMMARY

Price	Negotiable
; fcgg' bWta Y	\$(%) * '\$\$' Ubbi U`m
Retail Suites	4
' 6 Xfa /2 Bath' l b]rg	F
& 6 Xfa #& 6 UH ' l b]rg	F
& 6 Xfa #& 6 UH ' l b]rg	Í
%6 Xfa #& 6 UH ' l b]rg	l
Vacation Rentals	Yes - (STLU) with City Application
Occupancy	100%
Building Area	11,000 SF (approximate)
Land Area	7,500 SF (approximate)
Balconies	9 Ocean View - Residential

COMMERCIAL TENANTS

Gross Leases

Pizza	755 SF; \$5.1 GPSF
Yogurt	343 SF; \$1.1 PSF
Market	1,390 SF; \$1.1 GPSF
Coffee	870 SF; \$1.1 PSF

RESIDENTIAL PROFORMA

3 Bedroom / 2 Bath	\$5,000.00 /mo
2 Bedroom / 2 Bath	\$4,250.00 /mo
2 Bedroom / 1 Bath	\$4,000.00 /mo
1 Bedroom / 1 Bath	\$3,000.00 /mo
1 Bedroom / 1 Bath (no view)	\$1,850.00 /mo

LEASE EXPIRATIONS

Pizza	3/31/2024 + Options
Yogurt	3/31/2024 + Options
Market	1/31/2022 + Options
Coffee	4/30/2021 + Option
3 Bdrm /2 Bth	5/31/2022
2 Bdrm /2 Bth	Month to Month
2 Bdrm /1 Bth	Month to Month
1 Bdrm /1 Bth	Month to Month
1 Bdrm /1 Bth (no view)	Month to Month

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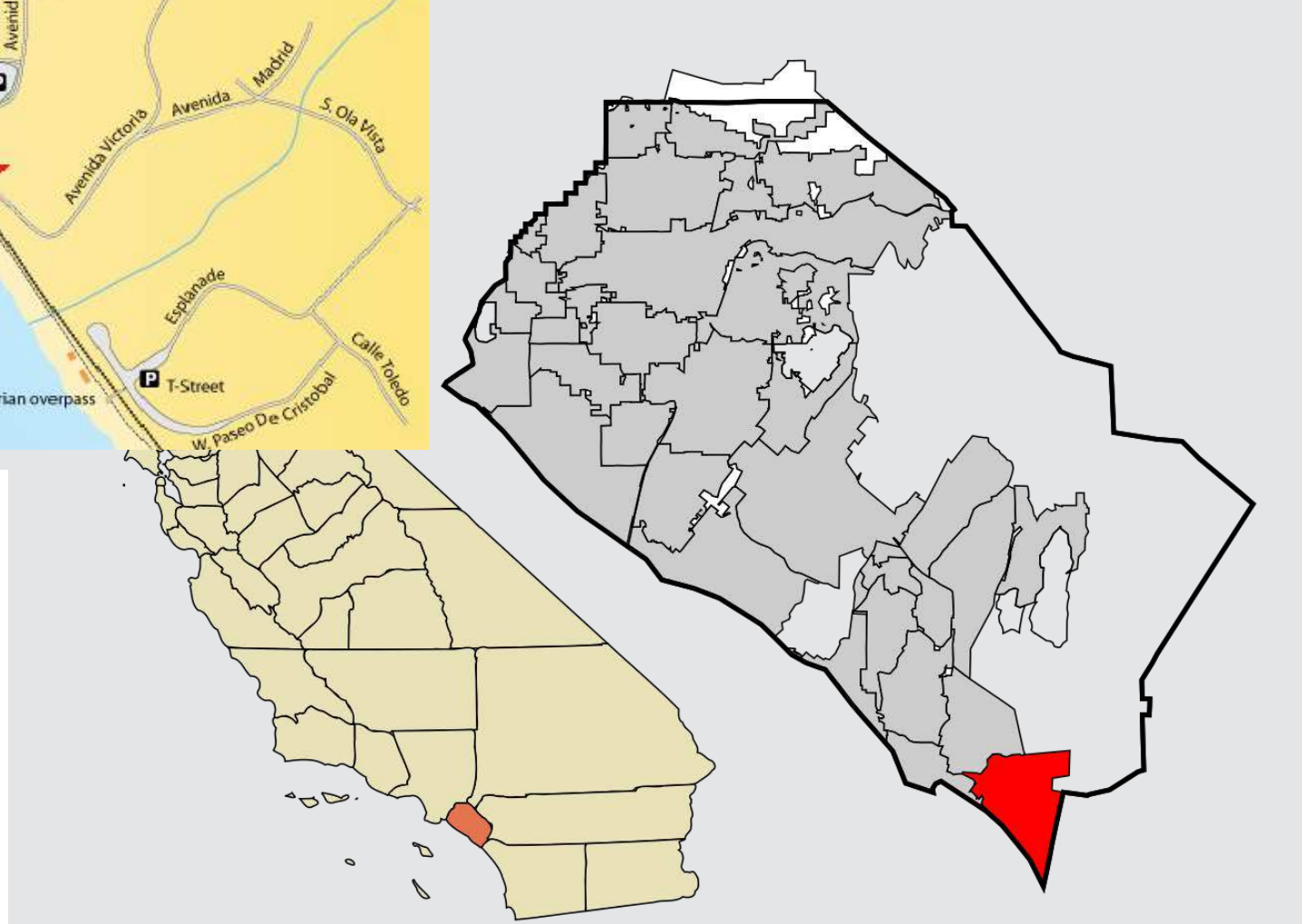
04

Maps & Photos

County & City Maps
Property Photos



County & City Maps





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SAN CLEMENTE

05

General
Information

City History
Demographic Summary
Vacation Rental Comp



San Clemente History

San Clemente residents often think of their town as paradise—where the 1920's vision of a Spanish Village by the Sea still lingers, the sun shines 342 days a year and the conveniences of metropolitan Southern California are balanced by fresh ocean air and beaches untouched by time. Just 75 years ago, most of the coastal land between Los Angeles and San Diego was no more than barren rolling hills covered with mustard and sagebrush. San Clemente was no exception.

A unique combination of personality, foresight, luck, and a good dose of marketing savvy transformed this stretch of land. But unlike so many other communities in the region, San Clemente's geographical isolation helped protect its small-town charm from the homogeneous urban sprawl that permeates so much of this region.

As town founder Ole Hanson said in the late 1920s, "I get credit for building San Clemente. I am doing my best, but San Clemente's development was as natural as a well-watered and fertilized tree to grow. It is on the coast. Its climate is superb. It is far enough from San Diego and Los Angeles to fill a real necessity. Besides, people love the beautiful things."

People indeed love beautiful places and the boom in San Clemente's population, this year reaching 67,892 in this 80 year-old community, reflects the popularity of San Clemente and the development that has transformed all of Orange County in the past century.

However, San Clemente started and has evolved differently than many of its neighboring communities.

San Clemente was among the first master planned communities built from totally open land in the United States. Before erecting a single structure on the rolling coastal hills, Ole Hanson laid out an expansive plan based on the Spanish Colonial architectural style in community—that of a Cultural Center and Gardens.



Many thought Hanson had lost his mind, investing so much effort to build a community an hour's distance from either Los Angeles or San Diego, the only two major cities in Southern California at the time.




In fact, his initial plan submission to the Orange County Board of Supervisors was rejected—the Board simply couldn't imagine funding public streets when no building had yet been built.

But that didn't stop Hanson. He opted to retain ownership of the roads, and in a stroke of marketing genius (or perhaps deception) Hanson whitewashed the unpaved roads to make them appear as clean, new concrete in the aerial photos he commissioned for his marketing brochures.

Hanson did not allow deviation from his Spanish Village dream. On a rainy day in December 1925, Ole Hanson managed to attract 600 people from Los Angeles and beyond to hear his real estate spiel. He chartered luxury limousines to transport prospective buyers; others were attracted by the free hot meals that accompanied his presentation. That was the birth of San Clemente, when average lots sold for \$300. Prime lots went for \$1,500. Within the first six months, Hanson set a record by selling 1,200 lots. Hanson was as "hands-on" as land developers get. Every home ownership deed mandated that residents comply with stringent Spanish Colonial Revival style guidelines, enforcing uniform handmade red tile roofs and whitewashed stucco walls. A tile and wrought iron foundry was even established in town to meet the needs of the rapidly growing community. Hanson did not allow deviation from his Spanish Village dream. In fact, if a home was built that didn't comply with his guidelines, he would either pay for its remodeling or purchase it himself to rebuild in accordance.

Today, the Spanish Village by the Sea is more heterogeneous than Hanson had envisioned, but historic homeowners and current planning and development all reflect increasing esteem for his red-roofed, white-walled Spanish architecture dream.

DEMOGRAPHICS

DEMOGRAPHIC REPORT (CoStar)		1 MILE	3 MILE	5 MILE
	POPULATION			
	2018 Population	16,191	44,098	82,658
	2023 Projection	16,587	45,196	84,824
	Average Age	38.6	41.8	39.9
	HOUSEHOLD INCOME			
	2018 Median Household Income	\$80,971	\$96,905	\$104,372
	2023 Median Household Growth	2.45%	2.49%	2.62%
	2018 Avg Household Income	\$105,755	\$127,525	\$135,431
	2018 Households	6,539	17,398	29,951
	2018 Renter Occupied Units	4,211	7,489	11,299
	HOUSING			
	2018 Avg Household Size	2.40	2.50	2.60
	2023 Avg Household Size	2.51	2.62	2.66
	2018 Median Home Value	\$1,006,988	\$885,984	\$879,832
	Owner Occupied Housing Units	2,327	9,909	18,652



VACATION RENTAL COMPARABLES



DISTANCE	AREA	BEDROOMS	NIGHTLY COST
0.13	Pier Bowl	Studio	\$295 ++
0.22	Pier Bowl	Studio	\$299 ++
0.14	Pier Bowl	1 Bedroom 1 Bath	\$317 ++
0.29	Pier Bowl	1 Bedroom 1 Bath	\$317 ++
0.09	Pier Bowl	2 Bedroom 1 Bath	\$411 ++
0.16	Pier Bowl	2 Bedroom 2 Bath	\$556 ++
0.31	Pier Bowl	2 Bedroom 2 Bath	\$505 ++
0.42	Pier Bowl	3 Bedroom 2 Bath	\$600 ++
0.11	Pier Bowl	3 Bedroom 2 Bath	\$626 ++
0.34	Pier Bowl	3 Bedroom 3 Bath	\$633 ++

++ Cleaning Fee & Service Charge; Tax Not Included

EXPERIENCE RETAIL

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